The Coldwell Banker
Marketing Strategy

RESIDENTIAL BROKERAGE

ColdwellBankerHomes.com

The Importance of Broker Selection

The decision to put your property on the market is a business decision. It means selecting the right agent and company that will net you the most from your sale. Our unique marketing strategy can assist you in getting a higher price than our competitors.

As an expert in market conditions, your Coldwell Banker Independent Sales Associate knows how to create the strongest position to sell your property and will also provide the advice you need to set a price that motivates buyers to take action.

As a Coldwell Banker Residential Brokerage customer, you receive the benefits of innovative strategic marketing, the local expertise of award-winning Sales Associates, a worldwide network of approximately 3,000 offices with potential buyers and a tradition of more than 110 years of service excellence. We are proud to be a part of Realogy, which has been recognized as one of the World's Most Ethical Companies® for six consecutive years by the Ethisphere Institute.

Thank you for giving us the opportunity to discuss the sale of your home. I believe you will find Coldwell Banker Residential Brokerage is the right company to represent you.

Sincerely,

Hal Maxwell, President

Coldwell Banker Residential Brokerage
New Jersey and Rockland County, New York

A Message From Our President

Hal Maxwell

President

Coldwell Banker Residential Brokerage
New Jersey and Rockland County, New York

Strength & Success

Coldwell Banker Residential Brokerage NJ/Rockland County, NY Reaches more Buyers

We are part of one of the largest and most successful real estate companies in the country. With approximately 3,200 Affiliated Sales Associates in 52 offfice lcoations, the organization services consumers in New Jersey and Rockland County, New York.

Coldwell Banker Residential Brokerage is part of the NRT family of companies. NRT, LLC is the world's largest residential real estate brokerage firm. Our global connections and local success are a winning combination for our customers and clients.

Worldwide

Coldwell Banker Real Estate Corporation[1]

Independent Sales Associates/ Representatives Worldwide	over 88,000
Global Offices Worldwide	Approximately 3,000
Coldwell Banker Presence	49 Countries/ Territories
Total U.S. Sales Volume	$229.4 Billion
Number of U.S. Transaction Sides	727,415

NRT LLC.[1]

Independent Sales Associates	47,500
Offices	789
Closed Sales Volume	$166 Billion
Closed Transactions Sides	337,780

1. Data based on the calendar year 2016. It should be used for comparison purposes only. Although we deem this information to be reliable, it is not guaranteed.

Local Market Presence

New Jersey and Rockland County, New York

Coldwell Banker Residential Brokerage

Independent Sales Associates	3,195
Offices	52
Closed Sales Volume	$8.7 Billion
Closed Transaction Sides	18,578

Tri-State Region

Includes Coldwell Banker Residential Brokerage offices in New Jersey and Rockland County, New York; Connecticut and Westchester; and Long Island and Queens.

Independent Sales Associates	6,181
Offices	114
Closed Sales Volume	$15.8 Billion
Closed Transaction Sides	36,462

Data based on closed transaction sales and buyer controlled sales as reported by Coldwell Banker Residential Brokerage offices in New Jersey, New York and Connecticut for the calendar year 2016. Number of sales offices represent December 2016.

This data should be used for comparison purposes only. Although this information is deemed to be reliable, it is not guaranteed.

Your Coldwell Banker Consultant

As a Coldwell Banker Affiliated Sales Associate, I am your consultant and advocate to get your property sold for the highest possible price as well as:

- To keep you informed about the local real estate market trends.
- To generate the greatest amount of buyer interest by showcasing the value of your property.
- To negotiate and manage the sales process in order to obtain the best possible price and terms for your property.

Marketing Strategies

Consumer Branding

Broadcasting globally, nationally and on a local level, the Coldwell Banker® brand and message reach a maximum number of potential clients. The power of global advertising connects your home to an ever increasing number of local, national and international buyers. The Coldwell Banker® message is seen on:

- Major network and cable television stations -- you can find Coldwell Banker on LXTV's Open House, NBC, TNT, History Channel, DIY Network, HGTV, TBS, FOX News, CNN, MSNBC and CNBC, and online on CNET, The Knot, Hulu, YouTube, Google and social media, among others.
- Expansive Online Syndication through a network of as many as 900 Websites.
- National newspapers including, *The Wall Street Journal* and *The New York Times*

Market Analysis

- As your Independent Sales Associate, I will utilize a database of information and reports exclusive to Coldwell Banker Residential Brokerage to properly position your property in today's market.
- From absorption rates to recent home sale figures and website tracking, I have the necessary tools to help you make an informed decision. Including the award-winning CBx Listing experience app, an exclusive Coldwell Banker tool, that uses big data to help accurately price and sell your home.

Multiple Listing Service

Commonly known as the MLS, this listing inventory service exposes your property to thousands of Sales Associates. Through MLS, your property information is distributed to the entire brokerage community and provides immediate access to cooperating brokers and their prospective buyers.

Marketing Strategies

Distinctive Yard Signs

As one of the most recognized and trusted signs in the business, the Coldwell Banker yard signs are a good source of buyer calls into our offices. They also drive traffic to our websites where buyers can read detailed descriptions, view images in the photo gallery and access community information.

Open Houses

Open houses reach a large audience of potential buyers through:

- Internet exposure and office advertising
- Sales Associate networking
- Signage
- Weekly open house listings on
  - ColdwellBankerHomes.com
  - ColdwellBanker.com
  - Zillow.com
  - REALTOR.com®
  - NYTimes.com,Trulia.com, NJ.com, and others

Property Flyers and Feature Sheets

Custom property flyers and feature sheets include:

- Photos highlighting your property
- Detailed information to promote your home
- Contact information that allows buyers to get additional information about your property

Maximum Exposure to the Buyer Pool

As a Coldwell Banker Affiliated Sales Associate, I will provide maximum exposure of your home to buyers.

According to NAR -- Where Home Buyers Found the Home They Purchased[1]

- I promote your property to the real estate community to increase buyer traffic to your home.
- I expose your property on the major, high traffic real estate websites since over 95% of all home buyers and 90% of buyers under 44 years of age use the Internet to search for homes and 44% first learned about the home they purchased from the Internet.
- Only 1% of buyers found a home from print newspaper ads, making it one of the least effective ways of property promotion.

1. 2016 National Association of REALTORS® Profile of Home Buyers and Sellers.

"Our powerful online marketing strategy helps ensure we reach every potential buyer for your home."

MAXimum Online Marketing

Since 95% of home buyers use the internet in their home search[1], Coldwell Banker Residential Brokerage has developed a powerful marketing platform designed to reach the highest number of potential buyers, wherever they are. With the MAXimum program, you'll get:

MAXimum Branding

Your home will be displayed with multiple photos and key information on four of the most-visited real estate websites: Zillow®, Trulia®, realtor.com® and Homes.com®. My name and contact information will be shown next to your property, so interested buyers can easily reach me directly.

MAXimum Exposure

In addition to the four sites noted above, your home will be shown on as many as 900 websites, including all powered-by-Zillow sites and the ever-expanding ListHub and HomeFinder.com networks. On top of that, all luxury listings are distributed to 60+ additional sites targeting high-net-worth individuals.

MAXimum Leads

Online inquiries from buyers interested in your home are routed to me for my immediate response. This helps ensure that no potential buyer for your home is missed.

1. *National Association of REALTORS ® 2016 Profile of Home Buyer and Sellers.

Expanding the Universe: Our Internet Marketing Network

Studies show that 95% of home buyers used the Internet as one of the information sources in their home search process[1]. By being the first to fully embrace the Internet with a far-reaching vision, Coldwell Banker Residential Brokerage has found the formula for expanding your universe of potential home buyers.

When you list your home with Coldwell Banker Residential Brokerage, your home will be featured on:

ColdwellBanker.com

As the first national real estate brand to integrate streaming video online and integrate community amenities into its satellite mapping feature, **ColdwellBanker.com** is at the forefront of helping buyers and sellers make the connections that lead to a satisfying home sale/purchase experience. ColdwellBanker.com has an average of over 2.3 million unique visitors per month[2].

ColdwellBankerHomes.com

NRT LLC, the nation's largest real estate brokerage, operates Coldwell Banker branded operations in more than 27 major markets across the nation. By combining the strength of those companies into one web address, ColdwellBankerHomes.com, your home benefits from the power of tens of millions of visitors a year. Buyers who visit can find your home by searching the city, zip code, or address. Interactive maps help to find nearby restaurants, hospitals, and more. ColdwellBankerHomes.com is also responsively optimized so that consumers can perform property and agent searches, and access community information, from various mobile devices.

ColdwellBankerLuxury.com

Coldwellbankerluxury.com connects an affluent audience to the world's finest homes. From golf course properties to wine country estates, the website's cutting-edge lifestyle search allows potential buyers to select properties according to their passions. Multiple language translations and currency conversion tools also allow international buyers to tailor their user experience. A built-in referral network for Luxury Property Specialists' exclusive use links them to other high-end real estate professionals locally and around the world.

1. 2016 National Association of REALTORS® Profile of Home Buyers and Sellers.
2. Google Analytics 2017.

Expanding the Universe:
Our Internet Marketing Network

Zillow.com

As one of the most-visited real estate websites, **Zillow.com** has more than 69 million visitors each month[1].

REALTOR.com®

Your enhanced listing appears on **REALTOR.com®** which attracts on more than 36 million visitors each month and on the real estate channels of major websites like Move.com, MSN.com, Comcast Interactive Media and more[1].

Trulia.com

Trulia.com has nearly 31 million visitors each month thanks to its easy-to-use Web 2.0 map-based search interface that provides high-level property information and links to your home's property detail page[1].

Homes.com

Homes.com is a leading provider of real estate advertising solutions. It has over three million homes for sale and rent. Each month over 9 million consumers visit Homes.com to search for real estate by location and property type.[1]

NewYorkTimes.com

NYTimes.com receives nearly 82 million visitors each month[1].

1.ComScore Media Metrix Jan 2016-Dec 2016

Expanding the Universe:
Our Internet Marketing Network

WallStreetJournal.com

All of our properties over $500,000 are distributed to the leading provider of business and financial news and analysis. **WSJ.com** has over more than 29 million visitors each month[1].

MSN.com

MSN Real Estate as a part of **MSN.com** attracts nearly over 15 million visitors each month[1].

HotPads.com

HotPads.com lists apartments, rental homes, or condominiums through a unique map-based search engine. This enables the consumer to target their search for rental properties to a specific location.

NJ.com

- Stand out from competitors in your local market place with increased property listing views
- 12.1 million unique visitors monthly[2]

1. comScore Media Metrix Jan 2016 - Dec 2016
2. Source: 2. comScore Multiplatform, 6month average (May-Oct 2016)

Expanding the Universe:
Our Internet Marketing Network

HomeFinder.com

Connecting home buyers and sellers to the real estate section of newspaper websites, **HomeFinder.com** offers a network of more than 375 online newspaper real estate sites and more than three million property listings nationwide.

Aol® Real Estate

Aol® Real Estate helps make your home listing available to the entire Aol® online community. This site displays new and existing homes, foreclosures, for sale by owners and even apartments all together in one search result.

Online Rapid Response System – HomeBase inTouch

With our proprietary online rapid response system, **HomeBase inTouch**, I have a compelling tool to ensure that every potential buyer for your property receives a fast, professional response. In the blink of an eye, a buyer can connect with the one sales professional who best knows your home and its unique selling features.

Here's how HomeBase inTouch works:

- A home buyer sees a listing online.
- They request additional information or a showing through the website.
- I receive an alert instantly on my cell phone.
- I am able to respond to the home buyer within minutes.

HOMEBASE intouch

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HomeBase inSight
Real Time Property Views

Our exclusive **HomeBase inSight** technology provides the number of online views of your property and click-through data on ColdwellBankerHomes.com, REALTOR.com® and other online partners.

HOMEBASE insight

COLDWELL BANKER RESIDENTIAL BROKERAGE

123 Main Street, Anytown, ST

Provided by Jane Agent
Coldwell Banker Residential Brokerage
(123) 456-7890

Property Detail Views

		All Time 2/17/16 - 4/15/17
	ColdwellBankerHomes.com	836
	ColdwellBanker.com	678
Zillow.com	Zillow / Yahoo! Homes	27,172
realtor.com	Realtor.com	6,743
trulia	Trulia	1,450
Homes.com	Homes.com	201
THE WALL STREET JOURNAL	WSJ.com	15
HomeFinder.com	HomeFinder.com	10
	Total Property Detail Views	37,105

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Domestic & International Referral Network

Coldwell Banker Relocation Division

Offering the highest value of customer service and impressive market share, our fully-staffed, award-winning Coldwell Banker Relocation Division provides:

- Buying or selling connections in another city, state or country
- A full needs assessment and relocation guidance for relocating executives and families

Cartus Referral Network

Coldwell Banker Residential Brokerage is a principal broker in New Jersey and Rockland County, New York for the Cartus Broker Network, the leading network of market-dominant real estate brokers. Cartus, a Realogy sister company, is the premier provider of global mobility management and workforce development solutions serving corporate, military, government, and Affinity markets.

- Over **50%** of the Fortune 50 companies are Cartus clients
- Assisted more than **163,000** transferring employees in 2016
- Serving more than **150** countries

As of 12/31/16 realogy.com

CARTUS
Broker Network

We Bring The Corporate Business to You

Relocation Management Companies

The following Relocation Management Companies have an existing relationship with Coldwell Banker Residential Brokerage Relocation.

ACS Relocation & Assignment Services
ADP Relocation & Relocation Services*
Aires Relocation
Altair Global Relocation
American International Relocation
American Relocation Connections
American Transitions
Bristol Global Mobility
Brookfield Global Relocation Services
Burnet Relocation
CapRelo
Capital Relocation Services
Cartus Relocation
Continental Relocation Group
Cornerstone Relocation
Corporate Relocation
Crown Relocation
Employee Transfer Corporation
Ernst Young Relocation*
Global Mobility Solutions
Graebel Relocation
Kraft Relocation*
Lexicon Relocation
Marriott Relocation Services
Mobility Services International
MoveTrek Mobility LLC
Moving Station
Nationwide Relocation Services
NEI Global Relocation
Neighborhood Scout / Location Inc.
NRI Relocation
NuCompass Mobility Services, Inc.
Odyssey Relocation Management
OneSource Relocation LLC
Oxford Relocation
Paragon Global Resources
Pearce Plus Relocation
Plus Relocation
Promisor Relocation
Quantum Relocation
Relo Direct, Inc.
Relocation America
Relocation Solutions
Relocation Strategies
RE/MAX Allegiance Relocation Services
Signature Relocation
SIRVA Relocation
Summit Relocation Services
The Home Depot Relocation
The Intrepid New Yorker
The MIGroup
The Move Management Center
The Talbot Group
TRC Global Solutions
UniGroup Relocation
United Relocation Group
Vertice Global Relocation Inc.
Vision Relocation
Weichert Relocation
WHR Group
Xerox Relocation & Assignment Services
Xonex Relocation

*Denotes an In-House Relocation department dedicated to the relocation business of the specific company.
List as of June 2015. Subject to change.

Increasing Buyer's Perception of Value

As your Coldwell Banker Affiliated Sales Associate, I will utilize powerful marketing tools to expose your property to potential buyers. Home enhancement and a home protection plan can also make a home more compelling and valuable.

Home Enhancement

- Your home's presentation is an important part of a buyer's perception of its value
- Review our Home Enhancement Guide

Coldwell Banker® HOME PROTECTION PLAN

Home Protection Plan

There are many compelling reasons for you to include a Coldwell Banker Home Protection Plan, administered by American Home Shield, on your listing.

- Seller provided home protection plans help discourage downward price negotiation
- Your home will be distinguished from other listings
- Helps boost buyer confidence
- May help reduce your liability in post-sale issues

Administered by American Home Shield℠

Communication & Online Transaction Management

Our ***HomeBase***® system is an exclusive transaction management system that keeps you informed throughout the home buying or selling process. Consider it your personal online filing cabinet which will allow you to view and access your documents during the transactions and into the future.

The ***HomeBase*** transaction management system includes:

- Constant visibility into each step of the process
- Convenient, secure 24/7 online access
- Environmentally friendly, reduced paper transaction
- Safe online storage which allows for document retrieval during financial planning or tax season

HOMEBASE powered by REALOGY®

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Full Service
Real Estate Environment

As your Coldwell Banker marketing consultant, my goal is to use my knowledge, skills and resources to help you net the most amount of money for your property in today's marketplace.

Coldwell Banker Residential Brokerage is part of the largest real estate brokerage company in the U.S. offering full services from the beginning of the transaction to the end.

Mortgage

In addition to offering a full range of programs for buyers, **Coldwell Banker Home Loans** can offer a reliable second opinion on a buyer's ability to obtain financing for the sale of your property and guaranteed on-time closing and same-day loan decision.

Property Title

Having a clear title is a vital part of transferring ownership of your property to the buyer. **NRT Title Agency** can provide you with a preliminary title search to identify potential issues with your property's title to ensure a smooth closing process on your sale.

Home Protection Plan

A **Coldwell Banker Home Protection Plan** provides that extra measure of security that builds buyer confidence and enhances the marketability of your home. It helps to offset the high costs when problems occur to appliances and major mechanical systems you rely on every day.

Insurance

Castle Edge Insurance AgencySM can help you shop smarter by providing quotes from multiple national and regional companies whose names you know and trust.

Steps to a Successful Sale

Successfully Market Your Home

- Implement the *Coldwell Banker Marketing Strategy*
- Develop a custom marketing plan
- Access to the real estate community via MLS and broker tours
- Be included in our open house campaign
- Install Coldwell Banker yard sign
- Exposure via local and regional advertising
- Gain global Internet exposure
- You will have exposure to an extensive relocation and referral network
- Use a direct mail campaign including "just listed" postcard/E-card
- Staging tips – Dress your house for success
- Offer a Home Protection Plan

Manage the Sale[1]

- Qualifying the buyer
- Seller Disclosure
- Negotiating the offer(s)
- Signing of appropriate documents
- *HomeBase®*
- Attorney review
- Contingencies, follow-up, inspections, mortgage deposit, etc.
- Mortgage approval
- All contingencies met
- Final buyer walk through
- Closing

1. Please review with your Coldwell Banker Residential Brokerage Affiliated Sales Associate the specific offer procedures, timing and required documentation applicable to your area.

Full Service
Brokerage Fee

Marketing Side

My marketing efforts create wide exposure to the public and the real estate community. My strong negotiation represents your best interests and can assist with getting you the most money for your property. With my full services, I manage the entire sale from the initial day on market to the day of closing. No fee is due until the successful completion of your sale.

Sales Side

Next to the Internet, the most common way a buyer will find your property is via a real estate agent. The sales side of the fee is payable to the agent and broker who brings the buyer to your property. Like the marketing side, no fee is due until the successful completion of your sale.

Market Study –
Initial Market Positioning

As your Coldwell Banker Affiliated Sales Associate, I will provide you with current and historical market information and analysis to help you determine the ideal price positioning of your home for maximum impact. You will see what buyers have been paying for similar properties that have recently sold, properties currently on the market that are not selling, as well as properties that have failed to sell. Taking these factors into account will allow you and your sales associate to maximize the perception of value among members of the buyer pool. After determining your initial market position, it will be reviewed on a regular basis to determine if repositioning is necessary.

Houses with similar features, amenities and location.

Real estate behaves like a commodity rather than a product. Products have a virtually unlimited supply controlled by the seller who sets the price and advertises to sell it. Products that do not sell are simply discontinued. Commodities like real estate have a limited supply and sell every day with prices fluctuating based on market conditions. The position of your property amongst others in the marketplace will influence the buyer's perception of value and will ultimately determine the speed and price at which your property sells.

We're With You Every Step of the Way

RESIDENTIAL BROKERAGE

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