



# FULL SERVICE

Coldwell Banker Realty is there for you in all aspects of the home sale process. Our primary services ensure you'll receive complete assistance from start to finish – giving you one-stop-shop convenience.



## Redefining Full Service

As full-service Independent Sales Associate with Coldwell Banker, I handle the complexities of your transaction so you have peace of mind throughout the process. Here is a look at some of the duties I may perform on your behalf.

### PRE-SALE ACTIVITIES

- Research and determine market value
- Prepare for signature all documentation and home warranty
- Home preparation consultation including list of trade professionals who can help prepare your home for sale
- Arrange and attend inspections (representing seller's interests)
- Develop disclosure packages

### MAXIMUM EXPOSURE MARKETING

- Order sign ("Coming Soon" rider optional)
- Order comprehensive CB Exclusive Marketing Concierge program which includes among other things:
  - >Professional photography and a professionally printed brochure highlighting the features of the home
  - >Just Listed postcard
  - >Mobile rider to capture buyer info when at the property
  - >A TV spot in our exclusive show At Home in Northern California, Channel 7 on Sundays.
- Put lock box on your home
- Enter property listing on Multiple Listing Service (MLS)
- Promote to Agent network; announce at office and regional meetings
- Call past client referrals
- Canvass the neighborhood to invite people to the open house and alert buyers
- Host Broker's open house
- Host public open house
- Schedule showings and show property to potential buyers

### COMMUNICATION

- Provide feedback from showings
- Continuous monitoring of marketing results
- Communicate and consult with seller on a regular basis
- Respond quickly to all buyer inquiries
- Facilitate the flow of information between buyers and sellers
- Arrange showings when necessary

### NEGOTIATE OFFERS/ACCEPTANCE

- Schedule offer presentation with seller
- Present offer(s)
- Explain ramifications relating to terms
- Negotiate terms on behalf of seller
- Complete necessary paperwork
- Organize and tender copies of offer, counter offer and addendums to appropriate parties for ratification

### NEGOTIATE ESCROW

- Deliver completed contract to both parties involved in the contract
- Identify and disclose details concerning property to buyers
- Deliver completed contract to lender; Deliver contracts to title company
- Coordinate and attend all inspections and negotiate any post inspection findings, if any.

# 360° PROPERTY MARKETING



AGENT PROMOTION



TV ADVERTISING



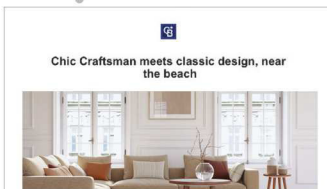
OPEN HOUSE



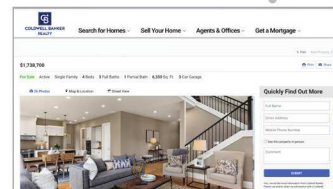
PRINT ADVERTISING



YARD SIGN



EMAIL MARKETING



ONLINE AND SOCIAL MEDIA



VIDEO