

# EXCLUSIVE PROPERTY MARKETING

## Seller Update

Detailed report outlining everything that has been done to bring your home to market and maximize its exposure



We are very pleased to share that we have been busy over the last few days preparing your home for sale. Following are the items that we have completed thus far on your behalf.

- Ordered and installed property sign
- Entered the property into the MLS
- Fed the property to 900+ Coldwell Banker partner websites
- Professional photography
- Included the property in Coldwell Banker's weekly The Update, which notifies real estate professionals at all of the top real estate companies in the area that your home has come on the market
- Promoted your property to my network of fellow REALTORS® during our weekly sales meeting
- Posted the announcement of your home on our company Facebook page and demographically boosted it for additional exposure
- Posted the announcement of your home on my own personal social media page(s)
- Posted your property on our company websites, [ColdwellBankerHomes.com](http://ColdwellBankerHomes.com) and [ColdwellBanker.com](http://ColdwellBanker.com)
- Distributed an eBlast to my personal sphere
- Distributed a tri-fold gold envelope neighborhood announcement to 100 of your surrounding neighbors
- Created a high-end, professional property brochure for display during property tours and open houses
- Developed a video slideshow of your property
- Developed a [property website](#) of your property and positioned it online on our partner websites
- Prepared an ad of your home to be featured in the April/May 2017 edition of *Sactown Magazine*
- Professionally produced a 30-second video spot to be featured on the Coldwell Banker TV show, *At Home* in Northern California, on Saturday, March 18 at 4:30 pm and is now posted on [Coldwell Banker's YouTube channel](#)

Additionally, once per week I will be sending you a report from our HomeBase inSight platform which will show you all of the views your property is generating on our partner websites, including [ColdwellBankerHomes.com](http://ColdwellBankerHomes.com), [Realtor.com](http://Realtor.com), [Zillow](http://Zillow), [Trulia](http://Trulia) and more.

We hope you are pleased with the progress in marketing your property thus far. Rest assured this is only the beginning. We look forward to taking your property from Just Listed to Just Sold as soon as possible.



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