

LISTING PACKET

DESIGNED TO SELL YOUR HOME



PRESENTED BY

Agent Name

REALTOR[®], LUXURY PROPERTY SPECIALIST

000.000.0000

Agent.Name@CBEmail.com



COLDWELL BANKER

**SCHMIDT FAMILY OF
COMPANIES**

EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED

Company Profile

COLDWELL BANKER <<DBA HERE>>

Office Address, City, ST Zip

www.CBWEBSITE.com

Coldwell Banker Schmidt Family of Companies has had the distinct pleasure of providing services to thousands of individuals and families since 1927.

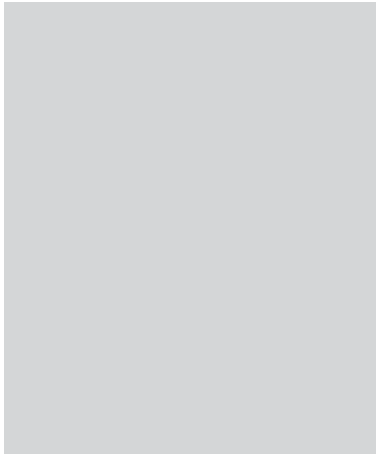
SCHMIDT FAMILY OF COMPANIES – AT A GLANCE

- 90+ offices company wide (Michigan, Ohio, Florida, US Virgin Islands)
- 2,000+ affiliated sales associates
- Over \$5 Billion in sales volume in 2022
- Over 15,500 closed sales transactions in 2022
- Average over 1,200,000 page views per month on our websites
- Principal broker for Cartus, the world's largest real estate relocation and referral company
- The Schmidt Family of Companies is the largest Coldwell Banker franchise in the USA
- Coldwell Banker Global Luxury handles more than \$267 million in luxury home sales each day. This represents more than 50,353 transactions of \$1 Million+ homes attaining a \$1.9 Million average sales price for \$1 Million+ homes

BUYERS & SELLER SERVICES


- Multiple Listing Services
- National relocation and Referral System
- Buyer Agency
- Computerization
- Residential and Commercial
- Mortgage Banking Services
- Internet Listings
- Multiple Digital Magazines
- In-House Marketing Services and Print Shop
- Dedicated Digital Marketing Specialists

Your Trusted Real Estate Agent




Agent Name

REALTOR®, LUXURY PROPERTY SPECIALIST

 000.000.0000

 Agent.Name@CBEmail.com

 Agent-Name.CBWebsite.com

 123 Name Street, Suite 1
City, ST 00000

ABOUT ME

Insert here...

DESIGNATIONS

REALTOR®

EDUCATION

Insert here...

MY COLDWELL BANKER OFFICE

Coldwell Banker Schmidt Family of Companies has experienced phenomenal growth since its inception in 1927. Founded by Harold F. Schmidt, the company is now led by his grandson and great-grandson.

H. F. Schmidt Real Estate, as the firm was originally known, was based on the principles of honesty, integrity and an unwavering commitment to outstanding service. Harold Schmidt's adherence to these standards of excellence earned him the trust and confidence of his clients, building a solid foundation for what was to become one of the most respected and largest real estate brokerage firms in the Midwest. Schmidt Family of Companies is now a fifth generation real estate firm and is one of the largest and most successful real estate affiliates in the country.



COLDWELL BANKER

**SCHMIDT FAMILY OF
COMPANIES**

30-Day Marketing Strategy

ADVERTISE

- Professional photography of your property
- Just Listed sign on your property
- Enter listing into the Multiple Listing Service, personal website, Zillow, Trulia, and many other listing databases for maximum exposure
- Announce listing in Coldwell Banker Newsletter and sales meetings
- For Sale sign installed with flyers readily available
- Provide Coldwell Banker agents with quick access to view the listing
- Send listing information to producing REALTORS® in the area
- Advertise through numerous mediums including newspapers, social media, etc.

PREPARE

- Order preliminary commitment of Title Insurance & Well and Septic Evaluation (if applicable)
- Contact city or township for pertinent property information
- Advise owners of how to enhance the marketability of their home
- Equip owner with feature sheet, plat map, and survey to use for showings
- Perform a Competitive Market Analysis (CMA) of the property

BEHIND THE SCENES

- Call all REALTORS® who have shown your property to obtain feedback
- Execute Open Houses for the public to be published in local paper, social media, and real estate websites
- Call and follow up with all persons who visited the Open House
- At day 30, review if property needs a price adjustment

ON-GOING ACTIVITIES

- Inform sellers of Open House results and advertise success through a Marketing Service Report
- Contact people from our mailing lists to solicit buyers for property
- Inform REALTORS® who have previously shown the property about any changes that have been made to the property that could positively affect their buyers decision to purchase
- Send copies of advertisements to sellers
- Review our personal buyers file to see if there is a match to your property
- Call all REALTORS® who have shown your property to find out results
- Include property in newsletters or other monthly mailings/emails

Top 5 Reasons to List With Me

MARKET DATA

I have access to market data to create a custom strategic pricing analysis based on buyer and seller activity in your area. This will enable us to effectively develop a pricing and positioning strategy that creates a high perception of value and makes your property competitive on the market.

COLDWELL BANKER® NETWORKING

Your property is presented at weekly sales meetings to local agents and included in company wide listing emails. With Exclusive Look, I can showcase your property to brokers across the company within minutes before it even hits the MLS.

EXPERT STAGING

I can look at your home objectively to set up a staging strategy to improve its appearance so it looks the best it possibly can. Sometimes moving a single piece of furniture makes all the difference in catching a buyer's attention.

MARKETING EXPERTISE

I work with a team of professional marketers to ensure your property is presented to the public with the biggest impact. With our 360° Marketing Approach, I am able to ensure your home is in front of buyers at all times, whether it's digital, print, social media, or in-person networking.

PROFESSIONAL SHOWINGS

I can show your home when you aren't available and host open houses to increase exposure to buyers. I can also respond to inquiries from potential buyer agents and get valuable feedback from showings — things that can save you time and energy and increase potential sales.

**I am here to help you get the
best price and have the best
experience selling your home.**

Expansive Online Syndication

Finding a discerning buyer for a one-of-a-kind property takes ingenuity — and an expert command of today's online arena. The **Coldwell Banker Global Luxury**® program has mastered the art of digital marketing, ensuring your property is seen by the widest possible audience of qualified buyers. Luxury properties that are marketed through the program will enjoy immediate syndication through a comprehensive network of over **750** prominent real estate websites, including WSJ.com, JamesEdition.com, RobbReport.com, UniqueHomes.com and international websites through ListHub Global.



Coldwellbankerluxury.com

Coldwell Banker® automatically syndicates listings to hundreds of web partners, including the most-visited real estate websites like Zillow®, Trulia, Homes.com® and hotpads.com.

JAMES EDITION

Bloomberg

Robb Report
FOR THE LUXURY LIFESTYLE

 Homes.com

MANSION GLOBAL

UNIQUE
HOMES

THE WALL STREET JOURNAL

 ListHubGlobal

 HomeFinder.com

PENTA

BARRON'S
THE BORN AGAIN BUSINESS AND FINANCIAL WEEKLY

MarketWatch

*JamesEdition, Bloomberg, Barron's, Mansion Global and Penta display properties priced at \$1M+. ListHub Global displays properties priced at \$2M+.



Home Selling Process

1

LISTING CONSULTATION



- ▶ Discuss motivation, timing, pricing strategy
- ▶ Review comparable
- ▶ Marketing action plan
- ▶ Address any concerns

2

SIGN LISTING AGREEMENT

- ▶ Seller Disclosures
- ▶ Related Paperwork

3

DISCUSS HOME'S MARKETABILITY

- ▶ Prepare your home for sale
- ▶ Curb appeal and interior staging ideas

6

OFFER RECEIVED

- ▶ Explain all offers
- ▶ Review price, contingencies, and closing date

5

SCHEDULE SHOWINGS

- ▶ Private showings
- ▶ Open houses
- ▶ Provide showing feedback

4

IMPLEMENT MARKETING ACTION PLAN

- ▶ Professional photography
- ▶ Direct mail/email marketing
- ▶ Online listing marketing
- ▶ Signage, open house, info flyers



7

NEGOTIATE

I will negotiate terms with the Buyer's Agent based on your decision to either:

- ▶ Accept
- ▶ Decline
- ▶ Counter offer



8

CONTRACT ACCEPTED

Open Escrow



9

BUYER CONDUCTS DUE DILIGENCE

- ▶ Inspections: home, termite, roof, & pool
- ▶ Reviews Seller's Property Disclosure statement

12

BUYER LOAN APPROVED

- ▶ Sign loan documents with escrow company
- ▶ Escrow company returns signed documents to lender
- ▶ Lender reviews for final approval

11

HOME APPRAISAL ORDERED



10

NEGOTIATE REQUESTS

- ▶ Negotiate any buyer requests from inspections
- ▶ Clean buyer inspection items

13

BUYER

- ▶ Conducts final walk through

SELLER

- ▶ Arranges for movers, schedule disconnection of utilities and forward mail



14

CLOSE OF ESCROW DATE

- ▶ Lender wires funds and gives OK to record
- ▶ Documents recorded by county recorder
- ▶ Money and title are exchanged on your behalf

15

CONGRATULATIONS!
ON TO THE NEXT
PHASE OF YOUR

LIFE



Tips To A Faster Home Sale

Reducing clutter in a room can be an overwhelming task for many sellers.

Part of selling a home is selling the feeling of home that buyers expect to feel entering a new space. Creating a little Zen in your den will help raise the possibility of a sale.

Below are a few quick tips to help you get started.

SIMPLICITY SELLS

Remove excess clutter and knick knacks from the room. Potential buyers can feel uncomfortable and cramped when surrounded by an abundance of belongings that are not their own.

LOOK TOWARD THE LIGHT

Natural sunlight creates a feeling of warmth and happiness. Make use of all windows that bring in sunlight by pulling back the heavy drapes and raising the blinds. Keep all lights on, as buyers buy on their first impressions.

BALANCE

Place candles and potted plants around the room to create a feeling of balance and nature. When it comes to selecting a plant for the room, choose those that have round leaves to create a feeling of completeness.

PETS

Always remove pets from your home for showings. Store any food & water dishes, toys, beds, etc. out of sight. Steam clean carpets to help remove any pet odors.

FRESH AIR IN

Opening the windows for at least 20 minutes a day lets fresh air in and reduces odor. Buyers will notice the fresh energy feeling it brings to your home.

PACK UP THE SHOES

An accumulation of shoes by the front door can be uninviting to buyers. Gather up your family's footwear and store it out of the way. Walkways to and from the front door should always be clear and welcoming.

CLOSETS

If you don't wear it, it's not worth the space. Take a look at your closets and pull out old clothes you know you'll never wear again. Give them away and take the tax deduction. It will save you time packing as well as create a more pleasing and open sight for buyers. A cluttered closet gives the impression that the closets are too small and deter potential sales.

Showing Your Home

When it comes time to show your property, here are some suggestions that will help make the process go more smoothly.

MAINTAIN THE HOME IN READY-TO-SHOW CONDITION

With beds made every morning, clutter removed, dishes cleaned and put away, and so forth. Then, you're always ready for a showing as soon as you get the phone call.

SHOWCASE YOUR HOME AS IF YOU ARE RECEIVING GUESTS

Turn on lights or open drapes. Place fresh flowers in vases and hang your best towels. Light a fire in the fireplace if it's cold outside and play soft background music.

STEP OUT DURING A SHOWING

Grab a cup of coffee or run a few errands. The buyers will feel much more relaxed and able to envision themselves possibly buying if allowed to view your home without any distractions.

MAKE SURE PETS ARE CONFINED

Make sure pets are in a safe out of the way place if you aren't able to remove them from the home for showings. Also make sure all toys, dishes, leashes are picked up.

RESERVE COMMENTS

Until the buyer has left your home. In some cases, silence is golden.

FOR SAFETY PURPOSES

It is wise to show the home to a buyer only if the agent working with them is present. You should also put away any valuable items such as jewelry or collectibles as well as any prescription medications.

PLEASE FEEL FREE TO CALL ME ANY TIME WITH ANY QUESTIONS ON WHAT WOULD BE BEST FOR SHOWING YOUR HOME.

Seller's To Do List

- Copy of Mortgage Note
- Loan Company or Bank
- Loan Numbers/1st Mortgage, Home Equity
- Survey
- Floor Plan If Available
- Room Dimensions
- Square Footage of Home
- Latest Tax Assessment
- Inspection and/or Contract
- Termite, Well and Septic Inspections
- 2 Sets of Keys
- Name of Company Who Services Heating And Cooling
- Has the Fireplace Been Cleaned in the Last 12 Months?
- List if Seller Improvements
- Any Known Defects Including Environmental Defects (Radon, Asbestos, Lead Paint)
- Most Recent Title Policy
- Covenants and Restrictions
- Homeowners Association Information Regarding Monthly and Yearly Dues; When and To Whom They Are Paid, and The Purpose Of Dues.
- Any Special Assessments Now and in The Future
- Current Warranties on Appliances or Home Improvements
- 12 Months Utility Bills: Electric, Water, Gas, Oil, Etc.
- Latest Appraisal

Items Needed At Closing

- Home Owner's Insurance
- Certified Bank Check **OR**
Completed Wire Transfer of Funds
- Driver's License

Date of Closing _____

Location _____

Time _____

Client Testimonials



JOHN S.

01/04/2021

Client review goes here.



JOHN S.

01/04/2021

Client review goes here.



JOHN S.

01/04/2021

Client review goes here.

Moving Checklist

- Post Office: Ask for a “Change of Address” card
- Water and Sewer:
- Telephone: Be sure to have your drivers license number ready.
- Electricity
- Gas
- Refuse Collection: Trash and Recycling
- Cable Television Services
- Voter’s Registration
- Auto Licenses or State IDs
- Pet Licenses
- Insurance Companies: Life, Medical, and Auto
- Subscriptions such as Magazines, Newspaper, or Food Deliveries
- Open Credit Accounts at Department Stores, Banks, or Rewards Accounts

Commission Breakdown



**SELLER LISTS THEIR HOME
WITH COLDWELL BANKER**



SELLER PAYS 7% COMMISSION



*** BUYER'S COST FOR PURCHASE IS \$295**

**3.5% TO
SELLER'S
AGENT**



*** SELLER'S COST FOR SALE IS 7%
PLUS \$295**



**3.5% TO
BUYER'S
AGENT**

-
- A large blue downward-pointing arrow.
- Professional Photos
 - Sign Installation
 - Feature Sheets
 - Marketing Materials
 - "Just Listed" Advertising
 - Social Media / Facebook
 - Flyers
 - Sign Riders
 - Hosting Open Houses
 - MLS / Zillow / Trulia

-
- A large blue downward-pointing arrow.
- Exclusive Access to Upcoming Listings
 - Automatic New Listing Updates
 - Initial Meeting
 - Home Buying Process Breakdown
 - Pre-Approval Assistance
 - Exclusive Tours
 - Strategic Negotiation
 - Facilitating Inspections
 - Preview Title Work

Recommended

HOME INSPECTORS:

Company: *Contact*

000-000-0000 | email@company.com | www.company.com

Company: *Contact*

000-000-0000 | email@company.com | www.company.com

Company: *Contact*

000-000-0000 | email@company.com | www.company.com

LENDERS:

Company: *Contact*

000-000-0000 | email@company.com | www.company.com

Company: *Contact*

000-000-0000 | email@company.com | www.company.com

Company: *Contact*

000-000-0000 | email@company.com | www.company.com

BUILDER:

Company: *Contact*

000-000-0000 | email@company.com | www.company.com

Company: *Contact*

000-000-0000 | email@company.com | www.company.com

Company: *Contact*

000-000-0000 | email@company.com | www.company.com



WHEN IT COMES TO **HOME**,
WE'VE GOT **YOU** COVERED.



With our HomeHub app, homeowners are able to find trusted professionals for any home maintenance or projects they have over their entire real estate journey. This will be your move and home assistant for life! Talk to your agent about HomeHub today and have them invite you to the app to get started and see firsthand what this amazing service can offer you!



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