

# LISTING PACKET

DESIGNED TO SELL **YOUR** HOME



PRESENTED BY

AGENT NAME

REALTOR®

000.000.0000

Agent.Name@CBEmail.com



**COLDWELL BANKER**

**SCHMIDT FAMILY OF  
COMPANIES**

EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED

# 30-DAY MARKETING STRATEGY

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## ADVERTISE

- Professional photography of your property.
- “Just Listed” sign on your property.
- Enter listing into the Multiple Listing Service, personal website, Zillow, Tulia, 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 flier to producing REALTORS® in the area.
- Advertise through numerous mediums including newspaper, 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

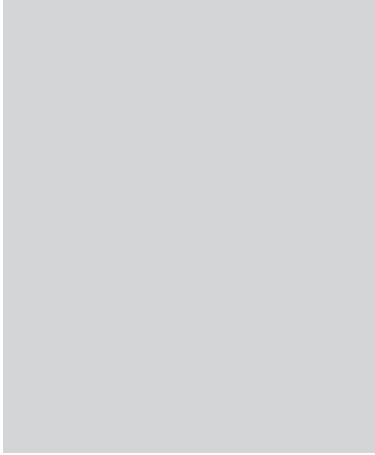
- Call all REALTORS® who have shown your property to obtain feedback.
- Execute Open Houses for the public to be published in local paper, social media, and real estate websites.
- Call and follow up with all persons who visited the Open House.
- At day 30, review if property needs a price adjustment.

## 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 monthly mailings.

# YOUR TRUSTED REAL ESTATE AGENT

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## AGENT NAME

REALTOR®

 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**

# COMPANY PROFILE

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## COLDWELL BANKER {DBA HERE}

Office Address, City, State ZIP

[WWW.CBWEBSITE.COM](http://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, U.S. Virgin Islands).
- 2,000+ affiliated sales associates.
- Over \$5.52 Billion in sales volume in 2021.
- Over 19,858 closed sale transactions in 2021.
- Average over 1,200,000 page views/month on our websites.
- Principal broker for Cartus, world's largest real estate relocation and referral company.
- The Schmidt Family of Companies is the largest Coldwell Banker franchise in the U.S.A.
- Coldwell Banker Global Luxury handles more than \$267 million in luxury home sales each day - Representing more than 50,353 transactions of \$1 million+ homes - Attaining a \$1.9 million average sales price for \$1 million+ homes.

### **BUYER & SELLER SERVICES**

- Multiple Listing Services
- National Relocation and Referral Services
- State of the art Advertising System
- Buyer Agency
- Computerization
- Residential and Commercial
- Mortgage Banking Services
- Internet Listings
- Multiple Digital Magazines

# HOW DO WE COMPARE?

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THE NUMBERS ARE IN.  
NOBODY BEATS THE  
COLDWELL BANKER® BRAND.

**116 YEARS**  
OF GUIDING PEOPLE HOME

**#1** MOST EFFECTIVE  
REAL ESTATE  
ADVERTISING  
- ACE Metrix scores  
2012-2020.

**284 MILLION**  
IMPRESSIONS ON COLDWELL  
BANKER® SOCIAL PLATFORMS  
- Source: 2021 Sprout Social and media agency reporting.

WE CLOSED  
**\$334 BILLION**  
IN SALES VOLUME IN 2021  
COLDWELL BANKER®

**#1** MOST VISITED REAL ESTATE  
BRAND ONLINE  
- Reflects total website visits for 2021. Source: Comscore 2021 Media Trends.

PROPERTIES USING A LISTING  
AGENT SELL **22% HIGHER ON**  
AVERAGE

- Based on 2021 National Association of REALTORS® Profile of Home Buyers and Sellers Research Report.

**20.7%** HIGHER SALES  
PRICE THAN  
THE NAR AVERAGE

- National Association of REALTORS® 2021 Average Sale Price: \$368,400.

# TOP 5 REASONS TO LIST WITH ME

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## INSTEAD OF SELLING ON YOUR OWN

- 1** I have access to market data about recent sales and other homes on the market that can be used to price your home appropriately.
- 2** I can show your home when you aren't available, can respond to inquiries from potential buyers and their agents, and can get valuable feedback from visitors - all things that save you time.
- 3** I can look at your home objectively and suggest ways to improve its appearance.
- 4** Buyers typically prefer to look at a home without the seller present so they can feel more comfortable exploring the rooms and visualizing themselves in the property.
- 5** I have professional marketing expertise, contacts with other REALTORS® who work with buyers, and the support of a brokerage that can market your home more widely than you can as an individual.

**I'M HERE FOR YOU!**



# INTERNET MARKETING ADVANTAGE

With a primary distribution network which redistributes to up to 750 real estate oriented websites, your home will reach a larger, more targeted local audience. I can showcase your home where 95% of all time is spent searching for homes - online! This tremendous exposure to the largest audience of buyers helps give your home the visibility it deserves.



- ColdwellBanker.com
- CBGreatLakes.com
- CBSchmidtOhio.com
- CBFloridaHomes.com
- FLColdwellBanker.com
- ColdwellBankerPremierProperties.com
- ColdwellBankerVI.com

# RECOMMENDED

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## HOME INSPECTORS:

COMPANY - CONTACT

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

COMPANY - CONTACT

00-000-0000 | 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.



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



# TIPS TO A FASTER HOME SALE

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

Part of selling a home is selling a feeling that buyers have about space. Creating a little Zen in your den will help raise the possibility of a sale.

Below are a few of our tips.

## **SIMPLICITY SELLS**

Remove excess clutter and knick-knacks from the room. Potential buyers 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 impression.

## **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 home for showing, and also store their food and water out of site.

## **FRESH AIR IN**

Opening the windows for at least 20 minutes a day lets fresh air in and reduces odor, plus it brings a feeling of fresh energy to the place.

## **PACK UP THE SHOES**

An accumulation of shoes by the front door can be uninviting to new comers. 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 a tax deduction. Get rid of extra hangers and plastic from the dry cleaners.

# SHOWING YOUR HOME

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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, clutter removed, dishes 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 flowers in vases, 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 buyer will feel more relaxed if allowed to view your home without any distraction.

## **MAKE SURE PETS ARE CONFINED**

Make sure they are in a safe and out-of-the-way place, or make arrangements for them to be away from the home.

## **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 your most valuable items such as jewelry, collectibles and prescription medication.

**PLEASE FEEL FREE TO CALL ME ANY TIME IF YOU HAVE QUESTIONS, CONCERNS, IDEAS OR SUGGESTIONS.**

# SELLER'S TO-DO LIST

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- Copy Of Mortgage Note
- Loan Company / 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 & Septic  
Inspections?
- 2 Sets Of Keys
- Name Of Company Who  
Services Heating & Cooling
- Has Fireplace Been Cleaned  
In Last 12 Months?
- List Of Seller Improvements  
And Estimated Costs
- Any Known Defects Including  
Environmental Defects  
(Radon, Asbestos, Lead Paint)
- Title Policy / Most Recent
- Covenants & 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 & Future
- Warranties In Effect Now
- 12 Months Utility Bills  
Electric, Water, Gas, Oil, Etc.
- Latest Appraisal

# ITEMS NEEDED AT CLOSING

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Home Owner's Insurance (copy)

Certified Bank Check

Drivers License

Keys and Garage Door Opener

Date of Closing: \_\_\_\_\_

Location: \_\_\_\_\_

Time: \_\_\_\_\_



# 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



# CLIENT TESTIMONIALS

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**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.



# COMMISSION BREAKDOWN

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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



- Professional Photos
- Sign Installation
- Feature Sheets
- Marketing Materials
- "Just Listed" Advertising
- Social Media / Facebook
- Flyer's
- Sign Riders
- Hosting Open Houses
- MLS / Zillow / Trulia

- 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



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