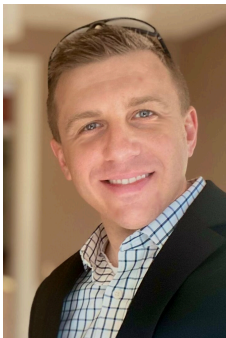




**COLDWELL BANKER  
REALTY**



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Home Selling Guide 2022  
September 4, 2022

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COLDWELL BANKER

# WHY COLDWELL BANKER®

The Coldwell Banker® brand is the North Star of the real estate industry – guiding people to the homes of their dreams for 116 years. It's a passion and pursuit I take deep pride in: Creating and exceeding impeccable standards in every aspect of your real estate experience.

To market and sell your home, I offer:

- PROVEN SUCCESS
- POSITIONING YOUR PROPERTY
- FULL SERVICE
- PRICING STRATEGIES



# PROVEN. POWERFUL. PERSONAL.

Selling your home is a big deal, which is why the company that helps you should be, too. In 2021, the Coldwell Banker® brand closed \$335 billion in sales volume\*. This is a brand committed to empowering agents like me with the innovative technology, strategic marketing and powerful network I need to market your home in the best possible way.

\*Year-end Coldwell Banker numbers based on Coldwell Banker financial data as of 12/31/21.

# LEADING THE WAY

Coldwell Banker Real Estate practically invented modern-day real estate, making us the ideal partner for marketing and selling your home. Founded in 1906 on the principles of honesty, integrity and always putting the customer first, we changed the industry then and continue to do so today.

We give you advantages other brokerages do not – and the proof is in the numbers. Affiliated with the #1 most recognized real estate brand<sup>1</sup>, and achieving a 20.7% higher average sales price than the NAR average<sup>2</sup>, there are more than 100,000 agents hard at work all over the world asserting our global strength, leading the way in luxury and setting the standard for real estate excellence.

## COLDWELL BANKER® IMPACT

100,000+

AGENTS

2,900

OFFICES

\$335B

SALES VOLUME

753,355

TRANSACTION SIDES



1. 2021 LucidPress, 2021 branding survey. 91% of survey respondents correctly identifying the brokerage's logo.

2. National Association of REALTORS® 2021 Average Sales Price: \$368,400.

# MARKETING YOUR HOME

We offer one of the most powerful and comprehensive marketing programs to ensure your home is seen by the right buyers. In addition to our industry-leading online strategy, we use a proven combination of traditional and cutting-edge methods to market your home with a comprehensive 360-degree approach.



AGENT PROMOTION



TV ADVERTISING



OPEN HOUSE



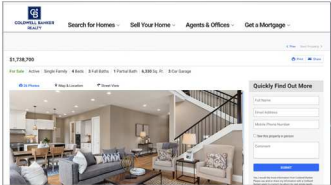
PRINT ADVERTISING



YARD SIGN



EMAIL MARKETING



ONLINE AND SOCIAL MEDIA



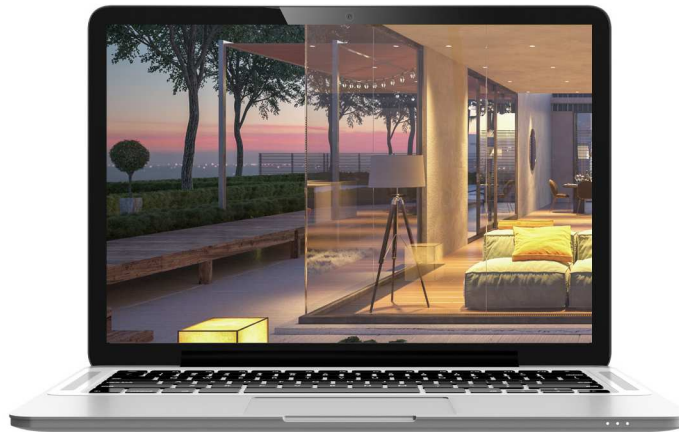
VIDEO

# WHERE THE BUYERS ARE

While buyers use a variety of resources to research properties for sale in their area, the vast majority find their new home online and with the help of a real estate professional.

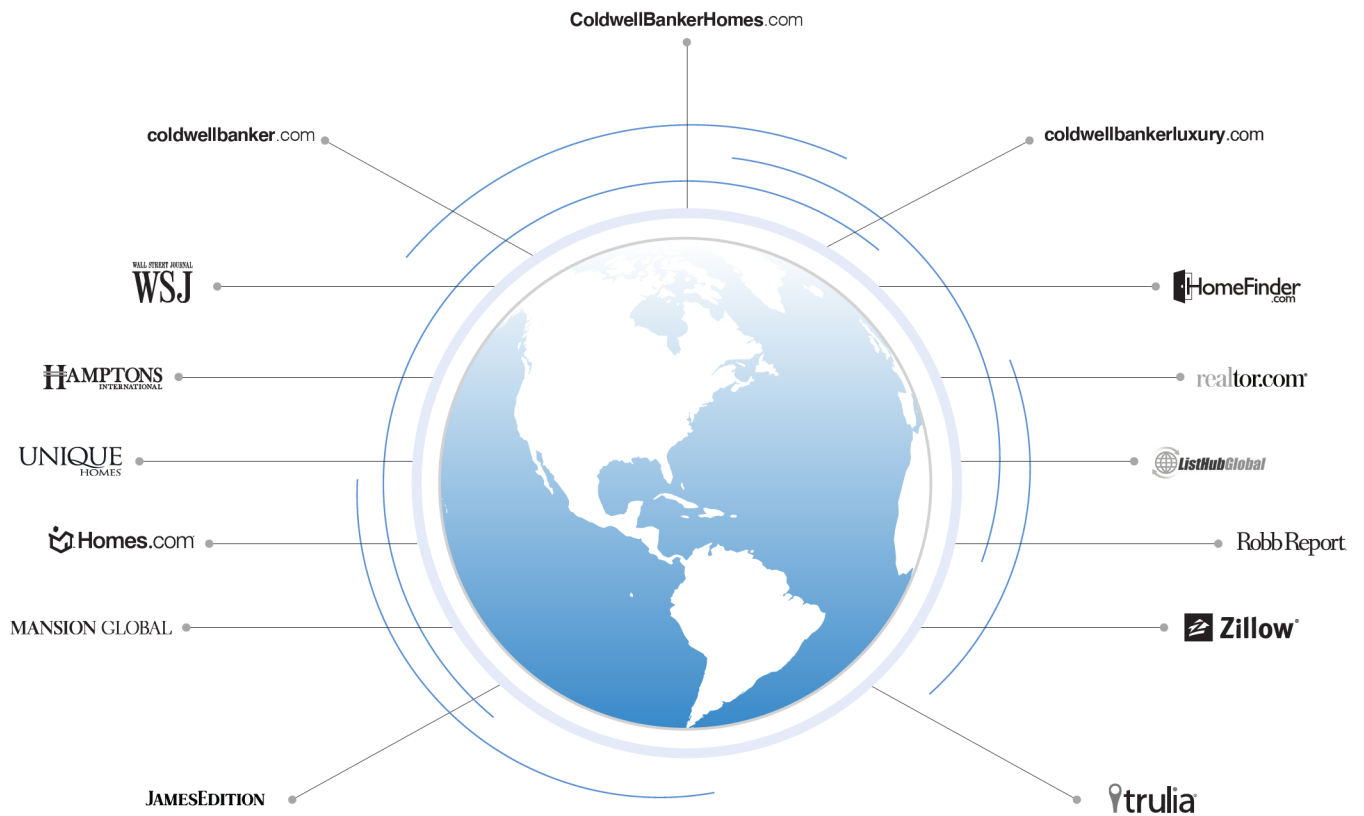
## HOW BUYERS SEARCH FOR HOMES

Online	95% <sup>1</sup>
Real Estate Agent	87% <sup>1</sup>
Mobile Sites and Apps	74% <sup>1</sup>
Open House	53% <sup>2</sup>
Yard Sign	41% <sup>2</sup>
Online Video	40% <sup>1</sup>
Home Builder	19% <sup>1</sup>
Print Newspaper Advertisement	7% <sup>1</sup>



# INTERNET MARKETING ADVANTAGE

Your home will be shown on hundreds of websites, including the most visited real estate websites in the world\*, putting it in front of potential buyers everywhere. Our comprehensive internet marketing strategy includes displaying your home with a detailed description and multiple photos to make your property look its very best.



\*Some websites display properties based on criteria such as price point or feature. Not all properties will appear on all sites.

# ONLINE IMPACT

Home buyers are online – and one real estate brand gets more of their attention than any other. Our comprehensive internet marketing strategy puts your home in front of potential buyers locally, nationally and all around the world.

**#1** Most visited  
residential real estate  
brand online<sup>1</sup>

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## HUNDREDS OF WEBSITES

Displaying your property to buyers worldwide

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## 284 MILLION

Impressions from Coldwell Banker<sup>®</sup> social media channels<sup>2</sup>

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## 151.43 MILLION

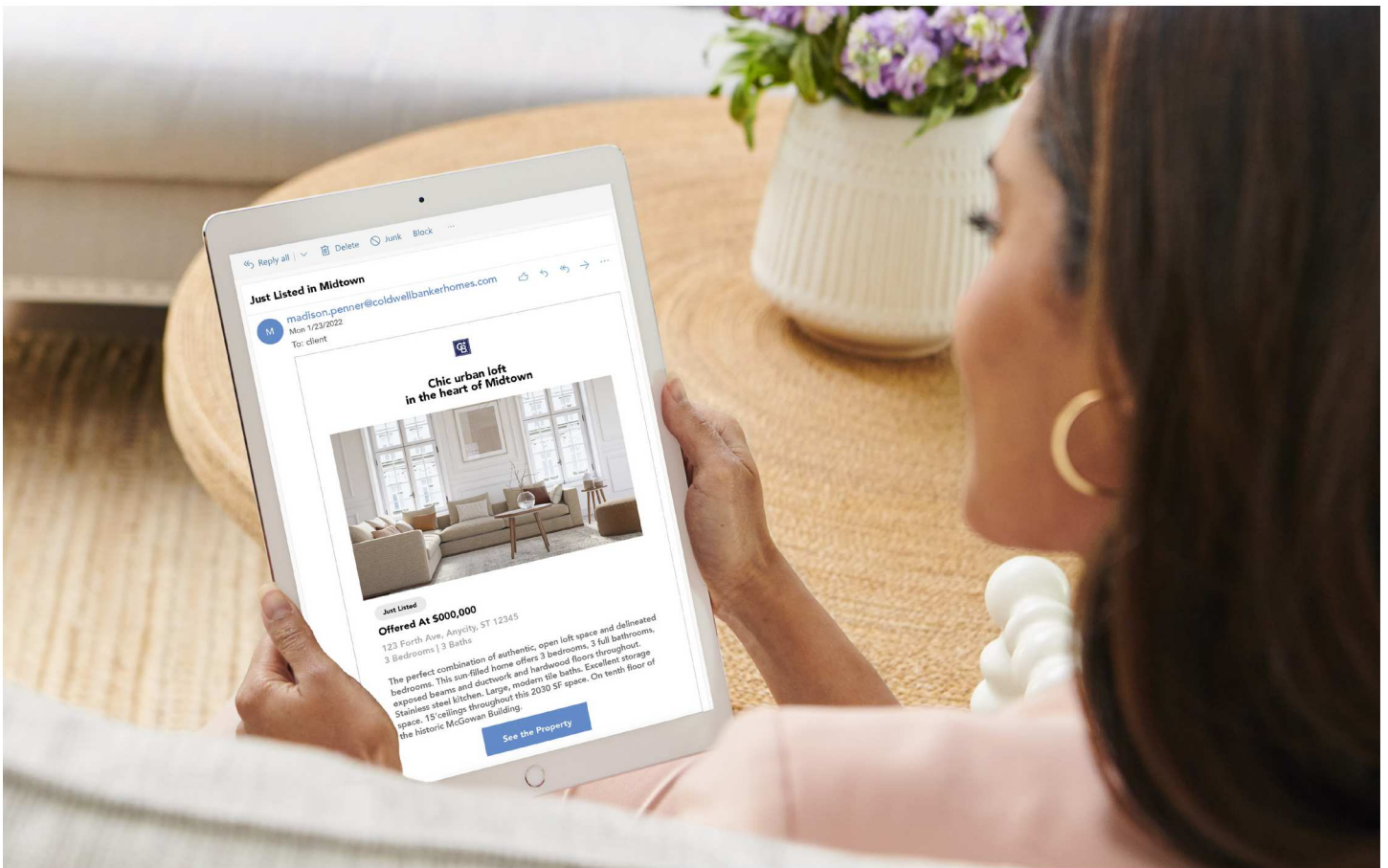
Visits to **ColdwellBankerHomes.com** in 2021<sup>3</sup>

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## 221 MILLION

Property views on **ColdwellBankerHomes.com** in 2021<sup>3</sup>





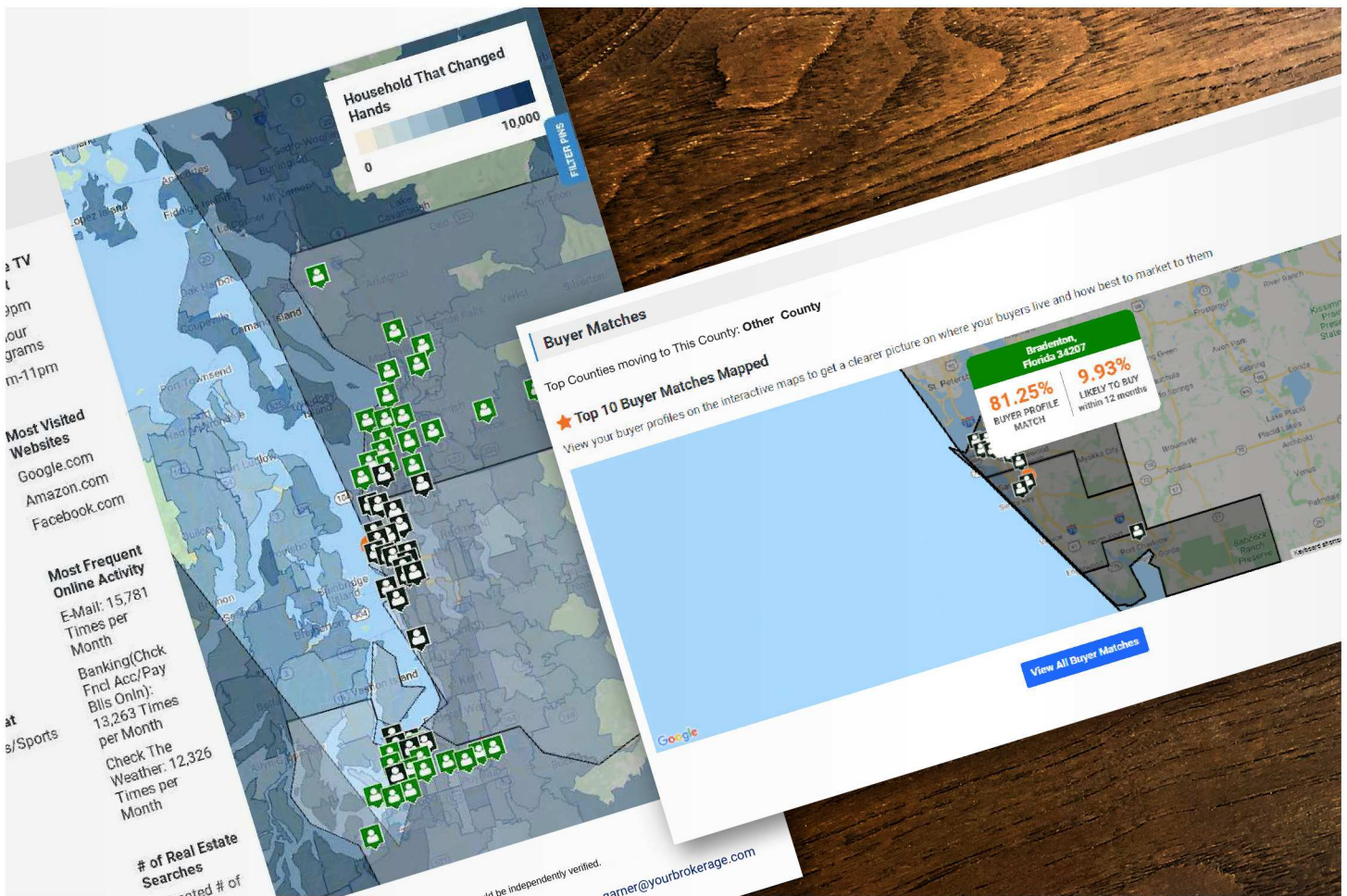
# ONLINE MARKETING THAT GETS RESULTS

## EMARKETING REPORT

The unmatched Coldwell Banker® online presence drives potential buyers to your property. You will see the results in this monthly website traffic report, which shows both overall engagement on **ColdwellBankerHomes.com** as well as the number of site visits and listing views for the last month and past 12 months, number of saved searches and saved properties, international traffic and more. The report also provides the number of views that Coldwell Banker listings have received on some of the top real estate websites including **realtor.com®**, **Trulia** and **Homes.com®**.

## ONLINE SHOWING REPORT

You'll know our comprehensive internet marketing strategy is working when you see the InSight online showing report – it tells you how many views or click-throughs your property received on major real estate websites like **ColdwellBankerHomes.com**, **coldwellbanker.com**, **realtor.com®**, **Trulia** and more. This demonstrates that your home is presented and priced to grab buyers' attention.



# BUYER TARGETING

For your home's marketing to be effective, it needs to reach the right audience. CBx, an innovative tool developed exclusively for the Coldwell Banker® network, uses predictive data to analyze your local market, neighborhood and more – CBx presents a buyer matching score and profile of the most likely buyer for your home and where these buyers currently live, so I can focus my marketing on reaching them.

## KEY CBX DATA INCLUDES

- MOST FREQUENT ONLINE ACTIVITY
- MOST VISITED WEBSITES
- TOP MEDIA TYPES
- MEDIAN AGE
- AVERAGE EDUCATION LEVEL
- HOMES WITH CHILDREN
- AVERAGE FAMILY SIZE
- MEDIAN COMMUTE TIME
- AVERAGE HOUSEHOLD INCOME
- INCREASE IN RESIDENTS' INCOME



# FROM START TO FINISH

**MORTGAGE SERVICES** – Guaranteed Rate Affinity provides mortgages across the country and features incredibly low rates, fantastic customer service and a fast, simple process.

**TITLE SERVICES** – Burnet Title and Riverbend can research and resolve title issues before the closing to help ensure your transaction closes smoothly and on time.

**WARRANTY SERVICES** – A Coldwell Banker Home Protection Plan<sup>SM</sup> offers that extra measure of security that makes buyers feel more comfortable and confident in the purchase of your home.

**COMMERCIAL SERVICES** – Highly skilled Coldwell Banker Commercial<sup>®</sup> agents offer a full spectrum of office, industrial, retail, multi-family and hospitality services.

**INSURANCE SERVICES** – Realogy Insurance Agency offers competitive rates on homeowners, condominium, renters, automobile, second home, vacant home and umbrella coverage.



### POPULAR PROJECTS INCLUDE

- CLEANING
- CURB APPEAL
- ELECTRICAL UPGRADES
- FLOORING
- CARPENTRY
- HANDYMAN SERVICES
- LANDSCAPING
- MOVING AND STORAGE
- PAINTING
- PLUMBING
- ROOM RENOVATIONS
- STAGING

# MAXIMIZE YOUR SELLING PRICE\*

Coldwell Banker Realty can help you make the needed improvements and repairs to prep your home for sale at no cost to you until closing, using our RealVitalize<sup>®</sup> program. No hidden fees, interest charges or markups. Most homes using the program sell at or above list price\*.

## HOW IT WORKS

- 1.** We'll work together to decide which home improvement projects will increase your home's value the most and set an estimated budget for the work.
- 2.** I'll enroll your home in the RealVitalize program and get you connected to our dedicated RealVitalize project consultant, who will source and schedule local vendors from Angi.
- 3.** Once we approve the estimates, the work gets completed on time and on budget. Angi guarantees your satisfaction with work quality.
- 4.** I list your home. You don't pay anything back until closing.

\*Based on program data from January 1, 2021 to December 31, 2021. Not a controlled study; correlation does not equal causation. Results not guaranteed and past performance does not guarantee future results. ©2022 Coldwell Banker. All Rights Reserved. Not available in all states and only at participating offices. Void where prohibited. Terms and conditions apply. Execution of program agreement is required. Results not guaranteed. If listing doesn't sell within 12 months after first project completion, seller must pay back the full amount of program services. Not intended as a solicitation if your property is already listed by another broker. The RealVitalize logo and trademark are owned by Anywhere Real Estate Group LLC. All property enhancement services are provided by the applicable service provider affiliated with Angi, and not Coldwell Banker or any of its franchisees or affiliates.

# STEP BY STEP

Selling a home is a complicated process, but I will guide you through it every step of the way.



## STEP 1 – PRICING

- Prepare comparative market analysis (CMA)
- Review market conditions
- Review other homes on the market
- Discuss your home-sale goals
- Determine the optimal listing price



## STEP 2 – PREPARING

- Remove clutter and organize
- Clean and make repairs
- Stage your home for sale
- Consider a home protection plan
- Complete listing documents and disclosures
- Create a secure online account to manage documents, deadlines and tasks



## STEP 3 – MARKETING

- Install distinctive Coldwell Banker® yard sign
- Promote your home on the MLS
- Syndicate your home's listing on hundreds of websites
- Respond to online buyer inquiries
- Arrange showings
- Hold open house
- Communicate feedback
- Market your property via email, direct mail and social media
- Provide market updates



## STEP 4 – CLOSING

- Evaluate offers and negotiate best price and terms
- Manage all documents online for easy access by you and your agent
- Facilitate inspections
- Coordinate closing date, time, location and contacts
- Monitor buyer financing and home appraisal
- Follow up on details
- Review closing statement
- Close the sale
- Provide copies of all closing documents



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