

THE
ORR
GROUP



COLDWELL BANKER

D'ANN HARPER,
REALTORS®

SELLERS GUIDE

WHO YOU WORK WITH MATTERS



THE HOME SELLING PROCESS

Step inside the home selling process and discover the do's and don'ts of the industry.

WHAT DOES YOUR REALTOR® DO FOR YOU?

The value of a good REALTOR® is time saved, money saved, and peace of mind gained.

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THE HOME SELLING PROCESS

Step-by-step through the process of selling a home in an easy to follow chart



COLDWELL BANKER
D'ANN HARPER,
REALTORS®

GUIDING BUYERS AND SELLERS HOME



**500+
SALES AGENTS**



**12 OFFICE
LOCATIONS**



**SERVING CENTRAL
& SOUTH TEXAS**

We have over 500 sales agents and 12 offices serving central and south Texas. We believe that our focus on technology and marketing, our foundation of integrity and trust, and our partnership with you and your family are the keys to achieving your goals. **Constant innovation in both marketing and technology definitely sets us apart.** Our Powerhouse Marketing Plan has long been a standard of excellence in our real estate market.

Our full-service brokerage remains known for the unmatched commitment to support. It began on day one with our founder, D'Ann Harper. Her legacy is carried on through our current Broker and President, Leesa Harper Rispoli, exceptional staff, and each of our dedicated sales agents.

At the heart of every home, there's a story. We strive to tell those stories daily. Since our brokerage began back in 1986 with only two agents, Coldwell Banker D'Ann Harper, REALTORS® has been synonymous with the growth of San Antonio, Central and south Texas, and the Hill Country.

Our well-trained farm and ranch team specializes in hunting, equestrian, and cattle ranches. The Coldwell Banker Global Luxury program redefines the world of luxury real estate marketing. This is why **Coldwell Banker has sold more million-dollar homes than any other brokerage.** Our award-winning Relocation Department assists buyers and sellers moving throughout the world, helping to guide clients along the way. Our Property Management Department is dedicated to providing the highest quality professional services for single-family residential properties.

Over the years we have consistently received many awards including two-time Broker of the Year (by the San Antonio Board of REALTORS®), Best Places to Work (by the *San Antonio Business Journal*), Highest Ranked Real Estate Brokerage (by the *San Antonio Business Journal*), as well as being nationally ranked by RealTrends 500, a leading source of real estate analysis. Even though we are continually recognized for our sales and culture, being honored by the San Antonio Business Journal as a **Philanthropic Business** is so meaningful. We believe having a servant's heart and giving back to our community is the right thing to do!

We've won a lot of awards, but nothing is more important to us than the integrity and trust we have been able to establish and maintain with our customers along the way. If you choose to partner with us, you can trust that your sales agent is current with the latest marketing trends, legal issues, and real estate expertise required to represent you.

GUIDING YOU HOME SINCE 1906

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REALTORS®



CBHARPER.COM

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COLDWELL BANKER

**D'ANN HARPER,
REALTORS®**

THE PROOF IS IN OUR SUCCESS

3,253



HOMES SOLD

5%



LIST PRICE V.
SALES PRICE

+\$1B



SALES VOLUME

\$385,898



AVERAGE
SALES PRICE

7.3%*



HIGHER PER AGENT
PRODUCTION

10.9%*



HIGHER
SALES PRICE

4%*



SHORTER
DAYS ON MARKET

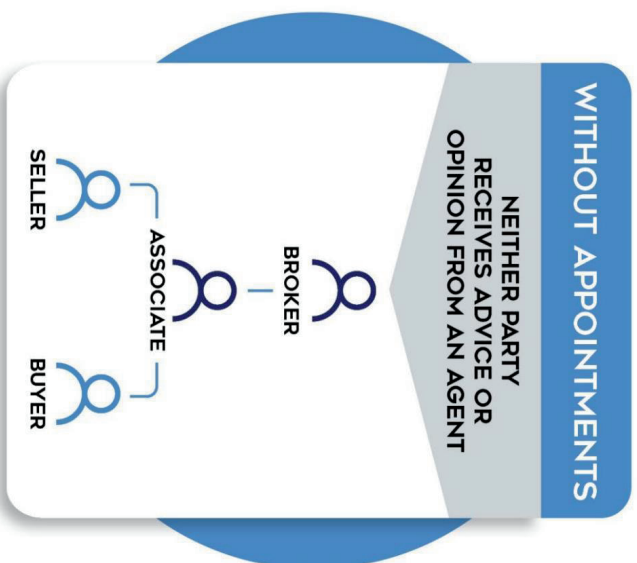
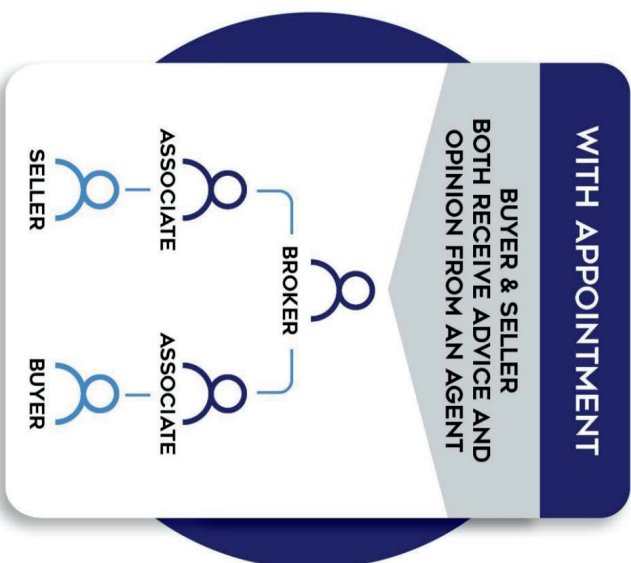
*compared to market average of the SABOR and 4Rivers MLS. Data sourced from Terredatum. 2022 statistics and how we compare to other brokerages.



WHY REPRESENTATION IS BEST

| ELEMENTS OF A SUCCESSFUL PROPERTY SALE | CLIENT LEVEL SERVICES | CUSTOMER LEVEL SERVICES |
|--|-----------------------|-------------------------|
| | REPRESENTED | NOT REPRESENTED |
| HONESTY | ✓ | ✓ |
| FAIRNESS | ✓ | ✓ |
| ACCOUNTABILITY | ✓ | ✓ |
| REASONABLE CARE | ✓ | ✓ |
| DISCLOSES MATERIAL FACTS | ✓ | ✓ |
| UNDIVIDED LOYALTY | ✓ | ✗ |
| CONFIDENTIALITY | ✓ | ✗ |
| FULL DISCLOSURE | ✓ | ✗ |
| OBJECTIVE EVALUATION | ✓ | ✗ |
| PRICE COUNSELING | ✓ | ✗ |
| HELP NEGOTIATING | ✓ | ✗ |
| WORKS FOR YOU! | ✓ | ✗ |

INTERMEDIARY RELATIONSHIPS



BROKER SERVICES & REPRESENTATION DISCLOSURE

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WHO YOU WORK WITH MATTERS

WHAT DOES A REAL ESTATE PROFESSIONAL DO?

180 THINGS THAT REAL ESTATE AGENTS DO

| LISTING AGENT | BUYERS AGENT |
|---|--|
| <p style="text-align: center;">PRE-LISTING</p> <ol style="list-style-type: none"> 1. Prepare Listing Presentation for Sellers 2. Research Sellers Property Tax Info 3. Research Comparable Sold Properties for Sellers 4. Determine Average Days on Market 5. Gather Info From Sellers About Their Home 6. Meet With Sellers at Their Home 7. Get To Know Their Home 8. Present Listing Presentation 9. Advise on Repairs and/or Upgrades 10. Provide Home Seller To-Do Checklist 11. Explain Current Market Conditions 12. Discuss Seller's Goals 13. Share Your Value Proposition 14. Explain Benefits of Your Brokerage 15. Present Your Marketing Options 16. Explain Video Marketing Strategies 17. Demonstrate 3D Tour Marketing 18. Explain Buyer & Seller Agency Relationships 19. Describe the Buyer Pre-Screening Process 20. Create Internal File for Transaction 21. Get Listing Agreement & Disclosures Signed 22. Provide Sellers Disclosure Form to Sellers 23. Verify Interior Room Sizes | <p style="text-align: center;">PRE-HOME SEARCH</p> <ol style="list-style-type: none"> 1. Schedule Time To Meet Buyers 2. Prepare Buyers Guide & Presentation 3. Meet Buyers and Discuss Their Goals 4. Explain Buyer & Seller Agency Relationships 5. Discuss Different Types of Financing Options 6. Help Buyers Find a Mortgage Lender 7. Obtain Pre-Approval Letter from Their Lender 8. Explain What You Do For Buyers As A Real Estate Agent 9. Provide Overview of Current Market Conditions 10. Explain Your Company's Value to Buyers 11. Discuss Earnest Money Deposits 12. Explain Home Inspection Process 13. Educate Buyers About Local Neighborhoods 14. Discuss Foreclosures & Short Sales 15. Gather Needs & Wants Of Their Next Home 16. Explain School Districts affect on Home Values 17. Explain Recording Devices During Showings 18. Learn All Buyer Goals & Make A Plan 19. Create Internal File for Buyers Records 20. Send Buyers Homes Within Their Criteria 21. Start Showing Buyers Homes that They Request |
| <p style="text-align: center;">LISTING</p> <ol style="list-style-type: none"> 24. Obtain Current Mortgage Loan Info 25. Confirm Lot Size from County Tax Records 26. Investigate Any Unrecorded Property Easements 27. Establish Showing Instructions for Buyers 28. Agree on Showing Times with Sellers 29. Discuss Different Types of Buyer Financing 30. Explain Appraisal Process and Pitfalls 31. Verify Home Owners Association Fees 32. Obtain a Copy of HOA Bylaws 33. Gather Transferable Warranties | <p style="text-align: center;">HOME SEARCH</p> <ol style="list-style-type: none"> 22. Schedule & Organize All Showings 23. Gather Showing Instructions for Each Listing 24. Send Showing Schedule to Buyers 25. Show Up Early and Prepare First Showing 26. Look For Possible Repair Issues While Showing 27. Gather Buyer Feedback After Each Showing 28. Update Buyers When New Homes Hit the Market 29. Share Knowledge & Insight About Homes 30. Guide Buyers Through Their Emotional Journey 31. Listen & Learn from Buyers at Each Showing |

LISTING AGENT

VS

BUYERS AGENT

LISTING CONTINUED

34. Determine Need for Lead-Based Paint Disclosure
35. Verify Security System Ownership
36. Discuss Video Recording Devices & Showings
37. Determine Property Inclusions & Exclusions
38. Agree on Repairs to be Made Before Listing
39. Schedule Staging Consultation
40. Schedule House Cleaners
41. Install Electronic Lockbox & Yard Sign
42. Set-Up Photo/Video Shoot
43. Meet Photographer at Property
44. Prepare Home For Photographer
45. Schedule Drone & 3D Tour Shoot
46. Get Seller's Approval of All Marketing Materials
47. Input Properly Listing Into The MLS
48. Create Virtual Tour Page
49. Verify Listing Data on 3rd Party Websites
50. Have Listing Proofread
51. Create Property Flyer
52. Have Extra Keys Made for Lockbox
53. Set-Up Showing Services
54. Help Owners Coordinate Showings
55. Gather Feedback After Each Showing
56. Keep track of Showing Activity
57. Update MLS Listing as Needed
58. Schedule Weekly Update Calls with Seller
59. Prepare "Net Sheet" For All Offers
60. Present All Offers to Seller
61. Obtain Pre-Approval Letter from Buyer's Agent
62. Examine & Verify Buyer's Qualifications
63. Examine & Verify Buyer's Lender
64. Negotiate All Offers
65. Once Under Contract. Send to Title Company
66. Check Buyer's Agent has Received Copies
67. Change Property Status in MLS
68. Deliver Copies of Contract/Addendum to Seller
69. Keep Track of Copies for Office File
70. Coordinate Inspections with Sellers
71. Explain Buyer's Inspection Objections to Sellers
72. Determine Seller's Inspection Resolution
73. Get All Repair Agreements in Writing
74. Refer Trustworthy Contractors to Sellers
75. Meet Appraiser at the Property
76. Negotiate Any Unsatisfactory Appraisals
77. Confirm that Buyer Financing is Finalized
78. Coordinate Closing Times & Location

LISTING CONTINUED

79. Verify that Title Company Has All Documents
80. Remind Sellers to Transfer Utilities
81. Make Sure all Parties are Notified of Closing Time
82. Resolve any Title Issues Before Closing
83. Receive and Carefully Review Closing Docs
84. Review Closing Figures with Seller
85. Confirm That All Repairs Have Been Made
86. Resolve any Last Minute Issues
87. Attend Seller's Closing
88. Pick Up Sign & Lock Box
89. Change Status in MLS to "Sold"
90. Close out Seller's File with Brokerage

HOME SEARCH CONTINUED

32. Keep Records of all Showings
33. Update Listing Agents with Buyer's Feedback
34. Discuss Home Owner's Associations
35. Estimate Expected Utility Usage Costs
36. Confirm Water Source and Status
37. Discuss Transferable Warranties
38. Explain Property Appraisal Process
39. Discuss Multiple Offer Situations
40. Create Practice Offer to Help Buyers Prepare
41. Provide Updated Housing Market Data to Buyers
42. Inform Buyers of their Showing Activity Weekly
43. Update Buyers on any Price Drops
44. Discuss MLS Data with Buyers at Showings
45. Find the Right Home for Buyers
46. Determine Property Inclusions & Exclusions
47. Prepare Sales Contract when Buyers are Ready
48. Educate Buyer's on Sales Contract Options
49. Determine Need for Lead-Based Paint Disclosure
50. Explain Home Warranty Options
51. Update Buyer's Pre-Approval Letter
52. Discuss Loan Objection Deadlines
53. Choose a Closing Date
54. Verify Listing Data is Correct
55. Review Comps with Buyers to Determine Value
56. Prepare & Submit Buyer's Offer to Listing Agent
57. Negotiate Buyers Offer With Listing Agent
58. Execute a Sales Contract & Disclosures

POST-CONTRACT

59. Once Under Contract, Send to Title Company
60. Coordinate Earnest Money Drop Off
61. Deliver Copies to Mortgage Lender
62. Obtain Copy of Sellers Disclosure for Buyers
63. Deliver Copies of Contract/Addendum to Buyers
64. Obtain a Copy of HOA Bylaws
65. Keep Track of Copies for Office File
66. Coordinate Inspections with Buyers
67. Meet Inspector at The Property
68. Review Home Inspection with Buyers
69. Negotiate Inspection Objections
70. Get all Agreed Upon Repair Items in Writing
71. Verify any Existing Lease Agreements
72. Check in with Lender to Verify Loan Status
73. Check on the Appraisal Date
74. Negotiate any Unsatisfactory Appraisals
75. Coordinate Closing Times & Location
76. Make Sure All Documents are Fully Signed
77. Verify Title Company has Everything Needed
78. Remind Buyers to Schedule Utilities
79. Make Sure all Parties are Notified of Closing Time
80. Solve any Title Problems Before Closing
81. Receive and Review Closing Documents
82. Review Closing Figures With Buyers
83. Verify that all Repairs have Been Made by Sellers
84. Perform Final Walk-Through with Buyers
85. Resolve any Last Minute Issues
86. Get CDA Signed By Brokerage
87. Attend Closing with Buyers
88. Provide Home Warranty Paperwork
89. Give Keys and Accessories to Buyers
90. Close Out Buyer's File with Brokerage

READY, SET, SELL!

A practical guide to prepare your home for sale.

As a professional real estate agent, my goal is to ensure you get the best possible price in the shortest amount of time. Showing an appealing, uncluttered home that stands out is a *must*. As is highlighting key features of your home to make it stand out amongst others at the same price point. The information in this guide is based on proven marketing techniques that will help your home flourish.

Let's get started!

EXTERIOR

AT FIRST *Glance,*

Buyers have already judged your home before they walk through the front door. That's why curb appeal is so important. Welcome buyers with trimmed bushes, colorful flowers and a well-maintained home exterior — that includes the roof, which may be the single most important aspect of your home exterior.

- Clear debris from the street in front of your home
- Make your front door stand out with a new coat of paint
- Add a new light fixture
- Straighten and clean gutters and downspouts
- Fix squeaky gates and peeling fences
- Remove or roll up garden hoses

INTERIOR

INSIDE YOUR *Home,*

The foyer offers a second chance to make a great impression.

- Paint walls a light, neutral color
- Make sure the flooring shines
- Replace outdated light fixtures and switch covers

REMEMBER THAT 95% OF BUYERS CAN'T SEE PAST WHAT'S IN YOUR HOME.

A SPOTLESS HOME

A clean home is essential. Pay special attention to bathrooms, closets and the kitchen.

- Re-caulk showers, tubs and sinks
- Hang up fresh towels
- Freshen scuffed walls with a new coat of neutral-colored paint
- Replace outdated or worn carpet

DE-CLUTTER

Removing clutter helps buyers focus on the architectural features of your home. An organized closet tells buyers that you take good care of the rest of the house, too.

- Remove a piece of furniture in a too-crowded room
- Pack away knick-knacks
- Clear counter-tops

DE-PERSONALIZE

Personal photographs and artifacts distract buyers. The less personal items in your home, the easier it is for buyers to imagine themselves living there.

- Pack up your collections
- Remove trophies, awards & certificates
- Remove all items from the bathroom counter, tub and shower

A FRESH SCENT

With the very first step inside your home, smell has an impact — make it work to your advantage.

- Open windows to let in fresh air
- Grind a lemon in the garbage disposal for a fresh scent
- Add fresh cut flowers
- Wash walls and cabinets
- Place a box of baking soda in the refrigerator and closets
- Remove litter boxes and pet beds

INTERIOR

FOCUS ON THE KITCHEN

Many people consider the kitchen the center of the home, and its condition can have a major impact on your home's value.

- Remove small appliances and other clutter from the counter
- Repair or replace a damaged countertop
- Remove window coverings to let in more light
- Fix leaky faucets

REPLACE CABINET HARDWARE FOR AN UPDATED LOOK.



BRING IN THE LIGHT

Natural light is something every buyer wants a lot of in a home. Open window treatments and let natural light shine in. Wash the windows and clear them of obstructions.

- Open drapes and blinds
(remove those that will not be sold with the house)
- Check that light bulbs work

PEOPLE REACT MORE FAVORABLY TO PROPERTIES SHOWN UNDER BRIGHT LIGHT RATHER THAN DARK.

WHO YOU WORK WITH MATTERS

BATHROOM

The overall condition of the bathroom is important to buyers. Be sure your bathroom has working faucets, toilets and lights.

- Replace a broken toilet seat
- Organize linen closet and drawers
- Remove all personal items
- Re-caulk tubs and sink

FRESH FLOWERS ADD A NICE TOUCH TO THE BATHROOM



GARAGE

A well-organized garage not only looks larger, it makes a positive statement about your home. A garage stacked with boxes looks cluttered and small. Carefully choose what you store there.

- Organize tools and garden equipment
- Remove oil stains from the floor
- Install a garage door opener
- Be sure the lights work

SPECIAL FEATURES

POOL/SPA

- Replace broken tiles
- Clean filters
- Replace broken equipment
- Remove stains

FIREPLACE

- Make a cozy, crackling fire during cold months
- Dress it up with plants during warm months
- Sweep it clean
- Replace broken screens

GARDEN

- Show your garden in full bloom
- Remove weeds
- Remove dead and dying plants

TECHNOLOGY

Technology is an important element in our daily lives and buyers look for the latest and greatest when it comes to their home, including smart thermostats, energy efficient appliances, access to high speed internet and good cell phone service. If you have all of the above, be sure buyers know.

UNIQUE FEATURES IN YOUR HOME CAN BE THE DIFFERENCE BETWEEN A SALE AND NO SALE.

HOW TO IMPROVE THE ODDS OF AN OFFER

PRICE IT RIGHT

Set a price at the lower end of your property's realistic price range. Consider:

- **COMPARABLE PROPERTIES:** A “comp” is what real estate professionals call home sales that can be reasonably used to help determine the price of your home. But just because you're in the same neighborhood doesn't mean that the houses will sell for the same amount. Your real estate professional will help you determine how to compare your home in terms of size, upkeep, and amenities.
- **COMPETITION:** How many other houses are for sale in your area right now? Are you competing against new homes or condos for sale in the area?
- **CONTINGENCIES:** Do you have special needs that might turn away buyers? A common one is refusing to be flexible about a moving date.
- **ASKING A LENDER:** Since most buyers will need a mortgage, the home's sale price should be in line with a lender's estimate of its value.
- **ACCURACY:** Studies show homes priced more than 3 percent over the correct price take longer to sell.

PREPARE FOR VISITORS.

Get your house market-ready at least two weeks before you begin showing it. Make all your repairs, and then do a deep clean (or hire a cleaning service to help).

CONSIDER AN APPRAISAL.

For a few hundred dollars, a qualified appraiser can give you an estimate of your home's value. This is useful for sellers going through a divorce or needing to divide the proceeds for other reasons. Be sure to ask for a market-value appraisal, find someone who understands the area and type of home you have. Your agent should be able to offer recommendations.

BE FLEXIBLE ABOUT SHOWINGS.

Spur-of-the-moment showings are disruptive, and making sure your home is constantly ready to show can be exhausting. But the more amenable you can be, the sooner you'll find a buyer.

ANTICIPATE THE OFFERS.

Decide in advance the price range and terms that are acceptable. Be clear with yourself and your agent about what kind of offers you're comfortable with. It's critical to know what price you'll accept before entering negotiations with a potential buyer.

DON'T REFUSE TO DROP THE PRICE.

If your home has been on the market for more than 30 days without an offer, be prepared to at least consider lowering your asking price.



FULL SERVICE

The Coldwell Banker® brand 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.



PROVEN. POWERFUL. PERSONAL.

Selling your home is a big deal and the company that helps you should be, too. In 2023, the Coldwell Banker® brand closed \$234 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.

*Based on Coldwell Banker Financial Data 01/01/2023-12/31/2023.



LIST YOUR HOME WITH CONFIDENCE

When you sell your home with me, you can enjoy access to the exclusive Coldwell Banker® Seller's Assurance Program. This industry-leading marketing suite is designed to put your home in front of more buyers, boost its sales price and help you make the move that's right for you. After all, your home sale experience should be simple and rewarding.

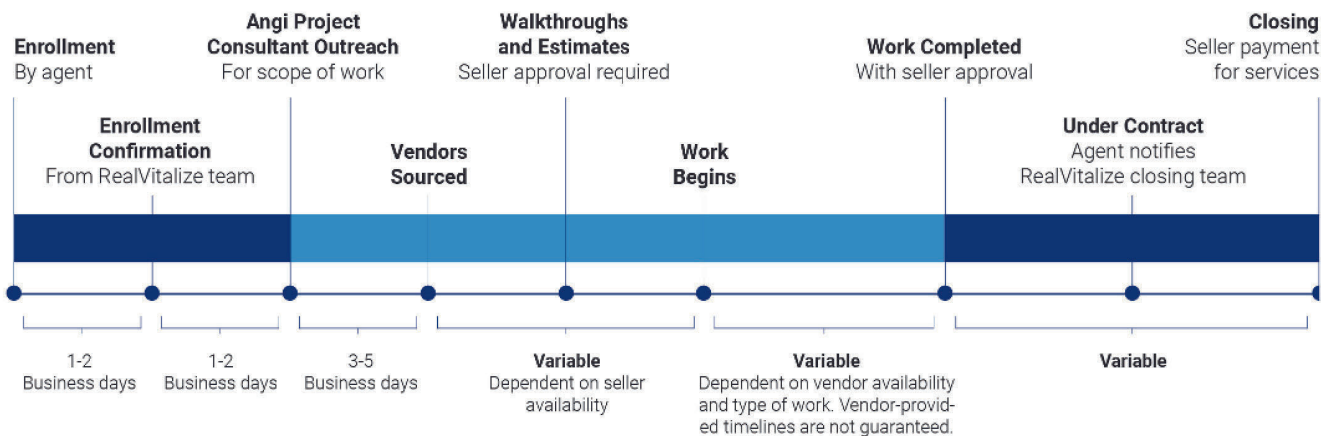
You will learn more about the different products and programs available through the Seller's Assurance Program in this presentation.



REALIZE YOUR HOME'S POTENTIAL

When selling your home, small changes can make a real impact. Angi's network of trusted vendors can help make your property shine. From kitchen remodeling to cosmetic finishes, complete your chosen projects with the RealVitalize® program and pay back the costs from the proceeds of the sale¹.

THE REALVITALIZE PROGRAM JOURNEY²



1. Seller must pay for work upon earlier of closing, listing no longer being in effect, or 12 months after completion of first job. If settlement proceeds are insufficient to cover the RealVitalize project costs, seller must pay the balance within 15 days after closing. 2. Timelines are not guaranteed, and many parts of the RealVitalize process are variable. ©2024 Coldwell Banker. All Rights Reserved. Coldwell Banker® and the Coldwell Banker logo are service marks owned by Coldwell Banker Real Estate LLC. The Coldwell Banker System is comprised of company owned offices which are owned by a subsidiary of Anywhere Advisors LLC and franchised offices which are independently owned and operated. Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. RealVitalize® and the REALVITALIZE and RV logos are registered service marks owned by Anywhere Real Estate Group LLC ("Anywhere"). The RealVitalize program is not available in all states and available only at participating offices. Void where prohibited. Terms and conditions apply. Execution of program agreement is required. Results not guaranteed. Seller must pay for work upon earlier of closing, listing no longer being in effect, or 12 months after completion of first job. If settlement proceeds are insufficient to cover the RealVitalize project costs, seller must pay the balance within 15 days after closing. All property enhancement services are provided by the applicable service provider affiliated with Angi, and are not provided by Anywhere, Coldwell Banker or any of its affiliated companies. Not intended as a solicitation if your property is already listed by another broker.



POPULAR SERVICES OFFERED

- PAINTING
- STAGING
- ROOM RENOVATIONS
- LANDSCAPING
- JUNK REMOVAL
- CLEANING
- HANDYMAN SERVICES
- FLOORING AND CARPENTRY
- ELECTRICAL UPGRADES
- PLUMBING
- AND MUCH MORE

FIX IT UP WITH NOTHING UP FRONT

The Coldwell Banker® brand can help you make the needed improvements and repairs to prep your home for sale with no up-front costs using the RealVitalize® program. There are no hidden fees or interest and you don't have to pay until your property sells¹.

HOW IT WORKS

- 1.** We'll work together to decide which home improvement projects will showcase your home best and set an estimated budget for the work.
- 2.** I'll enroll your home in the RealVitalize program and get you connected to a dedicated Angi Project Consultant who will source and schedule local vendors from Angi's network of trusted service professionals.
- 3.** Once you approve the estimates, local top-rated professionals implement your home improvements. Home projects and services are backed by the Angi Happiness Guarantee². If you're not satisfied with your home project or service, Angi will work to make it right.
- 4.** I list your home. You don't pay anything back until closing¹.



1. Seller must pay for work upon earlier of closing, listing no longer being in effect, or 12 months after completion of first job. If settlement proceeds are insufficient to cover the RealVitalize project costs, seller must pay the balance within 15 days after closing. 2. Agent-referred vendors are not covered under the Angi Happiness Guarantee.

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FROM START TO FINISH

MORTGAGE SERVICES – If you're also interested in finding your new dream home, I can support you with your home search and connect you with a mortgage broker that offers incredibly competitive rates, fantastic customer service and a fast, simple process.

TITLE SERVICES – I can recommend a title provider that will research and resolve title issues before the closing to help ensure your transaction closes smoothly and on time.

WARRANTY SERVICES – A home warranty provides that extra measure of security that makes buyers feel more comfortable and confident in the purchase of your home.

INSURANCE SERVICES – I have connections with a variety of insurance companies that offer competitive rates on homeowners, condominium, renters, automobile, second home, vacant home and umbrella coverage.

A man and a woman are looking at a laptop screen together. The woman, on the left, has curly hair and is wearing a teal shirt. The man, on the right, is wearing a light blue button-down shirt. They are both smiling and looking at the laptop. The background is a blurred indoor setting.

POSITIONING YOUR PROPERTY

Great marketing isn't just about waiting for a buyer to come your way – it's active promotion that targets likely buyers where they are, whether that's online, around town or across the country.



VIRTUAL OPEN HOUSE

Most buyers shop for homes online, and with a virtual open house I can access your target audience quickly, wherever they are.

PRIVATE SHOWINGS

With your permission, serious buyers and their agents can schedule an appointment with me so they can explore your home without the distraction of other buyers.

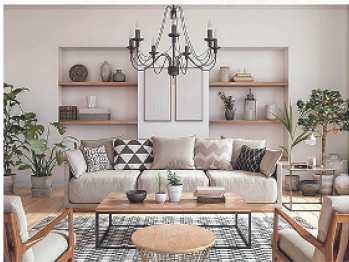
TRADITIONAL OPEN HOUSE

With proper safety measures and precautions in place, open house events are a fantastic way for buyers to connect with the space and the neighborhood.



VIRTUAL PROPERTY TOUR

My professionally produced photo slideshow of your home will engage buyers with beautiful photography, so they take notice of all the special features and amenities.



PHOTOGRAPHY

If a picture is worth a thousand words, then beautiful high-quality images could be worth thousands of dollars when selling your home. I'll make your property look its very best, thanks to professional photography that encourages buyers who are browsing online to slow down and take notice.



GAIN MORE EXPOSURE

Your home will be shared with our national network of Coldwell Banker® affiliated agents and may be featured as an exclusive sneak peek on coldwellbanker.com, creating even more opportunities to match your home with interested buyers.

By engaging with my network early on, we take advantage of the initial buzz around new property availability – increasing buyer interest and driving your home's value perception for a faster sale.



EMAIL MARKETING

My property announcements will reach a targeted segment of my exclusive email list and are an easy yet effective way to connect with buyers, agents and their networks. These emails feature a beautiful photo of your property as well as detailed information and a link so they can quickly access all the details.



ONLINE EXPOSURE

My comprehensive online marketing strategy includes detailing your property's critical selling points and posting multiple photos on the most visited real estate websites in the world. The result? Your home gets showcased on dozens of high-traffic sites – putting it in front of potential buyers everywhere.

COLDWELLBANKER.COM®

ZILLOW.COM

REALTOR.COM®

TRULIA.COM

HOMES.COM®



SINGLE-PROPERTY WEBSITE

Show buyers your home is worth the investment with a single-property website. Unlike listing sites where your home is forced to compete for attention with similar properties, ads and other distractions, a single-property website keeps the focus on your home. I will promote this unique site to potential buyers throughout the property marketing campaign and on social media.

SOCIAL MEDIA

Today's buyers are active on social media, which is why I'll heavily promote your property on social to generate buzz and attract the attention of potential buyers.

The Coldwell Banker® social media channels reached millions of consumers in 2023:

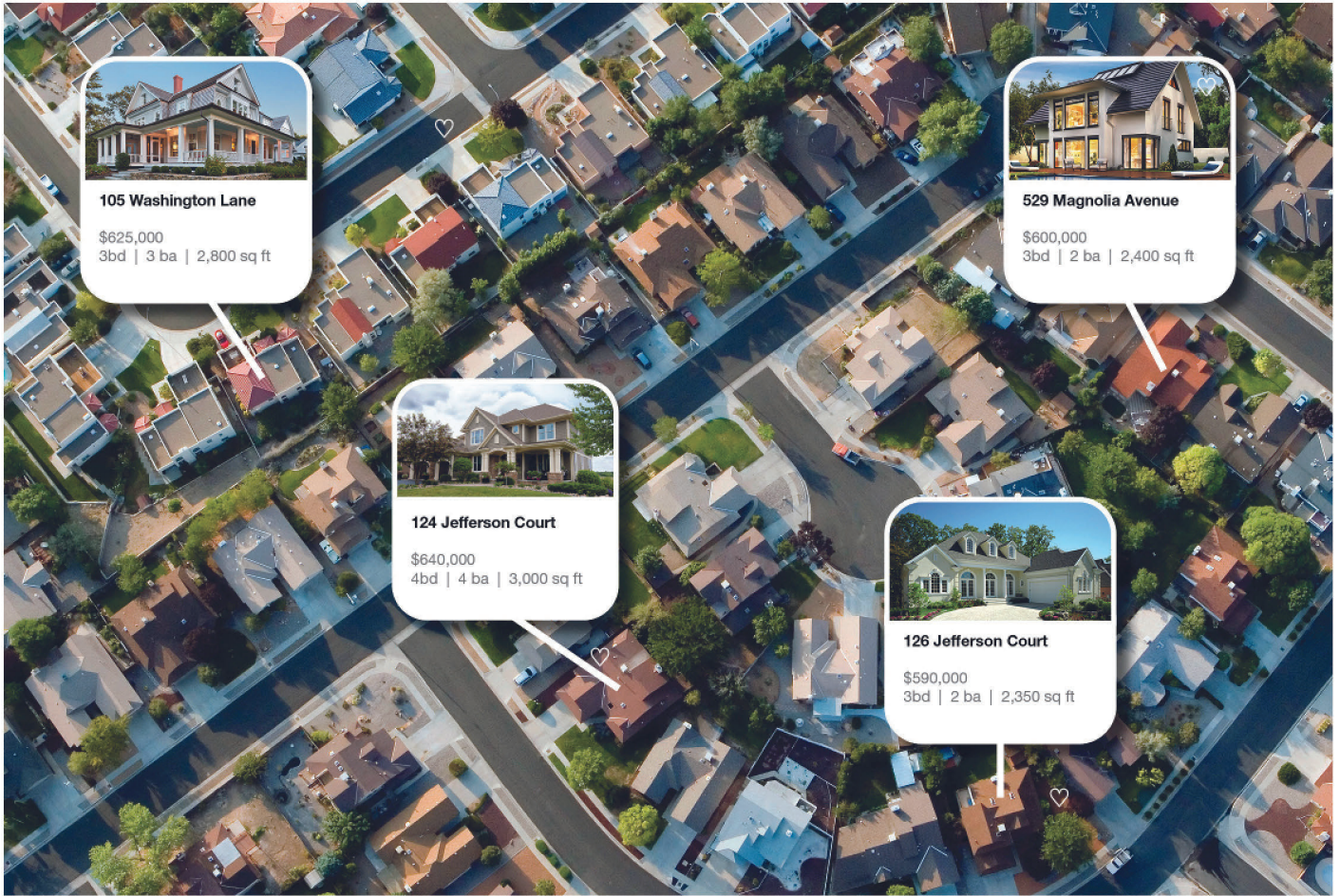
- Over Half a Billion Media Impressions¹
- 88.9M+ Engagements¹
- 8.6M+ Link Clicks¹
- 102M* Video Views¹
- 1.1M+ Followers²

1. 2023 Sprout Social and Media Agency Reporting. 2. Sprout Social Reporting 01/01/2023-12/31/2023

A photograph of two men shaking hands in a modern, bright interior. The man on the left is Black, wearing a white patterned polo shirt and dark trousers. The man on the right is white, wearing a dark blue long-sleeve shirt, light-colored trousers, and glasses. They are standing in front of a large glass door or window. The interior features a white wall, a wooden bench with a green blanket, and a potted plant. The scene is well-lit, suggesting a sunny day outside.

PRICING STRATEGY

With my comparative market analysis (CMA), which includes intelligence on homes like yours that are off, on and pending in the market, I'll develop a competitive pricing strategy that signals your home's value and generates buyer excitement.



COMPARATIVE MARKET ANALYSIS

A comparative market analysis is a report that pulls data from the multiple listing service based on buyer and seller activity in your area. I'll use this intelligence to establish an ideal listing price for your home that's competitive and appeals to buyers.

KEY CMA DATA INCLUDES

- Comparable properties in your area that recently sold
- Comparable properties in your area that failed to sell
- Pending sales in your area
- Comparable active listings in your area



PRICING RIGHT

Thanks to the internet, home buyers are more knowledgeable than ever, with many doing their own comparison research. Which is why intelligent pricing is one of the most critical aspects of a successful sale – no matter how perfect your home is, you’ll miss out on potential buyers if its price doesn’t align with similar properties selling in your market.

By considering market factors and local competition, I’ll thoroughly assess your home and optimally price it from the start, so it generates the most activity from real estate agents and buyers.

NEGOTIATION STRATEGIES

To get the most out of your home sale – and avoid putting yourself at a disadvantage – you’re going to want an agent who knows how to negotiate. It’s my job to get you the best possible price, and with data from my comparative market analysis and my tried-and-tested negotiation techniques, I’ll build a strong case so you get top dollar.

GETTING STARTED

Your home and your home sale needs are one of a kind. Using the unmatched resources of the Coldwell Banker® brand, I will develop a custom plan to:

- Provide you with proven, powerful and personal service
- Enable you to obtain the best possible sales price and terms for your home
- Close the sale in a smooth, timely manner

We are committed to your complete satisfaction, and will represent your interests with the utmost care, honesty, integrity and discretion.

Let’s get started!



The property information herein is derived from various sources that may include, but not be limited to, county records and the Multiple Listing Service, and it may include approximations. Although the information is believed to be accurate, it is not warranted and you should not rely upon it without personal verification. Not intended as a solicitation if your property is already listed by another broker. ©2024 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker logo are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Anywhere Advisors LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. 24ETYB_CBA_ 3/24

6 TIPS FOR SELLING YOUR HOME



MEET WITH YOUR AGENT

Your agent can save you a lot of time and energy by guiding you through the pre-listing phase. They are there to serve you and help you decide if listing your home is the right option.



PRE-QUALIFY TO BUY

Get pre-qualified to buy your next home before putting your current one on the market. Working with a reputable mortgage pro will help you understand what you need to net from your current home and achieve your goals for the next one.



PRICE CORRECTLY

Listing your home at the proper market value is critical to selling within a reasonable time frame. Be cautious of making decisions based on valuations online. Instead use your agent's knowledge of the local area as a resource.



PRE-INSPECT

Home inspections are often where a home sale can go wrong. Material defects may need to be repaired prior to a buyer purchasing the home. Determine these potential fixes before you list, instead of during the negotiation process.



DE-CLUTTER

If your house is cluttered or filled with personal mementos, it's more difficult for a buyer to picture themselves living there. Placing large pieces of furniture or family photos in storage is worth the effort to help your home sell quicker.

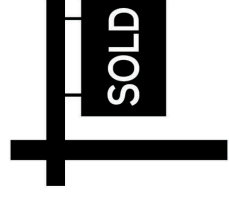


PROFESSIONAL PHOTOGRAPHY

The modern-day home search usually starts online and first impression are very important. Make sure your real estate agent uses a professional photographer in order to show your home in the best light.



COLDWELL BANKER
D'ANN HARPER,
REALTORS®



THE REAL ESTATE POND

FLOWING

(Best Market Value/Price With Showings & Offers)

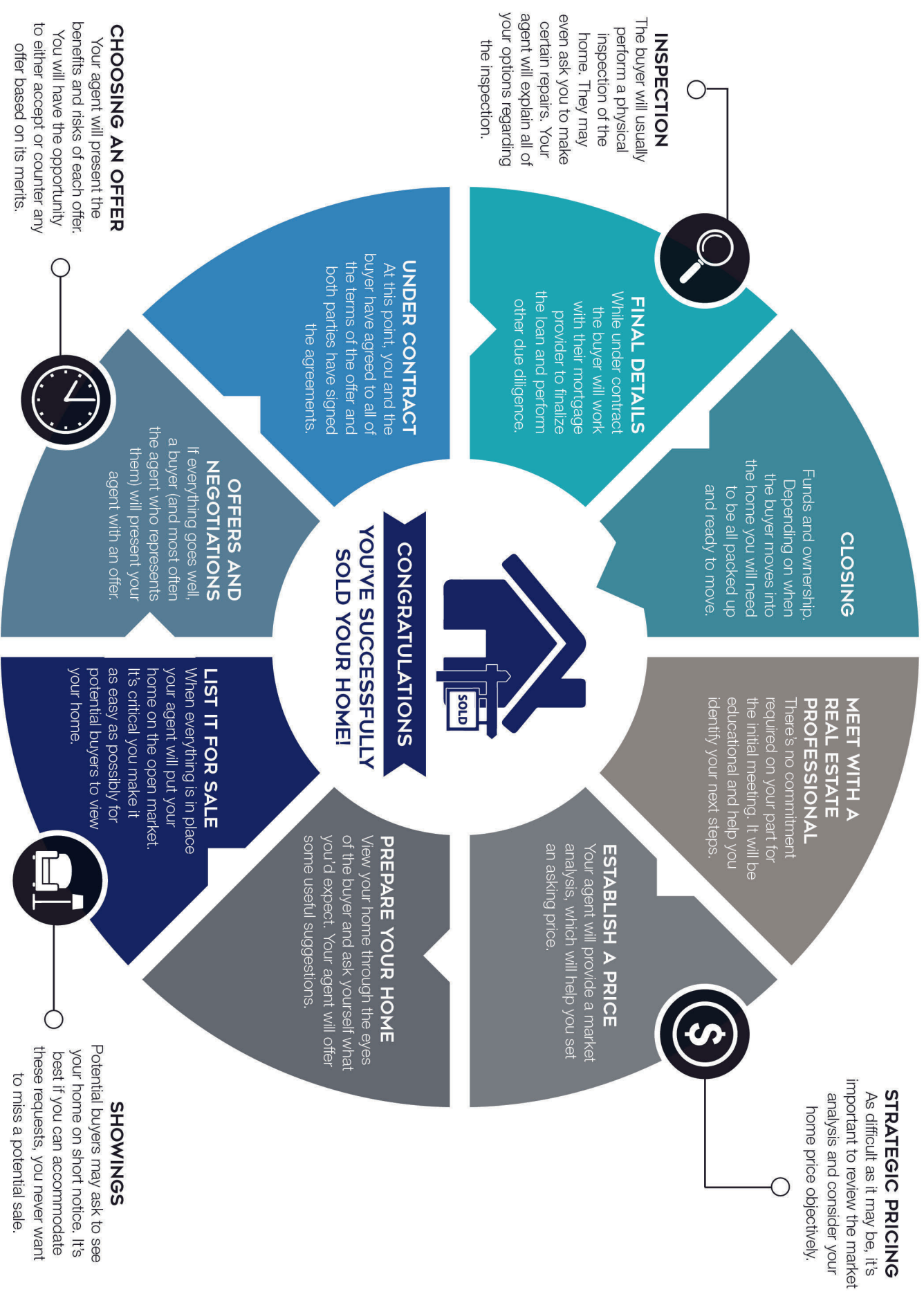
SHOWING

(Showings, But No Offers)

STAGNANT

(No Showings & No Offers)







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D'ANN HARPER,
REALTORS®

If your property is currently listed with a real estate broker, please disregard. It is not our intention to solicit the offerings of other real estate brokers. We are happy to work with them and cooperate fully.

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