

PROPERTY MARKETING UPDATE



I am very pleased to share that I have been busy preparing your home for sale. Following are the items that have been completed thus far on your behalf.

- Ordered and installed property sign
- Arranged for professional photography
- Entered the property into the MLS
- Posted the property to hundreds of Coldwell Banker Realty partner websites
- Promoted your property to my network of fellow REALTORS® during our weekly sales meeting
- Included the property in 4 consecutive editions of The Update, Coldwell Banker's weekly Email Flyer which notifies real estate professionals at all of the top real estate companies in the area that your home has come on the market
- Marketed your home with a targeted Just Listed ad on Facebook, Instagram, and several websites for 14 days
- Posted your property on our company websites, ColdwellBankerHomes.com and ColdwellBanker.com
- Distributed a Just Listed Email Flyer to my personal sphere
- Distributed a professional Just Listed neighborhood announcement
- Created high-end, professional property brochure for display during property tours and open houses
- Developed a property website and positioned it online on our partner websites
- Professionally produced a 30-second YouTube Advertisement, which will receive an estimated 2,100 views from a targeted audience of potential home buyers, and is now posted on Coldwell Banker's YouTube channel

Additionally, 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 ColdwellBankerHomes.com and some of our partner websites.

I hope you are pleased with the progress in marketing your property thus far. I look forward to taking your property from Just Listed to Just Sold as soon as possible.



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