

# EXCLUSIVE PROPERTY MARKETING

In today's competitive real estate market, the key to success is differentiation – doing common things in an uncommon way. In fact, differentiation from the competition has become the cornerstone of service to my valued clients.

We are proud to deliver exceptional property marketing that is designed to attract attention, showcase your property's distinctive qualities and help your home sell quickly and for the best price. From professional photography to a single-property website, brochure, direct mail and TV promotion, we ensure that your property is uniquely positioned to sell.



## Professional Photography

Up to 35 professional photos perfect for print and online to make your property look its very best



## Print Advertising

Eye-catching property advertisement in our statewide *View* magazine, which is inserted into the region's prime print publications



## Targeted Online Advertising

Geographic targeting technology markets your property directly to local buyers online and on social media



## Single-Property Website

Professionally designed property website that is viewable on all devices and easily shared via social media



## TV and Online Promotion

Professionally produced spot posted on the *At Home in Florida* YouTube™ channel and featured on one of Coldwell Banker's local TV shows\*:

- *At Home in Southeast Florida* on The CW Sundays at 9 am
- *At Home on the Treasure Coast* on The CW Sundays at 9 am

\*Based on listing location



## Area REALTOR® Notification

Agents at local real estate companies in your area will be notified that your home has come on the market



## Just Listed eFlyer

"Just Listed" announcement eBlast sent to an exclusive list of personal and professional contacts



## Property Brochures

Beautiful, professionally printed property brochures to showcase your home



## Online Property Syndication

Your home will be displayed on hundreds of websites, including the most-visited real estate websites in the world



## Property Tour

Professionally produced photo slideshow with narration



## Silver Envelope Home Announcement

Stunning, trifold property announcements direct mailed to your neighborhood in silver envelopes that get noticed



## Seller Update

Detailed report outlining everything that has been done to bring your home to market and maximize its exposure