



# GUIDE TO SELLING A HOME

IN GLOBAL MARKET

**COLDWELL  
BANKER** 

HALLMARK REALTY

**FUELED BY  
REPUTATION,  
MOTIVATED BY  
INNOVATION.**

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We are home to highly active real estate professionals with strong track records in productivity, market share and client satisfaction.



## HALLMARK REALTY

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# At Home with **Coldwell Banker Hallmark**

### **The Power of Hallmark Realty**

**A**t Hallmark Realty, we are guided by the highest standards of achievement and we are determined to provide exemplary real estate sales and related services in the marketing and sale of luxury homes, estates, residential homes, and commercial investment opportunities.

Our years of experience has allowed for the creation of exclusive programs and distinctive tools and resources that promote the growth and development of superior productivity and powerful results for our clientele.

Today, Hallmark Realty is expanding into new market-centers with specialists who are highly skilled and experienced in dealing with a multitude of real estate transactions catering to the intricacies involved with

homes and properties in all categories. We believe strongly that we offer all the right elements required to not only meet, but to exceed client expectations.

### **We Stand with Our Community for Our Community**

We believe strongly that through our participation in the various local and state organizations, as well as our local government, we are able to effectively work on issues affecting homeownership, property rights, and the overall quality of life in our neighborhoods

# Our Agents

**W**e concentrate our efforts in specific geographic areas. With this opportunity for specialization, we acquire unparalleled knowledge and an in-depth understanding of the neighborhoods we serve. As sales professionals, we are in the marketplace each and every day – consulting, listing, showing, and selling. From this, we gain an extraordinary volume of information concerning market demand and property values.

## Knowledge

At Coldwell Banker Hallmark Realty, we have all the right tools...but more importantly, the expertise on how to use those tools fully and effectively. Because of the recognizability and strong support of our Company, we have been able to provide distinctive services.

## Experience

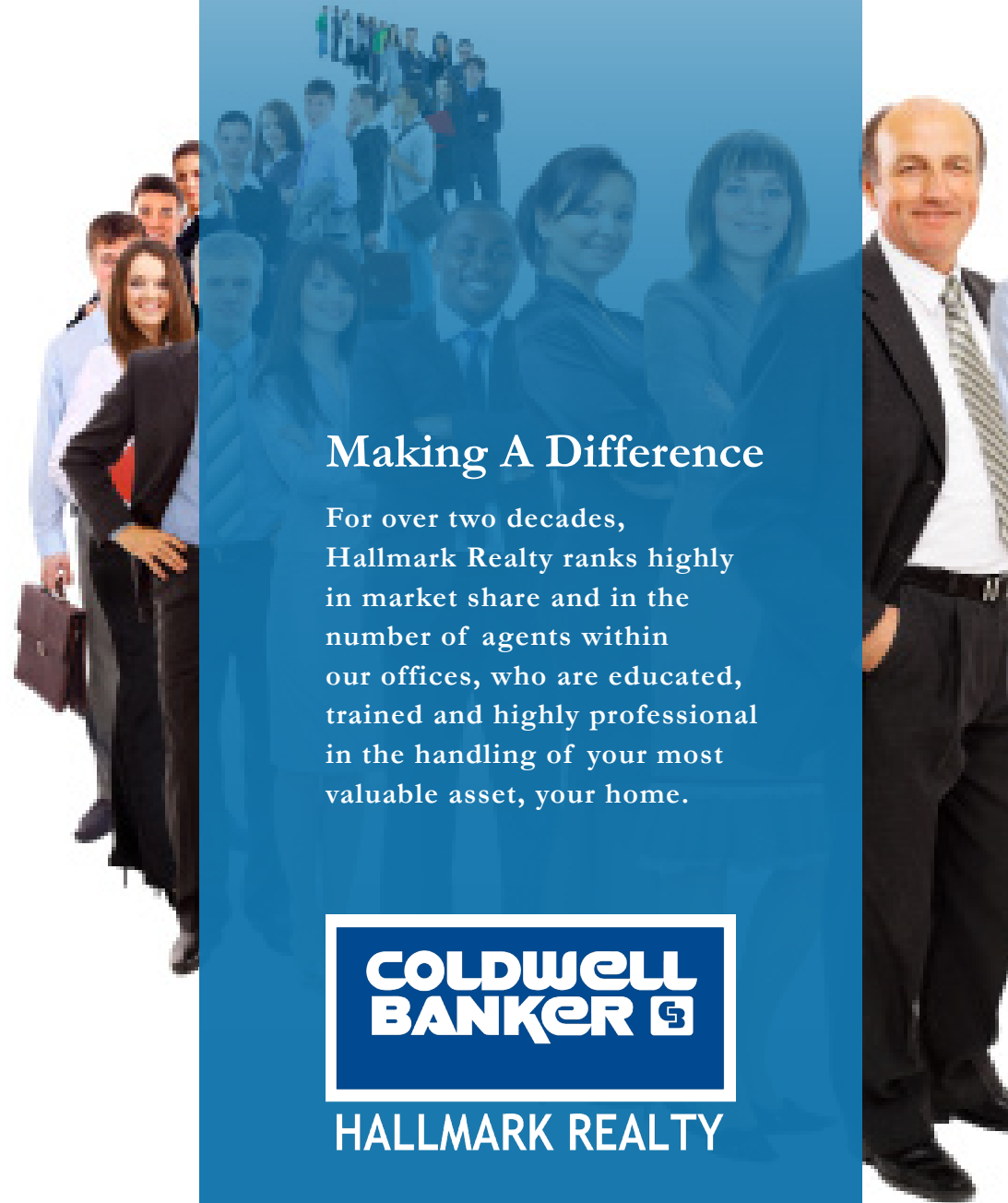
Because we have grown with our communities, we have intimate knowledge of each community's character, mood, and growth potential. We can readily meet the unique challenges and problems our clients may encounter while selling a property.

## Making A Difference

For over two decades, Hallmark Realty ranks highly in market share and in the number of agents within our offices, who are educated, trained and highly professional in the handling of your most valuable asset, your home.

**COLDWELL  
BANKER** 

**HALLMARK REALTY**





### Local Experties

Our agents know the local markets: the kinds of available homes, how much they cost and how these numbers compare to previous years.



### Negotiation Skills

CB Hallmark agents know how to go toe-to-toe in negotiations and can protect your best interests.



### Communication

Our sales professionals will listen to your needs, respect your opinions and allow you to make your own decisions. They will communicate with you through every step of the selling process and inform you of any activities.



### Laws & Contracts

Buying & Selling a home is a complicated process, full of financial and legal obligations. Our agents will make sure you don't run afoul of the law or sign a bad deal.



# Home Selling Process

**Y**our home is more than an architectural structure. Often, it's an extension of who you are – your personality, style and values. That's why selling can be an emotional experience, yet it also can be exciting and rewarding.

Once you've made up your mind to sell your home, your Coldwell Banker Hallmark Realty sales professional can provide you with the experience and local knowledge to guide you through the entire process, and sell your home within the ideal time frame and at the most effective price point.

As the representative of your best interests, your agent has state-of-the-art marketing resources to showcase your home's best assets, and help you determine which improvements will make the biggest difference.



## Pricing Strategy & Timing

Your Hallmark Realty agent researches recent sales of homes similar to yours in your neighborhood to help you define a price range. Also, your agent takes into consideration any improvements you have made to your home, any defects you do not plan to correct, and the time frame in which you wish to sell your home.



## Prep work & Staging

**FIX IT:** anything that can be easily fixed should be addressed.

**CLEAN IT:** Clean and more clean! Don't forget to de-clutter as well.

**STAGE IT:** Make your house appear as attractive as possible.



## Marketing Your Home

Getting the price you want and getting your property sold ultimately comes down to how well you can market your property. At Hallmark Realty, our sales professionals are perfectly positioned to gain maximum exposure for your property.

## Selling Secret!

One of the most important things to do when selling your house is to de-personalize it.

The more personal stuff in your house, the less potential buyers can imagine themselves living there.



## Showings & Open Houses

The most convenient method for showings is to place a lockbox on your house, giving agents access to the key. An open house is a great way to increase its visibility and bring in people who might not have made an appointment for a personal visit.



## Offers & Counter Offers

Here's where your real estate agent can play an important role, helping you decide whether a particular offer is worth accepting. Consider a counteroffer: If none of the offers you receive are acceptable, you can counteroffer, suggesting changes in the terms or even a higher price.



## Negotiations & Sales Agreement

After counteroffers have gone back and forth between you (the seller) and the buyer, and after all the negotiations over the terms, upon acceptance, both parties sign a sale agreement.





## Opening Escrow

Buyer and seller, with the help of their agents, will be establishing terms and conditions for the transfer of the ownership of the property. These terms and conditions are given to a third party known as the escrow holder. In turn, the escrow holder has the responsibility of seeing that terms of the escrow have been carried out.



## Property Inspections

The goal of a home inspection is to give the buyer an objective, independent and comprehensive analysis of the physical condition of your property and check for safety issues that might otherwise be unknowable.



## Closing & Delivery of Funds

The closing is the completion of real estate transfer, where the title passes from seller to buyer.

The proceeds from your sale... delivered.

“Congratulations!”

## What is a CMA?

**A** Comparative Market Analysis (CMA) is an evaluation of similar homes in an area to determine the value of a home.

Real estate agents, buyers and sellers perform a CMA to figure out a home's value when putting a home on the market or for making an offer on a home.

# The Importance of Intelligent Pricing

**M**any factors influence and effect the value of your home. When it's time to set a price, your Coldwell Banker Hallmark Realty Sales Associate will perform a CMA and a Price Trend Analysis that includes local market trends and recent comparable sales so you can determine your home's true market value.

## Factors That Affect the Value of Property

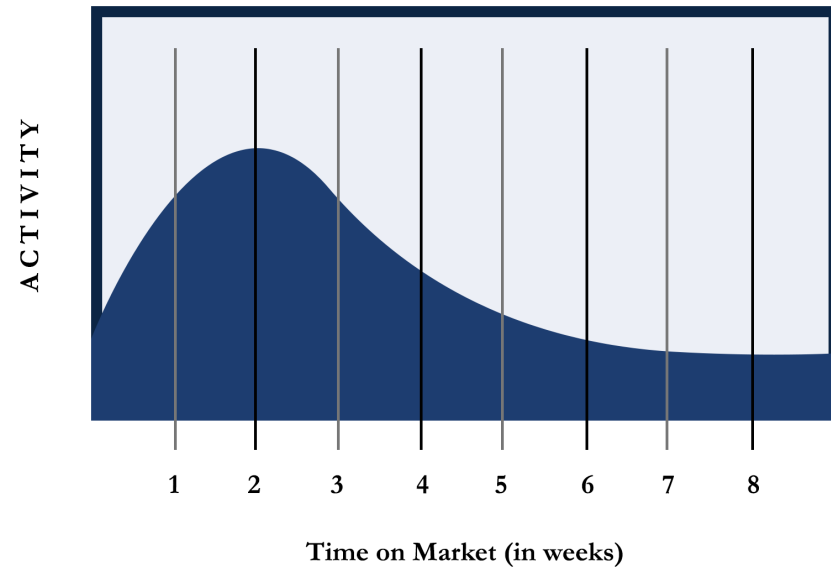
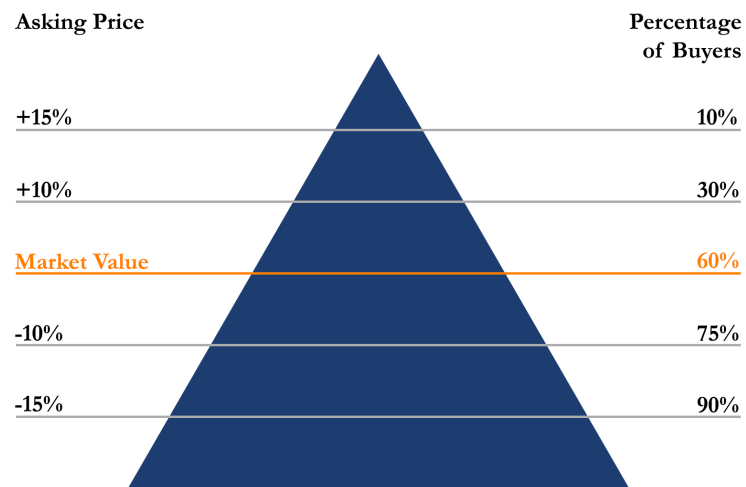
**Location:** the single most important factor in determining the value of your property.

**Age & Condition:** the condition of the price and speed of sale. Optimizing the physical appearance of your property will maximize the buyer's perception of value.

**Competition:** prospective buyers compare your property against competing properties.

# Asking Price vs Timing

**T**iming is extremely important in the real estate market. It is critical to place your property in the market at a realistic price and terms from the very beginning. Research proves that a property attracts the most interest and excitement from potential buyers when it is first listed. Therefore, the highest chance of a sale is when a property is new to the market.



It is imperative to price a home right from the beginning. Interest in a particular home peaks when it is first listed. This is when the greatest number of real estate agents and prospective buyers come to see a home. Therefore, the highest chance to sell a home at a fair market value is when it first goes on the market.

Based on the price pyramid to the left, it is clear that more prospective buyers are brought in when a house is listed at fair market value than if it is listed at a higher than market value.



## Internet Marketing

Through our progressive technology platform, your property will be exposed to the increasing number of buyers who expect a robust and highly visual online Real Estate experience.

## Social Media

We have positioned ourselves in the key areas of web and social media that matter most to you and your property.



## YouTube

YouTube is the top video research destination for home search. We have the tools and expertise in place to maximize your property's exposure.

# Marketing with CB Hallmark Realty

**H**allmark Realty has created a culture that spurs collaboration, technology and social media with a unique marketing approach. As agents of change, CB Hallmark sales professionals enjoy high levels of success thanks to multi-tiered marketing strategy that skillfully embraces the power of technology and the innovation of creative consumer outreach programs.

At Hallmark Realty we have employed an in-house creative marketing team. Our professional photographers, cinematographer, drone operator, creative designers, bloggers and social media experts, work together to showcase all our listings in the most beautiful and comprehensive way possible.

Our internet technology specialist and social media experts provide a unique internet exposure for your property. All our listings are posted on our high-traffic websites with extreme visibility to our consumers.



Because of the importance of a good first impression, we spend as much time and energy on the photo shoot, as needed.



Our eye-catching aerial views and stunning, sky-high images and videos attract more buyers for our listings.

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Professionally edited videos help us to keep the prospective buyers engaged with our social media and video marketing strategies.



# Expansive Online Syndication

**A**t Coldwell Banker Hallmark Realty we have mastered the art of digital marketing, ensuring your property seen by the widest possible audience of qualified buyers.

Coldwellbanker.com, CBHallmark.com and The Coldwell Banker Global Luxury™ program has partnered with some of the world's most exclusive and high-performance real estate syndication websites to maximize the global exposure of your property.

\*Listing syndicated websites are subject to change.

# Mobile Marketing

The Coldwell Banker brand has long regarded mobile marketing as the way of the future. Expertise in the mobile space has led to the creation of a unique suite of products designed to give Property Specialists the ability to respond immediately to online relationships with clients who are on the go.



## The Standard of Mobile:

All Coldwell Banker websites feature a responsive design, fully optimized for mobile.

## Coldwell Banker mobile app:

Delivers rich media and video integration, attracting buyers seeking exceptional properties.



# CB ZAP®

## Enhancing the Ability for Our Agents to Find the Right Buyer When They Are Ready to Buy

It is easier than ever to know which buyer is ready to make the move using CB Zap. The robust property search with access to community and school information and comparative pricing draws buyers to the site. The CB Zap platform analyzes a potential buyer's online behavior and assigns a ZapScore™ indicator up to 100. The ZapScore number is a proprietary feature that helps to identify individuals who may be closer to buying.

With the ZapScore, CB Zap helps agents match buyers who are ready to move with the listings that are best for them, and helps agents send the right communications - listings notifications, open house alerts, etc. - at the right time. Matching buyers and listings gives sellers an edge in securing a quick sale. This makes CB Zap a win-win-win for buyers, sellers and agents.

**CB ZAP helps identify the hottest prospective buyers easily and quickly.**



**Getting the best results, whether buying or selling, happens when agents and their clients work together. In our digitally driven world, that happens via technology. And three technologies stand out in the world of real estate—the forward-thinking tech suite developed by Coldwell Banker Real Estate.**



# CBx

## Transforming Big Data Into Marketing Insights

**M**arketing and selling a home has entered the future with the game-changing CBx app. Only Coldwell Banker® affiliated agents have access to this state-of-the-art app, helping to set the most accurate price for homes by combining big data with price adjustments tools that reflect the home's unique features. Once the price is set, the app identifies likely markets where potential buyers currently live, which helps agents understand how and where to market that home. With CBx, Coldwell Banker agents can target the most likely buyers to get results faster.

**CBx humanizes big data with its interactive mapping feature and buyer intelligence tools.**



# Power In Numbers

The Coldwell Banker brand is a true global force, with the power to showcase exceptional properties and reach highly qualified buyers around the world and in dozens of languages.

88,000

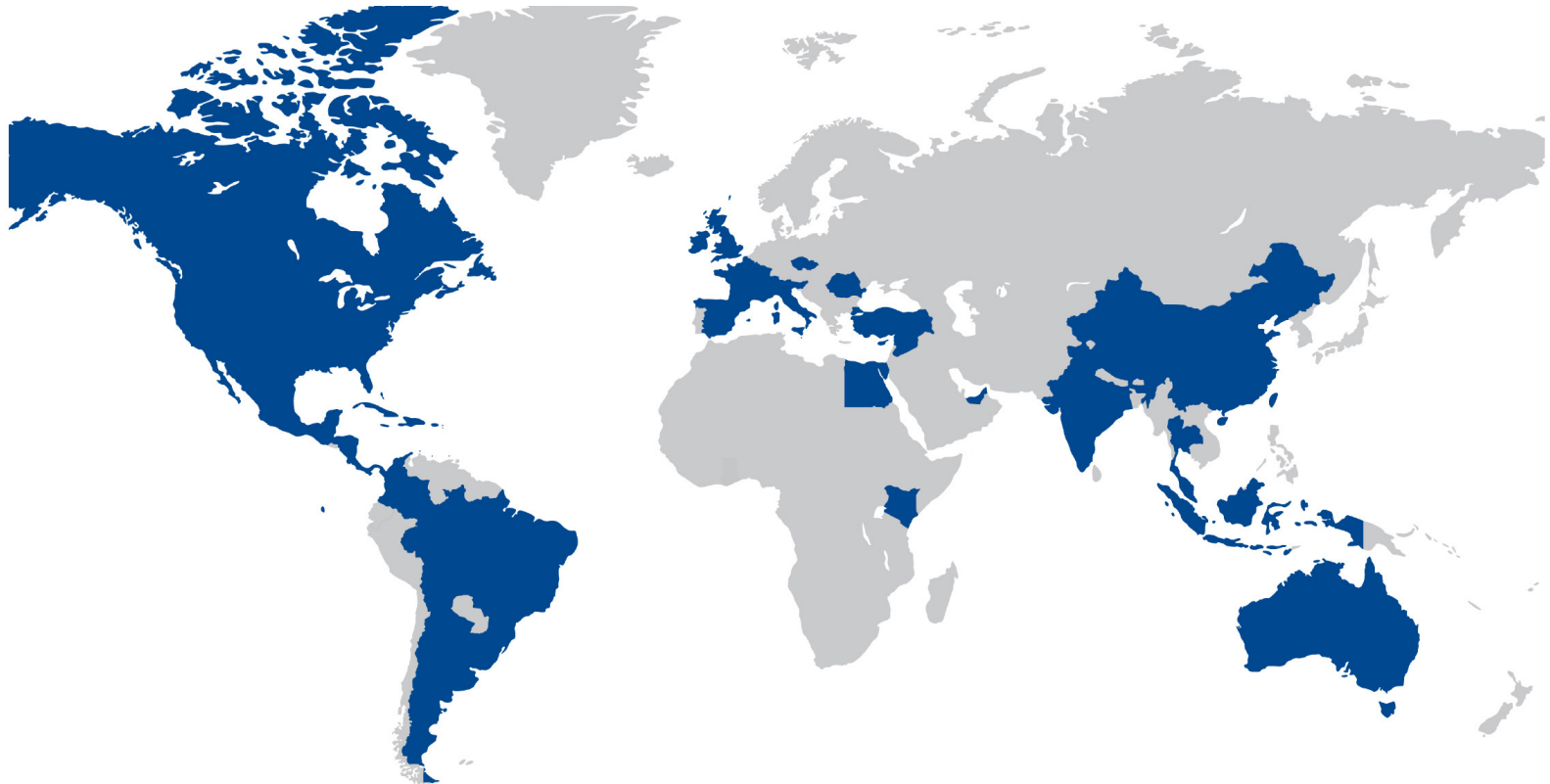
AFFILIATED SALES AGENTS

3,000

OFFICES

49

COUNTRIES & TERRITORIES



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