

SPOTLIGHT MARKETING

THIS IS HOW SOLD HAPPENS

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 outstanding real estate service.

The **Coldwell Banker®** property spotlight marketing plan is designed to quickly attract attention and showcase your property with a digital-first strategy that maximizes the modern media marketplace. We are committed to ensuring that your property is uniquely positioned to sell.



Professional Photography
High-quality photos perfect for print and online to make your property look its very best*

*Consult your agent for details



YouTube Advertising
Professionally produced 30-second listing ad shown during a YouTube video with optimized audience targeting



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



Extensive Online Exposure
Your home will be displayed on the real estate industry's most visited websites and viewed by potential buyers all over the world



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



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



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



Mobile Brochure
Exclusive yard sign panel with CB Mobile Brochure technology that delivers your home's unique details and photos to consumer mobile phones



Property Tour
Professionally produced photo slideshow



Social Media Banner
Attention-getting online promotion of your home for maximum reach



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

I'd love to tell you about the impressive results that can be achieved through exceptional marketing. Let's talk today!



MEGAN BELL

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