

PRESIDENT'S MESSAGE

Our Property Spotlight Marketing Plan Can Benefit You

While the pandemic and lockdowns derailed the traditionally busy spring market, home sales have rebounded the past few months and remain strong. Fueled by pent-up demand and low inventory, many buyers are eager to make up for lost time, making it an ideal time to sell your home.

At Coldwell Banker®, properties sold through our property spotlight marketing plan achieve a higher sales price, equal to an additional \$5,300 in your pocket, on average*. This powerful program allows agents to use a plethora of unsurpassed tools to successfully sell your home for top dollar.

Here are just a few of the benefits you'll receive:

- **Professional photography services.** Coldwell Banker agents have access to talented local photographers who can capture stunning photos of your home.
- **TV advertising.** If you choose, your home can be featured in a professionally produced spot on Coldwell Banker's *At Home* TV program.
- **Social media and targeted online advertising.** Coldwell Banker agents have the resources to make sure your home is targeted to the right audience on the most important channels, as well as receive timely leads on inquiries so they can connect with every interested party.
- **Single-property website.** Creating an exclusive property website for your home is a standard part of our plan and a great way to generate more interest online.
- **Print and digital advertising.** Your home will be advertised in one of the region's prime print publications, so it reaches as many potential buyers as possible.



Greg Hollman
*President, Arizona
Coldwell Banker Realty*

If you're ready to sell, contact a Coldwell Banker agent today to learn how our property spotlight marketing plan can help you get more money for your home.

A handwritten signature in black ink that reads "Greg Hollman". The signature is written in a cursive, flowing style.

*Based on Coldwell Banker Realty's property spotlight marketing plan usage data reported through May 31, 2020, a national average sales price of \$539,682 and a 1% increase in sales price.