



# Coldwell Banker Sellers Services Proposal

We never stop moving





## About **Coldwell Banker**

- The world's largest estate agency group
- More than 4,000 offices world wide providing professional and personal local expertise
- 7 Offices in Dublin
- Experts in property sales with access to the most powerful, advanced sales and marketing tools in the industry
- Our fundamental principal is – Client First!

Your Property Partner

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BANKER** 

ESTATES



## How We Meet **Your Needs!**

While others may talk about customer service, we ask about your requirements, listen carefully to your views and then take action to make sure you get what you want!

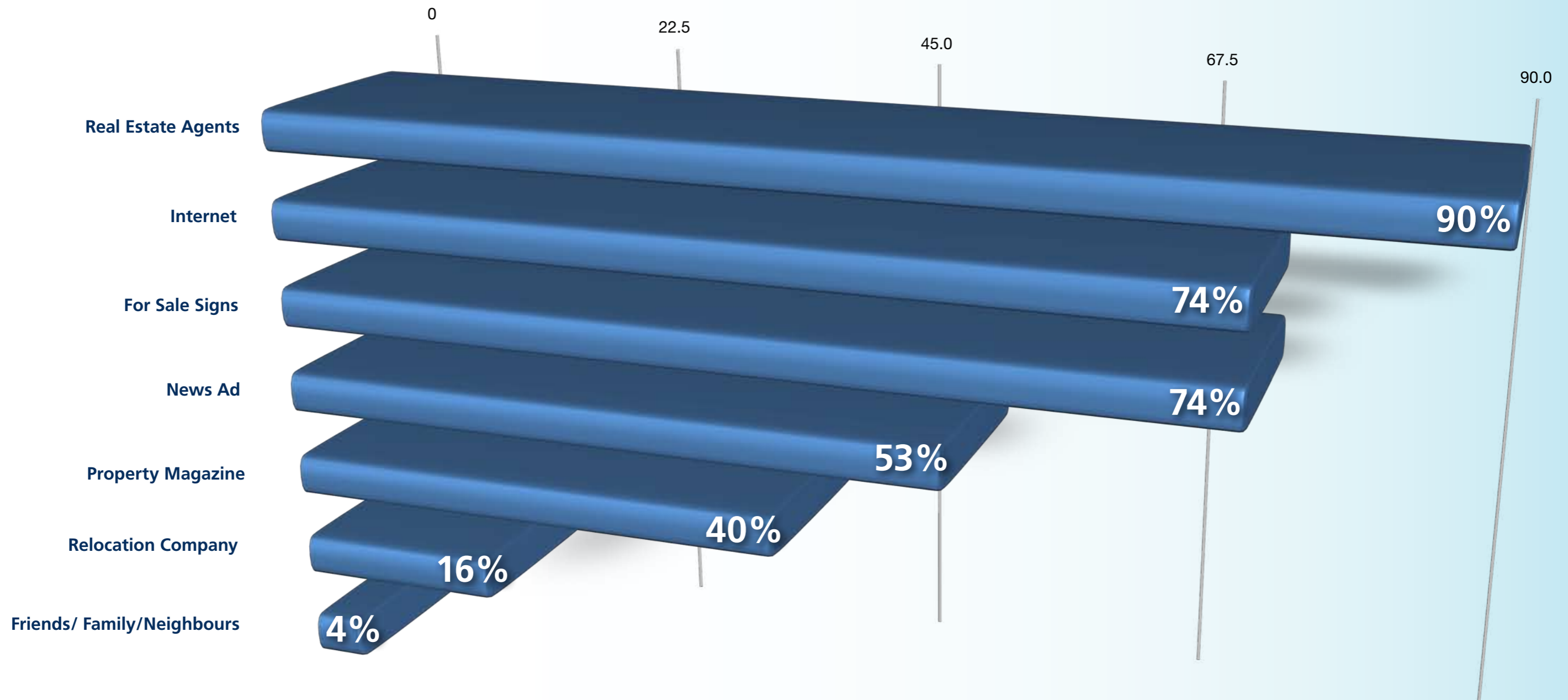
- Listening to our customers
- Guaranteed service standards in writing
- Personalised marketing plan
- Respond to all enquiries within 24 hours

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# Information Sources Used By Buyers In Home Search

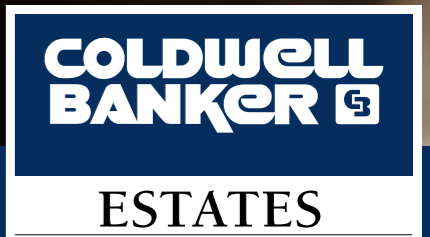


Estate Agents and Auctioneers are the primary resource used by buyers in a home search.



Coldwell Banker  
We Open Doors to Buyers

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# Coldwell Banker Marketing Activities

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# Coldwell Banker Marketing Activities

## Brochure

We will prepare a personalised brochure for your property

## Web Listing

We list your property on all Coldwell Banker websites and the websites listed on the digital marketing page

## You Tube

A dedicated DVD video can be posted on You Tube through the unique Coldwell Banker/You Tube alliance - Coldwell Banker On Location

## Marketing

We use **Google and Bing** to drive buyers to our websites

## Contact Data Base

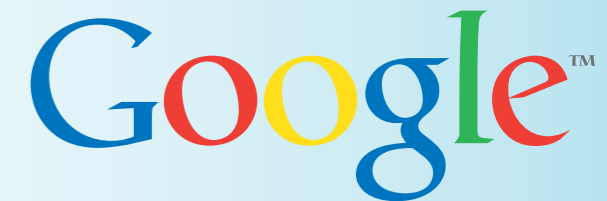
All suitable buyers from our extensive database will be contacted and sent a brochure

## E-mail/SMS Campaign

We use specialist software to create HTML mailers for mass market emailing & texting



Broadcast Yourself™



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## Coldwell Banker 'For Sale' Sign Board

The Coldwell Banker 'For Sale' Sign Board is one of the most recognised 'For Sale' Signs in the World. The Golden Retriever is synonymous with Coldwell Banker and makes your property instantly recognisable that it is For Sale!



## Boutique Picture for Sale Sign Boards

We always promote our clients properties as best as possible and one way in which we do this is by using Picture Signs



## Mobile Phone Technology

Coldwell Banker is the only Estate Agency to have its own property iPhone application. We can display your property so it can be found instantly by iPhone users.

# Coldwell Banker Digital Marketing



eircom.net



We market your property through

[www.youtube.com/coldwellbankeronlocation](http://www.youtube.com/coldwellbankeronlocation)

[www.cbstates.ie](http://www.cbstates.ie)

[www.coldwellbanker.ie](http://www.coldwellbanker.ie)

[www.coldwellbanker.com](http://www.coldwellbanker.com)

[www.myhome.ie](http://www.myhome.ie)

[www.daft.ie](http://www.daft.ie)

[www.sales.ie](http://www.sales.ie)

[www.google.ie](http://www.google.ie)

[www.property.ie](http://www.property.ie)

[www.4property.com](http://www.4property.com)

[www.globrix.ie](http://www.globrix.ie)



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#### POWER SEARCH IN INTERNET EXPLORER

Internet Explorer 5 allows you to search all the search engines at the same time. Right-click the Search icon in the toolbar, then click the Customize button. Select "Use the Search Assistant for Smart Searching." Select all the search engines you want to use and click the OK button.

#### KEEP YOUR OFFICE STATIC FREE

There are three basic ways to control static in your office: 1. You could add a room humidifier to moderate the humidity to higher levels. This is the most expensive option, but may have other (better breathing air) benefits. More humidity (but not lots) diminishes static naturally; 2. You can use a carpet spray - usually found at Staples or Office Max - that is "anti static" in each of your seating areas. That frequently helps and the spray should not discolor your rug in any way. Likewise, there are "anti static" Chair Mats you can get for under each seating area and even for walkways you travel down halls; 3. You can get an Antistatic wrist rest and mouse pad; they are moderately effective at catching last minute static, too. Keep in mind that today's computer equipment is MUCH more

## We won't let just anyone **show your house**

We only use experienced agents who know your property well and can answer the questions buyers will ask.

Our agents are trained to spot tell tale signs from prospective buyers and can react accordingly.

Our agents have the negotiating skills to achieve the best possible price.

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## Setting the **Right Price**

Things that we need to consider when determining the best price to market your property.

- Buyers compare properties
- Market data about properties SOLD recently
- Properties currently for sale
- Homes that did not sell

Coldwell Banker provides you with a Competitive Market Analysis in order to determine what market price we need to agree with you and set.

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## We must deal with some factors over which **we have no control**

In understanding the market value of your property, we must deal with some factors that we have no control over.

### **The Competition**

- The number of similar properties for sale
- Their prices, sale terms, location & physical condition

### **Physical Qualities Of Your Property**

- Location
- Age
- Size of house & site
- Floor plan & architectural style

### **Market Conditions**

- Interest rates & availability of financing
- Buyer demand
- Prices of recently sold properties
- State of the economy
- Seasonal demand

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# Coldwell Banker The Perils of Over Pricing

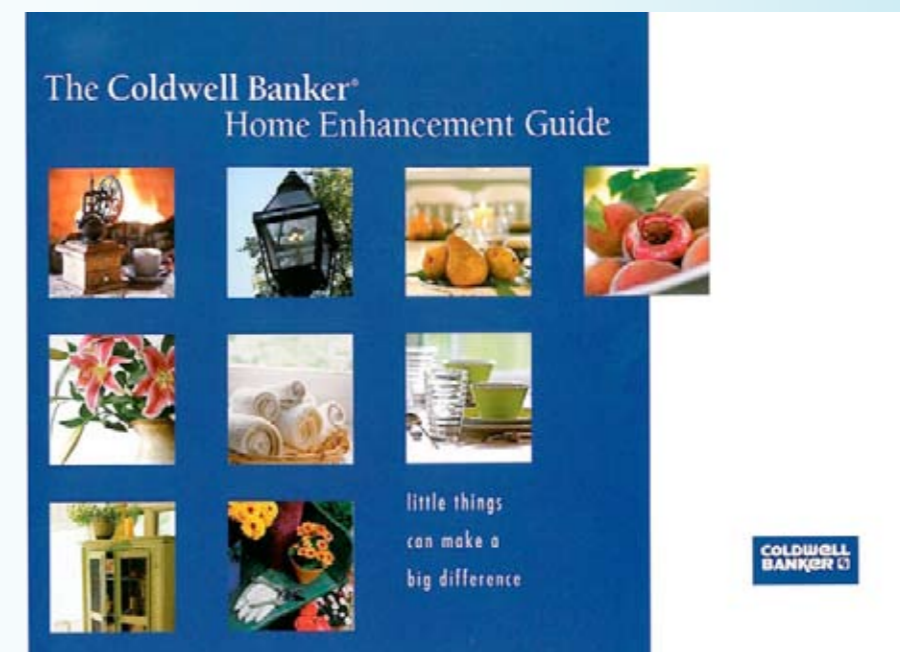




## Home Enhancement **Advice**

We will help you plan to enhance your property's appearance so buyers prefer it to other properties on the market.

- Exterior for showings
- Interior
- Special tips



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We will give you regular updates

We will report ALL offers

We will explain any conditions attached to the offers in plain English

*You will hear from us regularly on the progress of our marketing activities.*

## A word of caution!

In order to maintain the strongest negotiating position, we recommend that you do not discuss the following information with any buyers or other estate agents...

- *Reason/Urgency for selling*
- *Willingness to consider an offer less than the listed price*
- *Personal property you might be willing to include*
- *Timing or benefits of the sale for you*
- *Any other confidential information*



# Thank you

We are ready to go to work for you  
and we look forward to this!





We never stop moving



Connecting Sellers With Buyers Since 1906

**City Centre Office**  
32 Lower Leeson Street  
Dublin 2

**Dundrum Office**  
Westerton Lodge  
Ballinteer Road  
Dundrum  
Dublin 16

**Tel:** 01 41 100 12  
**Email:** info@cbestates.ie

[www.cbestates.ie](http://www.cbestates.ie)

©Coldwell Banker Estates. Each Office Independently Owned & Operated.

"The Clients best interest must be the guiding force behind all services".

**Coldwell Banker founder, Colbert Coldwell - 1906.**