

# YOUR SELLING GUIDE

Complete selling process guide.



**CB**  
COLDWELL BANKER  
TOMLINSON

*Real Estate  
Sales & Consulting*

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 EACH OFFICE IS INDEPENDENTLY OWNED AND OPERATED. 











# MAKE YOUR DREAM A REALITY

Selling your property is a big deal. The company that helps you should be, too. Our unique tools and services make selling your property simpler than ever, giving you advantages other companies can't.

## **Proven Success**

Coldwell Banker® Real Estate practically invented modern-day real estate. With a foundation that includes over 116+ years of Coldwell Banker history and over 80 years of Tomlinson tradition, we are the brokerage of today – and tomorrow.

## **Strategic Marketing**

Our industry-leading marketing programs use a proven combination of traditional and leading-edge methods to market your property.

## **Online Impact**

Buyers are online – and our comprehensive online strategy is designed to connect and engage with today's buyers to ensure that no potential buyer for your property is missed.

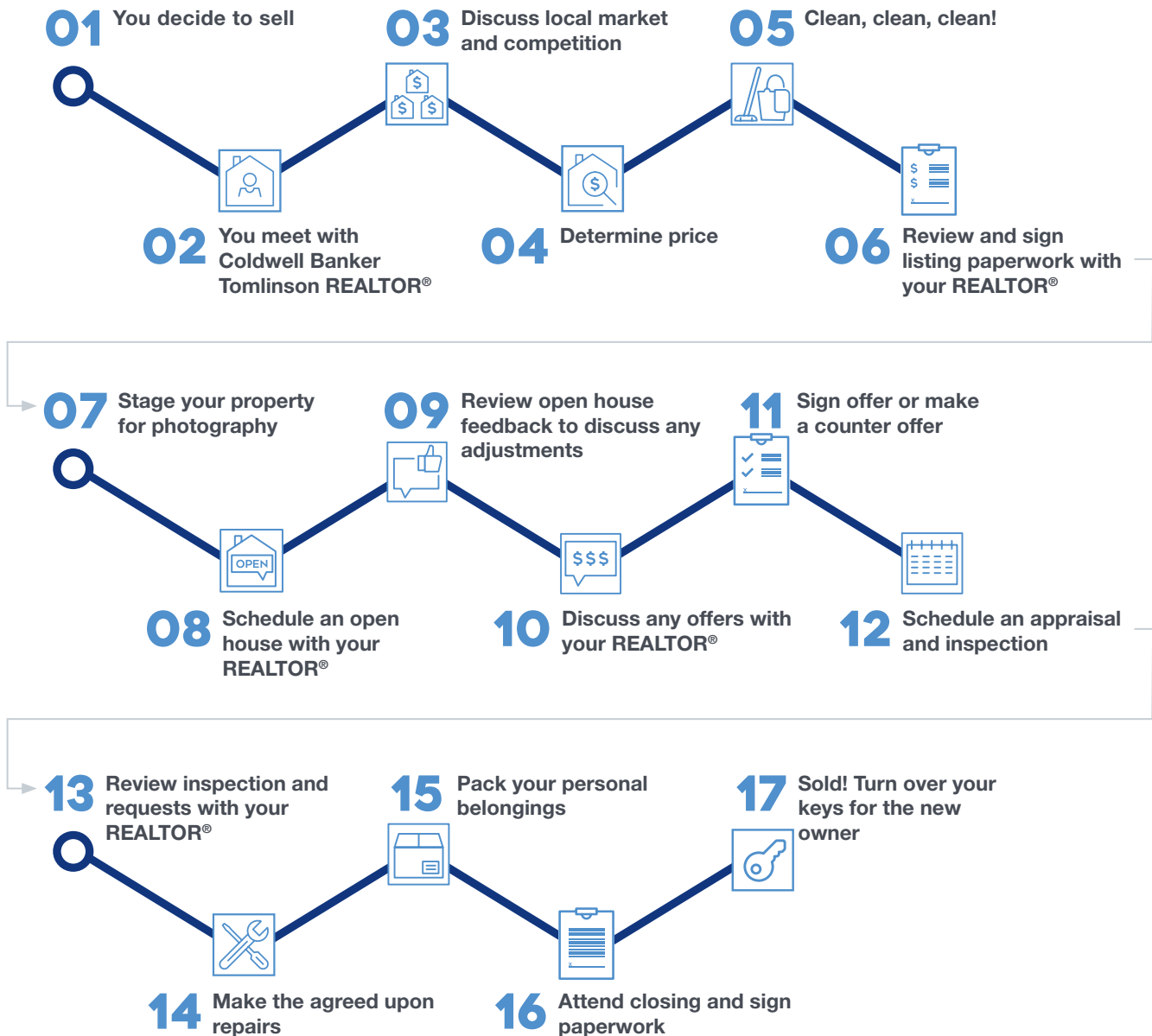
## **Full Service**

We are your partners in all aspects of the sale process. Our in-house teams will ensure you receive complete assistance from beginning to end, giving you one-stop-shop convenience.



# THE SELLING PROCESS

Selling a property is a complicated process, but I will guide you through it every step of the way.





# PREPARING TO SELL

A property that looks its best is more likely to sell faster and for a better price. Here are a few tips from the experts for preparing your property for market and staging it for showings.

## Rooms

- Touch-up or repaint walls, trim and ceilings
- Clean or replace carpeting
- Clean curtains, shutters and blinds
- Clean fireplace, mantle and surrounding areas
- Update decor - throw pillows, bedspreads, towels

## Kitchen & Bath

- Clean appliances inside and out
- Clear out and clean cabinets, drawers and pantry
- Clean, repair or replace faucets and fixtures
- Declutter counters
- RegROUT sinks, tubs and showers

## Entrance

- Check doorbell and replace light-bulbs
- Put out new welcome mat
- Clean, repair or repaint front door
- Sweep walkway

## Outside

- Repaint or touch up trim
- Make needed repairs
- Wash windows and screens
- Trim trees, hedges, shrubs
- Weed, feed lawn and maintain mowing





### Before Each Showing

- Open all draperies and window shades
- Turn on all lights
- Open windows to circulate fresh air
- Set thermostat to comfortable temperature
- Open all the doors between rooms
- Place fresh flowers on kitchen table
- Make sure it smells inviting
- Store valuables in a safe or in a locked closet
- Make beds
- Pick up toys and clutter
- Clear off counters and tabletops
- Replace burned-out light-bulbs
- Eliminate clutter
- Neutralize and depersonalize





# SHOWINGS

As soon as your property is on the market, buyers will want to experience it in person. Your property needs to be in the best possible light when you are hosting a showing or an open house. Here are some tips to prepare for an excellent showing.

## Depersonalize the House

Help the buyers envision themselves living in the house. When hosting an open house, it's a good idea to remove all traces of personal items.

## Freshen Up

First impressions are powerful. Boost your curb appeal and make sure that your potential guests experience a “wow” factor when they initially lay eyes on your property.

## Ask a Friend to Do a Walk-Through

Ask a trusted friend or neighbor to walk through your property. You want to know if you overlooked any important details. It's better to hear feedback from a friend than to miss a potential sale.

## Deep Clean and Organize

- Vacuum, sweep all flooring surfaces
- Dust all surfaces
- Clean window panes and wipe down ledges
- Clean splatters and fingerprints from the stove, oven, refrigerator and microwave
- Empty trashcans
- Clean and put away dishes (including those inside the dishwasher)
- Clear cobwebs from exterior and garage
- Clean the grime that builds up on light switches, door handles and baseboards
- Organize your closets and drawers (buyers like to look in the hidden places)





# MARKETING PROCESS

Working with our in-house listing and marketing team, I will provide one of the most powerful and comprehensive marketing programs for attracting buyers and getting homes sold. In addition to our industry-leading online strategy, I use a proven combination of traditional and digital methods listed as follows.



## STEP 1 - PREPARING

- Make necessary repairs & upgrades
- Remove clutter
- Clean areas inside and out



## STEP 2 - PHOTOGRAPHY

- Stage & take professional property photos
- Additional services available (aerial photos, 3D tour scans, videography)



## STEP 3 - LISTING LAUNCH

- Announce to our offices
- Syndicate to 50+ websites
- Exposure to Coldwell Banker global network



## STEP 4 - SIGNAGE

- Place yard signs
- Setup open house signs as needed



## STEP 5 - DIGITAL CAMPAIGN

- Post "Just Listed" announcement to social media
- Generate property slideshow website
- Promote with social media ads as needed



## STEP 6 - EMAIL CAMPAIGN

- Announce listing to MLS audience
- Announce listing to all CBT agents



## STEP 7 - PRINT CAMPAIGN

- Print property flyers
- Mail "Just Listed" postcards to neighbors
- Any additional print advertising as needed



## STEP 8 - SHOWINGS

- Host public open house events
- Gather & communicate feedback
- Schedule showings

# MARKETING

I will deliver an exceptional marketing program that produces results. Each step of this marketing plan is designed to help your property sell fast and for the desired price. From concept to completion, your property will be uniquely cared for and expertly marketed.





# WHERE THE BUYERS ARE

While buyers use a variety of resources to research properties for sale in their area, the vast majority search online and with the help of a real estate professional\*.

## How Buyers Search for Property

Online	96%
Real Estate Agent	86%
Mobile Sites and Apps	73%
Online Video Site	40%
Yard Sign	39%
Open House	28%
Print Newspaper Ad	12%
Home Builder	9%

## Where Buyers Found the Property They Purchased

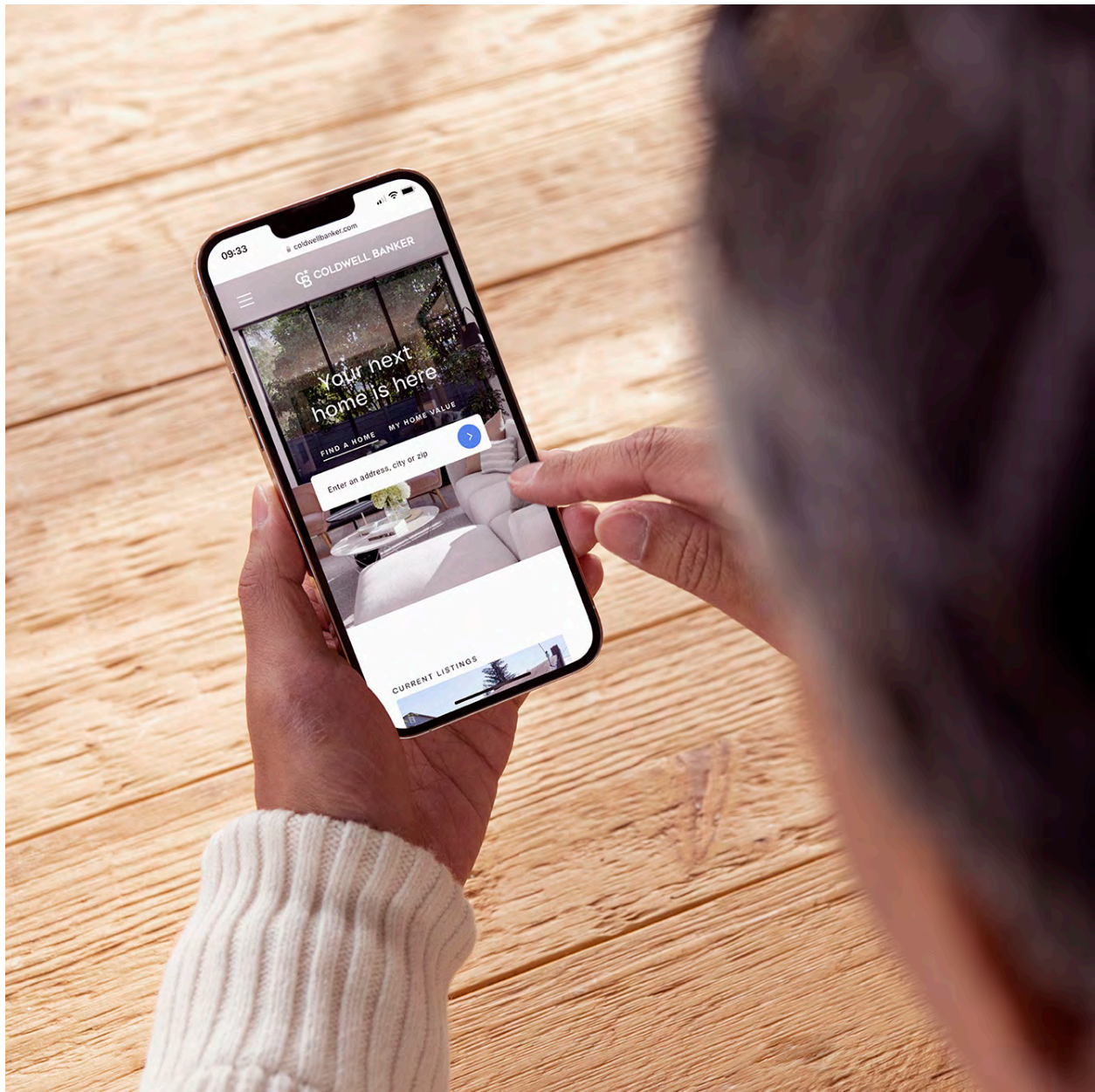
Internet	53%
Real Estate Agent	30%
Friend, Neighbor or Relative	9%
Yard Sign/Open House Sign	4%
Directly from Sellers	4%
Home Builder or Their Agent	1%

\*2022 National Association of REALTORS® Profile of Home Buyers and Sellers



# 96% OF BUYERS USE THE INTERNET

Online exposure is critical to getting a competitive price and a fast sale for your property. Thanks to our leading-edge websites and our brand's top online presence, I'll get your property seen and sold.

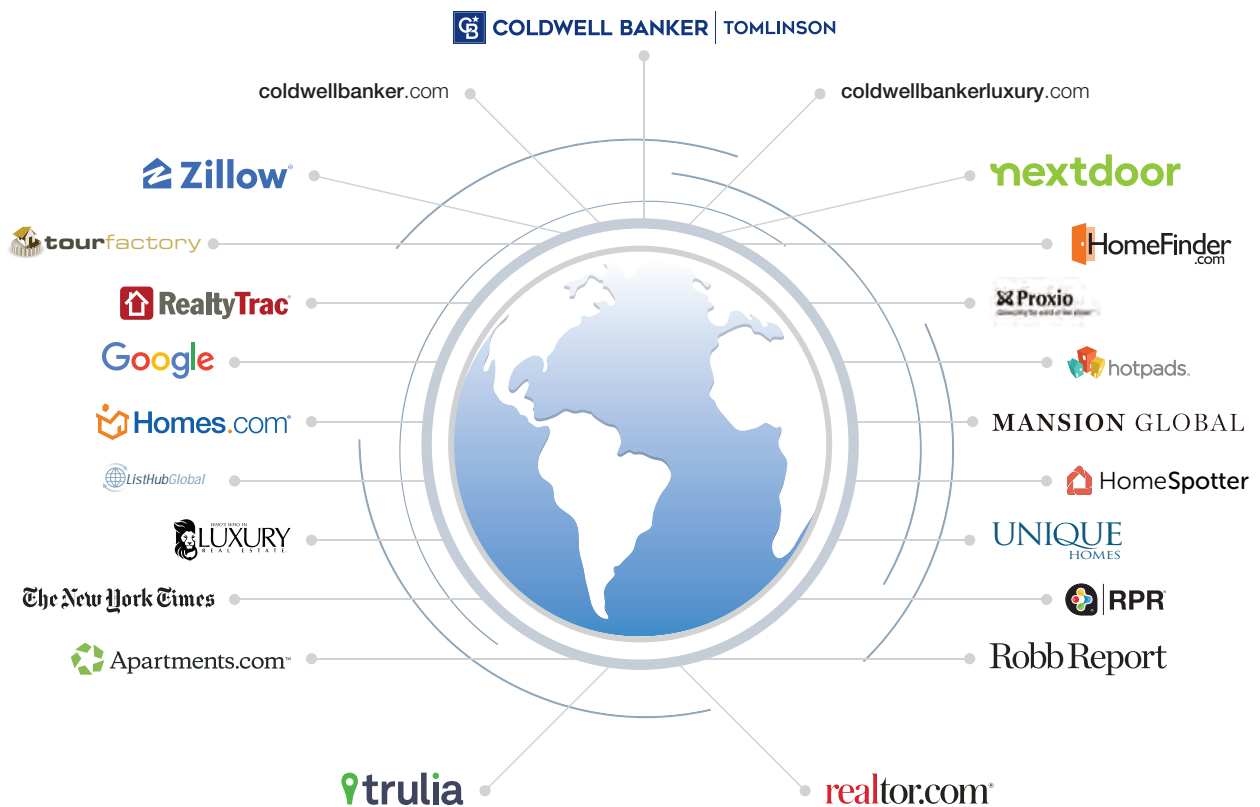


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# INTERNET MARKETING ADVANTAGE

Your property will be shown on high-traffic websites, including some of the most-visited real estate websites in the world, putting it in front of potential buyers everywhere. Our comprehensive internet marketing strategy includes displaying your property with a detailed description and multiple photos on the most-visited real estate websites.

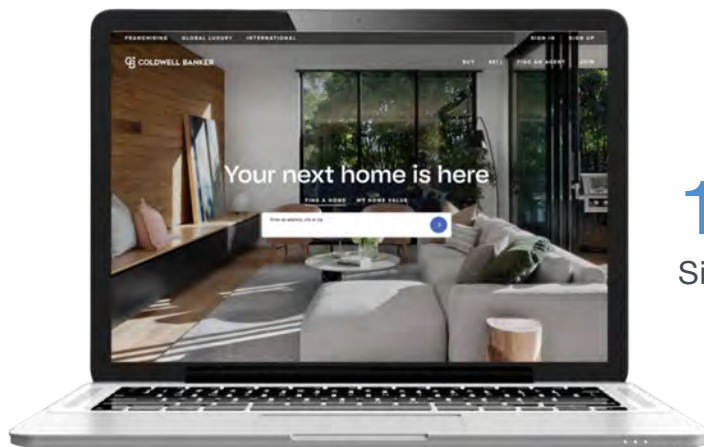


**50+ partner channels to which your listing is automatically marketed and syndicated out to for maximum digital coverage.**

*Some websites display properties based on criteria such as price point or feature. Not all properties will appear on all sites.*

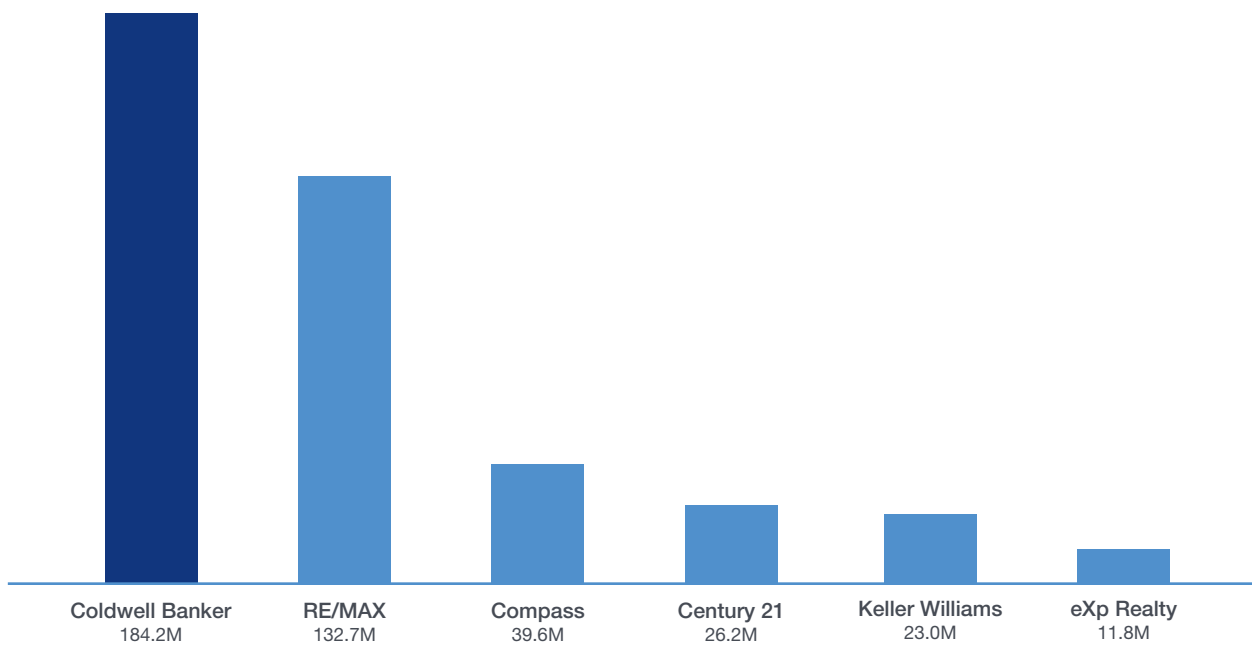
# #1 MOST VISITED REAL ESTATE BRAND ONLINE

Buyers are online - and one real estate brand gets more of their attention than any other. The Coldwell Banker® brand is the #1 most-visited residential real estate brand online.\*



184.2M\*

Site visits to Coldwell Banker websites

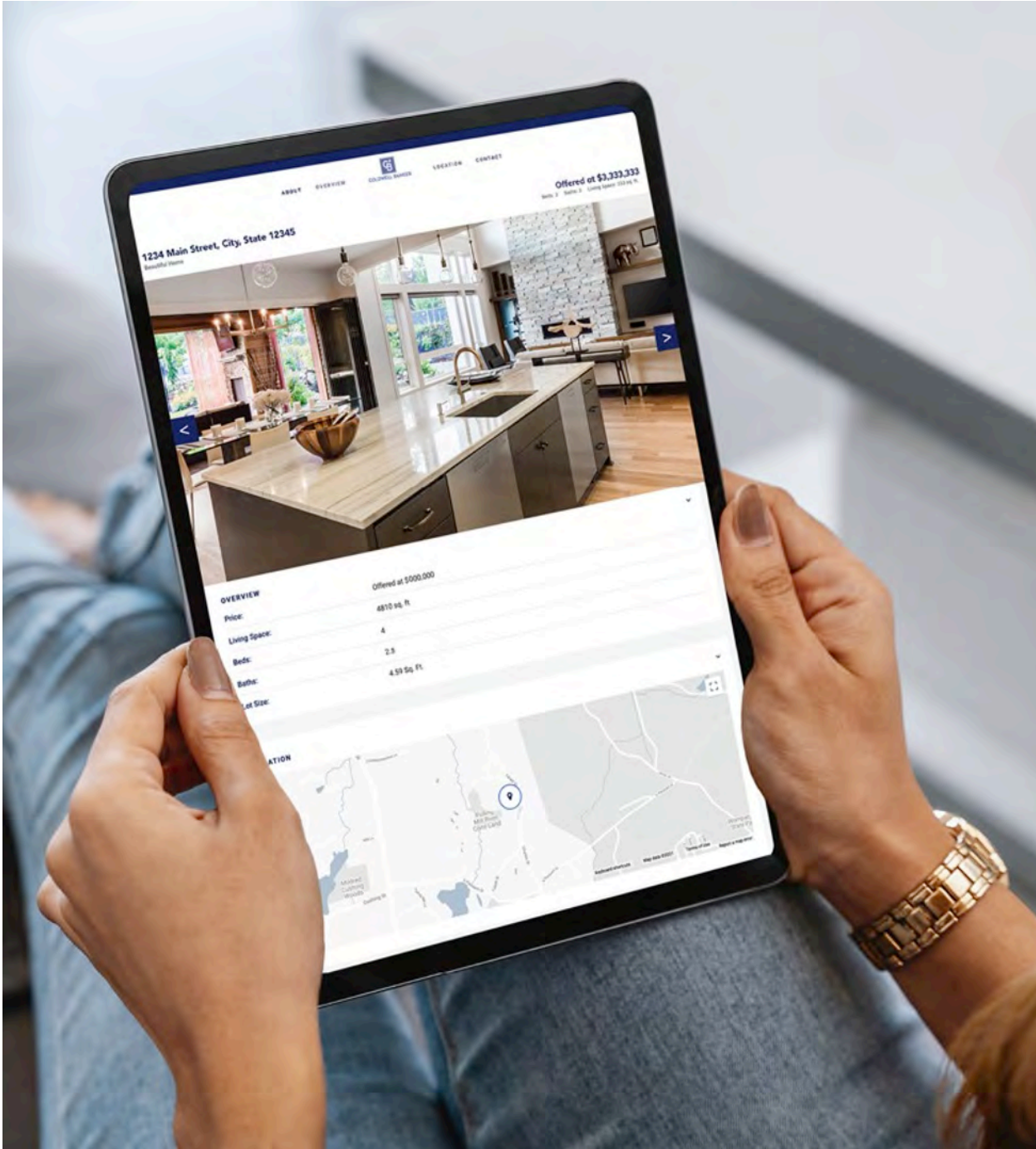


\*Reflects total website visits for 2022. ComScore 2022 Media Trends.



# PROPERTY WEBSITES

Show buyers your property is worth the investment with a property website. I will promote this unique site to potential buyers throughout the property marketing campaign and on social media.



# PRINT EXPOSURE

While online marketing remains the most effective way of reaching buyers today, it's still beneficial to incorporate print marketing as well. I provide professionally designed print materials that enable us to showcase your property in the hands of potential buyers.



# EMAIL EXPOSURE

Email marketing is one of the most effective ways to reach potential buyers. Coldwell Banker Tomlinson utilizes eye-catching emails with purposeful targeting so agents at local real estate companies will be notified that your property has come on the market.

## Attention-Grabbing Design

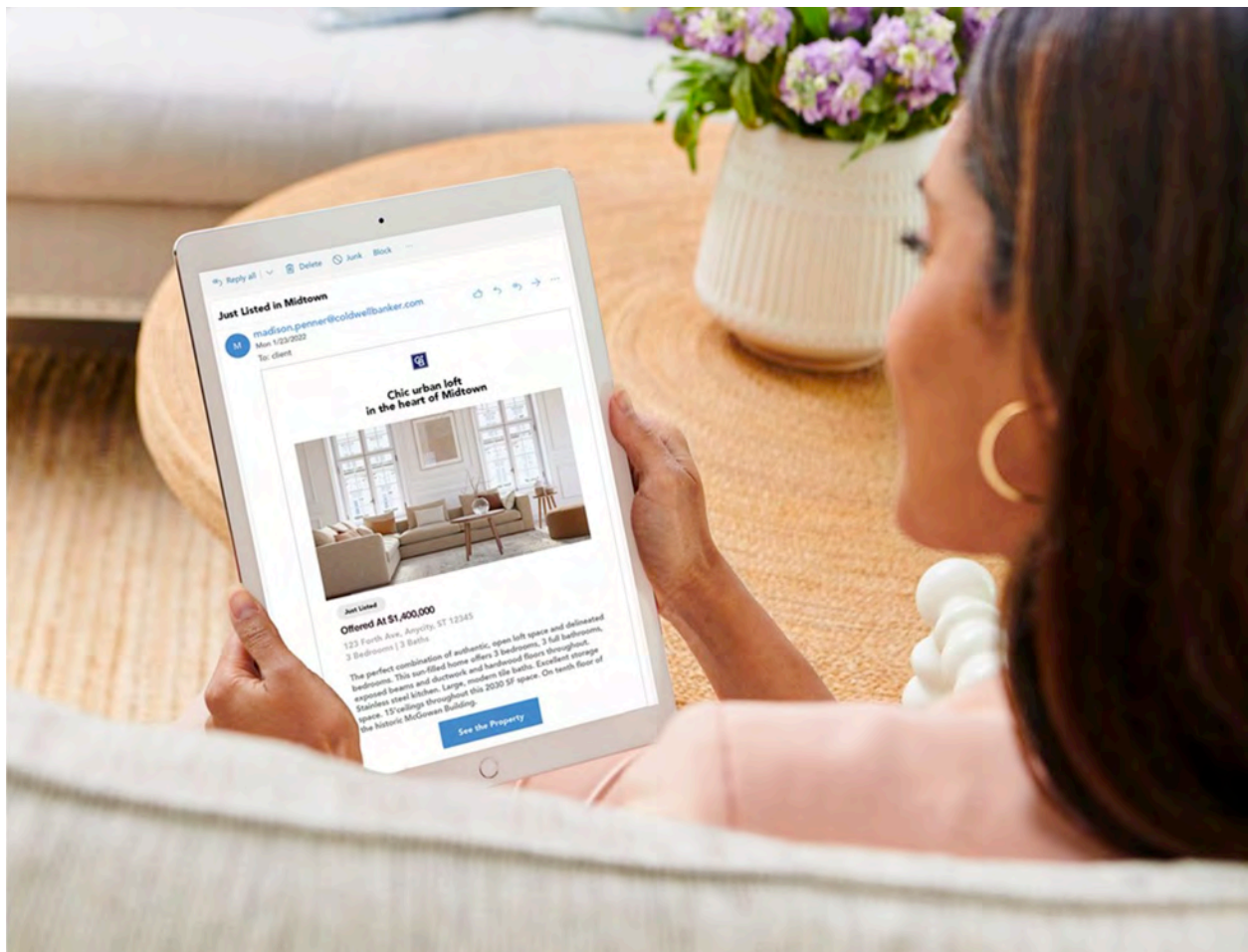
Our emails are purposely designed to effectively convey the most important images and features of your listing.

## Optimized for Mobile and Web

Whether your potential buyer is at home or out on the go, they will be able to effectively get the information on both platforms.

## Purposeful Targeting

Agents at other local brokerages will be notified immediately once your listing goes live, bringing in their additional pool of buyers.





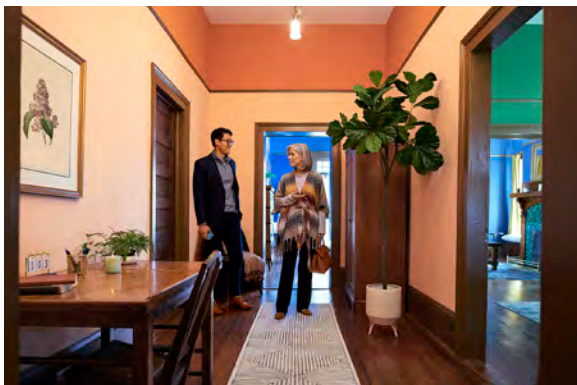
# IN-PERSON SHOWINGS

As soon as your property is on the market, many agents will want to show it. A seamless, well-prepared showing will not only help your potential buyers truly connect with the space, but it will also help provide valuable feedback that can ultimately help lead to a smoother, quicker sale.



## Open House Events

One of the best ways for buyers to experience your property's features is at open houses. Coldwell Banker Tomlinson real estate professionals are experienced and equipped in scheduling, preparing and hosting these events.



## Gathering Feedback

Collecting feedback data from showings is an effective way to qualify potential leads and build a list of potential buyers for your property. Not only will this feedback provide valuable property-specific information, but it can also help shed light on where your listing stands compared to others.



## Scheduling Showings

Once your property is listed, there will be requests to view and tour it. I will work alongside your preferences to facilitate communication and help schedule these showings.

# POSITION TO SELL

In real estate, knowledge is power - and as Coldwell Banker Tomlinson REALTORS®, we are local market experts. By sharing current market data, trends and a comparative market analysis (CMA), I will help you make an informed decision about your home's market value and ideal asking price.

### Factors that Impact Your Home's Value:

**Location** - the proximity to schools, highways, employment opportunities, utility lines, public transit, shopping and entertainment

**Market Conditions** - the current supply of homes for sale, buyer demand, interest rates and availability of financing, prices of recently sold properties, economic factors and seasonal demand

**Condition** - age, lot & house size, floor plan, architectural style and renovations

**The Competition** - the number of similar properties for sale and their prices, condition, location and financing terms

### Factors that Don't Impact Your Home's Value:

**Original Price** - what you paid for your house

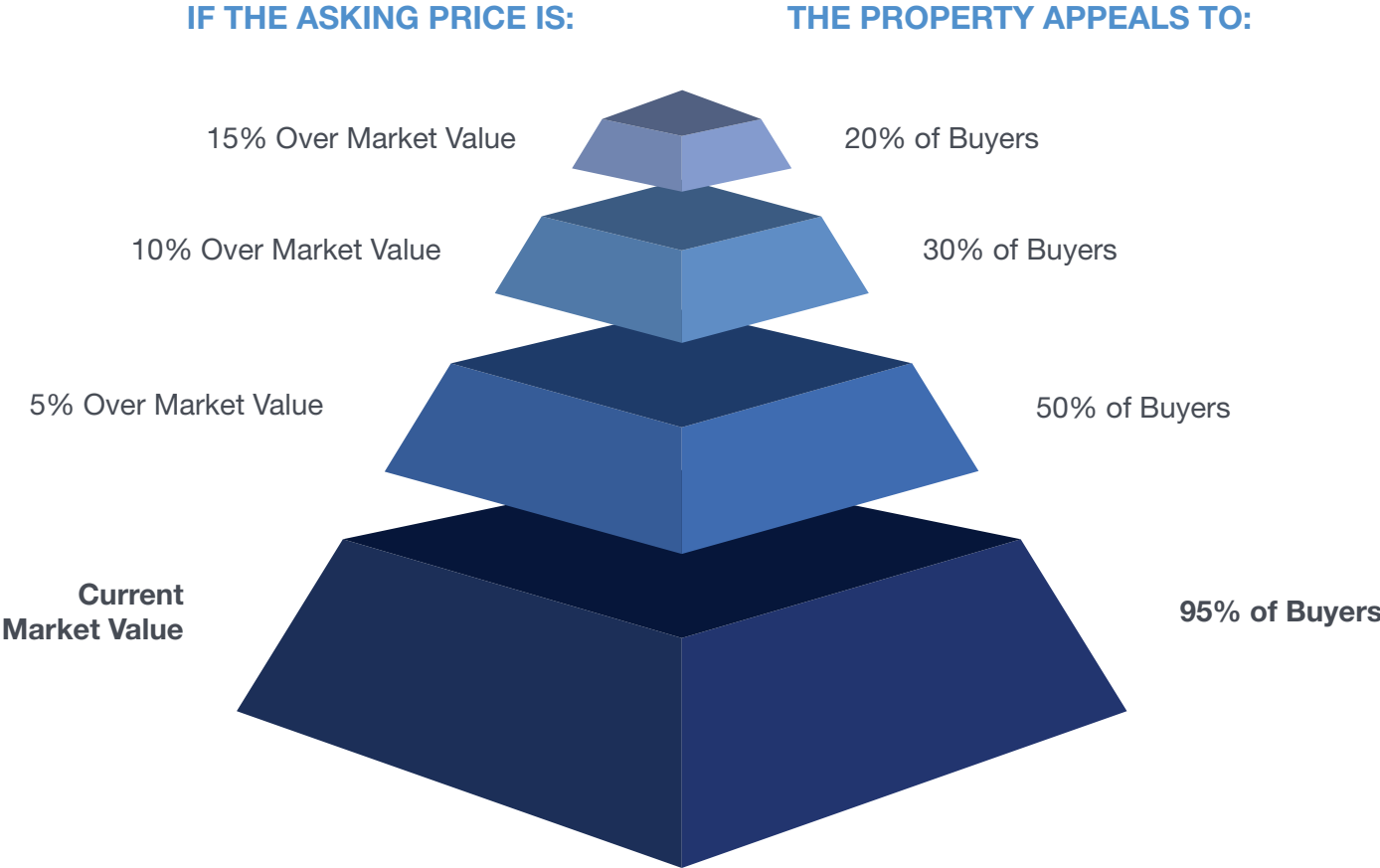
**Desired Net Proceeds** - the net cash proceeds you want or need

**Friendly Advice** - what friends & neighbors say your property is worth



# PRICING RIGHT

While we'll work together to set your home's asking price, the buyer will set the sales price. If you price your property too high, you'll miss out on potential buyers. The price must attract enough attention to result in showings and offers. Pricing your property at fair market value, from the start, will generate the most activity from real estate agents and buyers.







# BENEFITS OF PROPER PRICING

Correctly pricing your property at its market value is among the most important factors of a successful selling process. Here are some of the benefits that will result from properly pricing your property from the beginning.

## **Faster Sale**

The proper price gets a faster sale, which means you save on mortgage payments, real estate taxes, insurance, and other carrying costs.

## **Exposure to More Prospects**

Pricing at market value will open your property up to more people who can afford it.

## **Better Response from Advertising**

Buyer inquiry calls are more readily converted into showing appointments when the price is not a deterrent.

## **Quality Offers**

When a property is priced right, buyers are much less likely to make a low offer, for fear of losing out on a great value.

## **Reduced Cost to Sellers**

When a property is priced right, the excitement of the market produces a higher sales price in less time. You NET more due to the higher sales price and lower carrying costs.

# FIRST IMPRESSIONS

The largest number of potential buyers will view a newly listed property within the first 14 days on the market, and the number will decrease as the days on the market increases. This pool of buyers includes buyers just entering the market and, more importantly, buyers working with REALTORS® who have already seen the existing inventory and have not found a property, making them eager to make an offer.



**To take advantage of this increased level of traffic and buyer interest, your property should be priced to sell at fair market value, from the very start.**



# REAL ESTATE MYTHS EXPOSED

There are many real estate myths out there, and it's easy to pick them up through word of mouth. Here are some of the most common I want to help "debunk" to help alleviate some stress in the selling process.

**MYTH: Certain real estate brokerages sell a lot of real estate. Perhaps they are too busy to pay attention to my listing.**

**TRUTH:** Just as great restaurants are always busy and superior doctors have a heavy patient load, a REALTORS® success in marketing and selling homes has resulted in a busy schedule. But like good restaurants and doctors, Coldwell Banker Tomlinson has assembled top-notch REALTORS® to assist with all of the details. The result is world-class service and a team providing full-service support.

**MYTH: I should select the agent that suggests the highest list price.**

**TRUTH:** This is the oldest scam in real estate sales: Tell the seller what they want to hear, compliment the property, and agree to list it at an unrealistically high price just to get the listing. Then, after you have the listing for a few weeks, start telling the seller that they need to reduce the price. I provide a well researched comparative market analysis to determine the true realistic price that your property will bear in today's market. Never select an REALTOR® based on the price they suggest, rather, select your REALTOR® based on their credentials and marketing plan, and then decide on price together.

**MYTH: Property condition is not that important to buyers.**

**TRUTH:** A property in superior condition will sell faster and for a higher price than one in average condition. Buyers purchase properties that are most appealing, and a property in great condition with a reasonable asking price always tops the list.

**MYTH: Pricing is a mysterious process.**

**TRUTH:** Your property will sell for what the market will bear. Because every property is unique, yours will sell near the high or low end of the range depending on specific attributes like location, condition, quality, etc. I utilize a computer database along with experience to help you decide where to set the price. It is not simple, but it isn't mysterious either.

# DOERS OF GOOD

Coldwell Banker Tomlinson agents, staff, and managers are a special breed, working hard to assist our clients fulfill their real estate goals while keeping our focus on community and on making our cities and towns better places for all of us.

Because of our firm belief that we have an obligation to the people and places that keep our communities strong, we've embarked on a 10-year goal to give a minimum of \$10 million to the organizations that work to help our neighbors in need.



# A CULTURE OF CARING

We're passionate about giving back to the communities where we live, work and play. Through financial contributions, volunteering our time and donating essentials, we support an array of local non-profit organizations dedicated to improving the quality of life for all who call our region home.



## Organizations and Causes We've Supported Across All of Coldwell Banker Tomlinson:

- St. Jude
- See Spot Walk Fundraiser
- Doers of Good Veterans Event
- Turkey Tuesday Fundraiser
- Meridian Elementary Bake Sale
- Rake up Boise
- Boise/Eagle Paint the Town
- Boise Angels Golf Tournament
- Idaho Falls Dash For Downs
- #CBTDenimDay
- Tree of Sharing (Spokane, Boise, Tri-Cities)
- Back Packs For School
- Regional Food Drives
- Homes of Hope
- United Way
- Family Promise
- CBT Agent Charity Fund
- Seattle Children's Hospital
- 2nd Harvest
- Wishing Star Foundation
- Domestic Violence Services of Benton & Franklin
- Bloomsday Run
- Challenge Air
- Vanessa Behan
- Coats 4 Kids
- Children's Home Society of Washington
- ...and many more



# GLOBAL REACH

Through our affiliation with the Coldwell Banker® brand, I have access to a nation and global network of well-connected real estate agents, allowing us to capture more leads and sell your property faster.

Coldwell Banker® Worldwide in (2022)

100,000+

REALTORS®

2,900

OFFICES

40

COUNTRIES & TERRITORIES





# STRENGTH IN NUMBERS

We have Coldwell Banker Tomlinson offices and REALTORS® across our regions, bringing buyers and creating more opportunities to showcase your property.

Coldwell Banker Tomlinson in Market (2022)

533	5	2.02 BILLION	4,442
REALTORS®	REGIONS	SALES VOLUME	CLOSED UNITS



Your property-selling needs are one of a kind.  
Your interests will be represented with the utmost care, honesty, integrity and discretion.

# LET'S GET STARTED!



  
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My real estate business is built on the foundation of  
**REFERRALS.**

If this information has provided value for you, please  
feel free to share my contact information with anyone  
you think may benefit from the same kind of service.

