

# INNOVATIVE PROPERTY MARKETING

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.

We are proud to deliver exceptional property marketing that is designed to quickly attract attention and showcase your property with a digital-first strategy that maximizes the modern media marketplace. Coldwell Banker Realty is 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



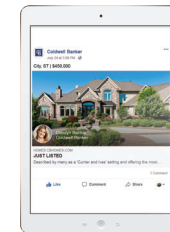
**Just Listed eFlyer**  
“Just Listed” announcement eBlast sent to an exclusive list of personal and professional contacts



**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



**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



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



**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



# SPOTLIGHT MARKETING PLAN



LAUNCH

**GET THE EXPERT REAL ESTATE REPRESENTATION YOU DESERVE.**



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