

PREPARED EXCLUSIVELY FOR YOU



COLDWELL BANKER

ANCHOR
REAL ESTATE

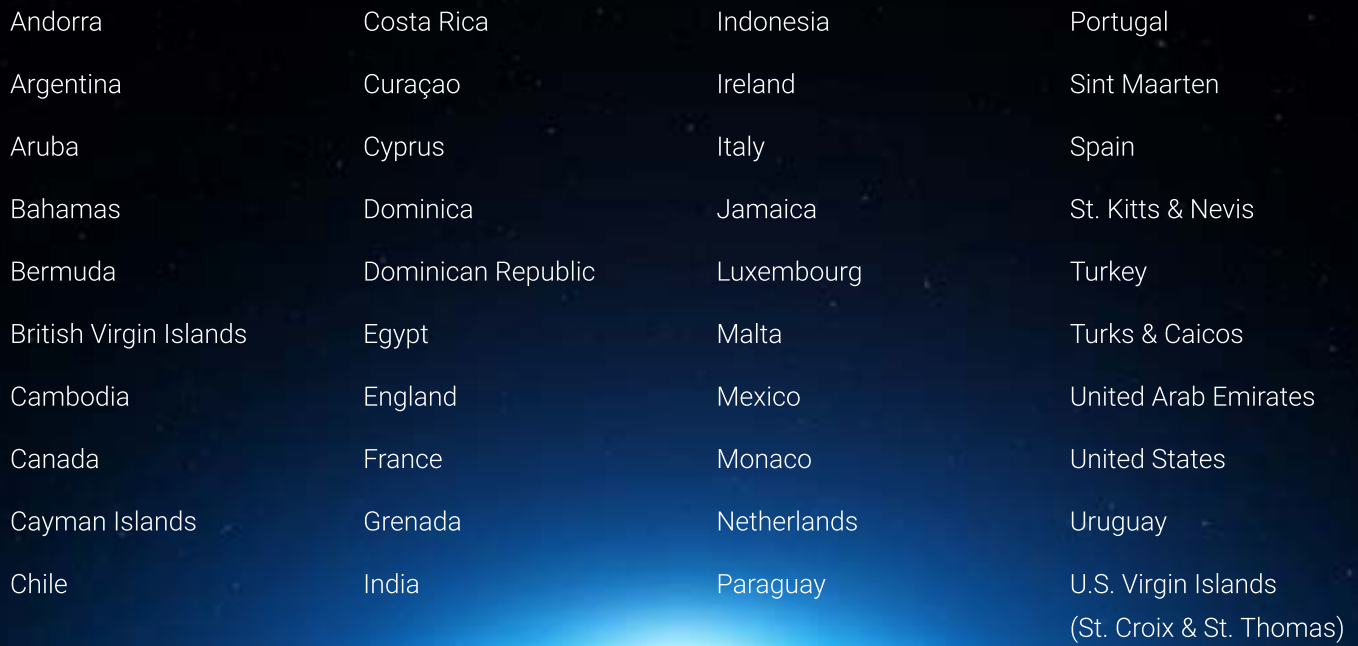
Coloma (269) 468-7986 - St. Joseph /Harbert (269) 983-0011 - Niles (269)683-4986
cbanchor.com



PROVEN. POWERFUL. PERSONAL.

Selling your home is a big deal and the company that helps you should be, too. In 2022, the Coldwell Banker® brand closed \$295 billion in sales volume*. This is a brand committed to empowering agents like us with the innovative technology, strategic marketing and powerful network we need to market your home in the best possible way.

*Based on Coldwell Banker Financial Data as of Jan. 1, 2022-Dec. 31, 2022.



Andorra	Costa Rica	Indonesia	Portugal
Argentina	Curaçao	Ireland	Sint Maarten
Aruba	Cyprus	Italy	Spain
Bahamas	Dominica	Jamaica	St. Kitts & Nevis
Bermuda	Dominican Republic	Luxembourg	Turkey
British Virgin Islands	Egypt	Malta	Turks & Caicos
Cambodia	England	Mexico	United Arab Emirates
Canada	France	Monaco	United States
Cayman Islands	Grenada	Netherlands	Uruguay
Chile	India	Paraguay	U.S. Virgin Islands (St. Croix & St. Thomas)

GLOBAL REACH

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

100,000+
AGENTS

40
COUNTRIES AND TERRITORIES



POPULAR PROJECTS INCLUDE

CLEANING

CURB APPEAL

ELECTRICAL UPGRADES

FLOORING

CARPENTRY

HANDYMAN SERVICES

LANDSCAPING

MOVING AND STORAGE

PAINTING

PLUMBING

ROOM RENOVATIONS

STAGING

MAXIMIZE YOUR SELLING PRICE

Sellers are faced with many challenging tasks on the path to successfully selling their home. Our agents help guide sellers by pointing out advantages, disadvantages, and offering simple suggestions to help improve the property's value in today's competitive market.

- 1.** Give your home a deep clean and declutter/depersonalize. Potential buyers want to focus on the actual house and be able to see themselves living in these spaces.
- 2.** Consider painting in neutral colors. Home will appear larger and brighter, as well as a blank slate to potential buyers.
- 3.** Consider a handyman for those "little" projects. Fixing items like running toilets, leaky faucets, sticky locks/hardware.
- 4.** Clean up landscaping or add some. Curb appeal is the first impression of the home and a good first impression can go a long way.
- 5.** Contact one of our professional agents today to see how we can help position your property in today's market.

360° PROPERTY MARKETING



ADVERTISING



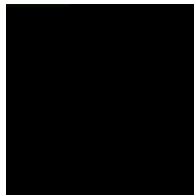
AGENT PROMOTION



OPEN HOUSE



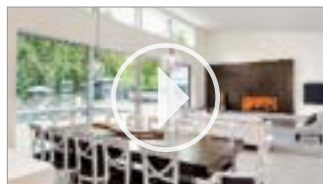
PRINT ADVERTISING



YARD SIGN



EMAIL MARKETING



VIDEO



ONLINE AND SOCIAL MEDIA



ONLINE EXPOSURE

Our comprehensive online marketing strategy includes detailing your property's critical selling points and posting multiple photos on the most visited real estate websites in the world. The result? Your home gets showcased on dozens of high-traffic sites – putting it in front of potential buyers everywhere.

[COLDWELLBANKER.COM](https://www.coldwellbanker.com)

[REALTOR.COM](https://www.realtor.com)

[HOMEFINDER.COM](https://www.homefinder.com)

[TRULIA.COM](https://www.trulia.com)

[HOMES.COM](https://www.homes.com)

[ZILLOW.COM](https://www.zillow.com)

[HOTPADS.COM](https://www.hotpads.com)

AND MANY MORE

A woman with blonde hair, wearing a white dress, stands on a well-manicured lawn. She is holding a green tablet and gesturing with her hands as if in conversation. A man in a patterned shirt and brown pants stands next to her, looking up and to the right. The background is filled with lush greenery, including a large tree and a hedge. The scene is brightly lit, suggesting a sunny day.

FULL SERVICE

The Coldwell Banker® brand is there for you in all aspects of the home sale process. Our primary services ensure you'll receive complete assistance from start to finish – giving you one-stop-shop convenience.



FROM START TO FINISH

MORTGAGE SERVICES – If you're also interested in finding your new dream home, we can support you with your home search and connect you with a mortgage broker that offers incredibly competitive rates, fantastic customer service and a fast, simple process.

TITLE SERVICES – We can recommend a title provider that will research and resolve title issues before the closing to help ensure your transaction closes smoothly and on time.

WARRANTY SERVICES – A home warranty provides that extra measure of security that makes buyers feel more comfortable and confident in the purchase of your home.

INSURANCE SERVICES – We have connections with a variety of insurance companies that offer competitive rates on homeowners, condominium, renters, automobile, second home, vacant home and umbrella coverage.



GETTING STARTED

Your home and your home sale needs are one of a kind. Using the unmatched resources of the Coldwell Banker® brand, we will develop a custom plan to:

- Provide you with proven, powerful and personal service
- Enable you to obtain the best possible sales price and terms for your home
- Close the sale in a smooth, timely manner

We are committed to your complete satisfaction, and will represent your interests with the utmost care, honesty, integrity and discretion.

Let's get started!

