

— Coldwell Banker® —

Listing Rewards™



The Exclusive Luxury Property Marketing Commitment Brought To You By Coldwell Banker Previews International

In today's competitive real estate market, the key to success has become differentiation; doing common things in an uncommon way. In fact, differentiation from the competition has become the cornerstone of Coldwell Banker's unprecedented success here in Colorado. We understand that selling your home can be a stressful and overwhelming endeavor, so our dedicated agents will guide you through every step of the process and make it a pleasant experience. At Coldwell Banker, we're proud to deliver exceptional marketing programs that produce results. Each step of our marketing plan is designed to help your home sell fast and for the desired price. It's just one more example of what makes "Coldwell Banker the best real estate company in Colorado!"



ColoradoHomes.com



Coldwell Banker®

Listing Rewards™

Coldwell Banker Previews takes property marketing to even greater level. This strategy is specifically tailored for luxury and ultra luxury properties priced from over \$500,000 to \$20 million plus. The marketing of these properties is uniquely cared for by a superlative team that services the listing throughout the entire marketing process, from concept to completion. It is what makes us different and a notch above even our very best competitors in the marketing of luxury homes in Colorado. It's no wonder that no other real estate company sells more luxury homes in Colorado than Coldwell Banker.



Our marketing commitment includes:

• High Quality Professional Grade Photography –

It all starts with great images which is why we will arrange to have one of our preferred photographers capture at least 25 HDR magazine grade professional images with motion tours that will best showcase your home for primetime marketing and advertising.



• A Professionally Produced TV Spot and YouTube Video Up to 40 Seconds–

Your home will be seen by millions of potential buyers on TV Sunday mornings at 9am following the nationally syndicated show Today's Homeowner on Colorado's very own Channel 2. We'll also post it as a YouTube video and stream it online 24/7 on the top real estate websites around the world.

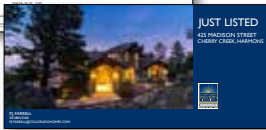
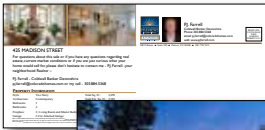
• A Featured Quarter-Page Advertisement in Colorado Homes & Lifestyles Magazine –

CH&L is direct mailed to 32,500 paid subscribers and read by nearly 97,500 readers each issue (nearly 3 million annual impressions), plus another 21,594 online viewers each month. Each subscriber has an average net worth of nearly \$1.9 million, and studies show that 38% of CH&L readers plan to buy or build a home in the next 18 months. No other Colorado publication offers you access to this critical mass and demographic. It's no wonder Coldwell Banker sells more homes than any other real estate company in Colorado.

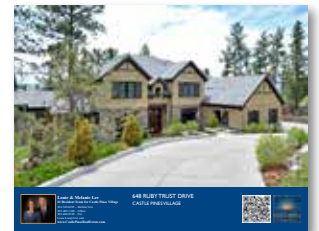


• Super-sized 5.5 x 11.0 "Just Listed" Announcement Cards –

We will produce and mail a professional quality "Just Listed Card" to fifty addresses surrounding your home announcing to friends and neighbors your property is on the market. Direct mail is an "age-old" favorite that gets results.



• Property Brochures – We will design and professionally print a magnificent full color, four page UV coated property brochure that is sure to surpass your expectations and establish your home as a must-see property.



• CB Mobile Brochure is our exclusive alternative to the "traditional" print brochure –

Thanks to our cutting edge smart phone technology, CB Mobile Brochure sends a text message directly to any prospective buyer's mobile device packed with information, including HD quality photographs and streaming video, all in a matter of seconds. Best of all, as your Realtor, I get a text message notifying me a buyer is interested as well.



• ePostcard Announcing Your New Listing – Through our exclusive CB Direct Connect contact management system we will quickly send your listing to other real estate agents and hundreds of prospective buyers via email. Your property's information can be quickly sent and exchanged, increasing your opportunity to get your home sold.

• Single Property Website – It's another Coldwell Banker exclusive to get your home maximum exposure, every day until it's sold! In fact we think your home is so special, it deserves it's very own website for the world to see. That's right, we'll create a Single Property Website, with its own personal URL, that can be shared and posted to the top Social Media websites which is where we know today's home buyers visit most often. You're sure to love it and we think your home will too!



• "Showcase Enhanced" on the World's #1 Website, Realtor.com –

No other website gets more traffic than Realtor.com, and with our exclusive "enhanced" technology, your property will get the increased traffic it deserves. With tools like "Showcase Enhance" we make it easy to list and market your property until it's sold.