



COLDWELL BANKER  
REALTY

# SELLER CONSULT

*PRESENTED BY:*



DALYS KEITH

C. 410.336.5516

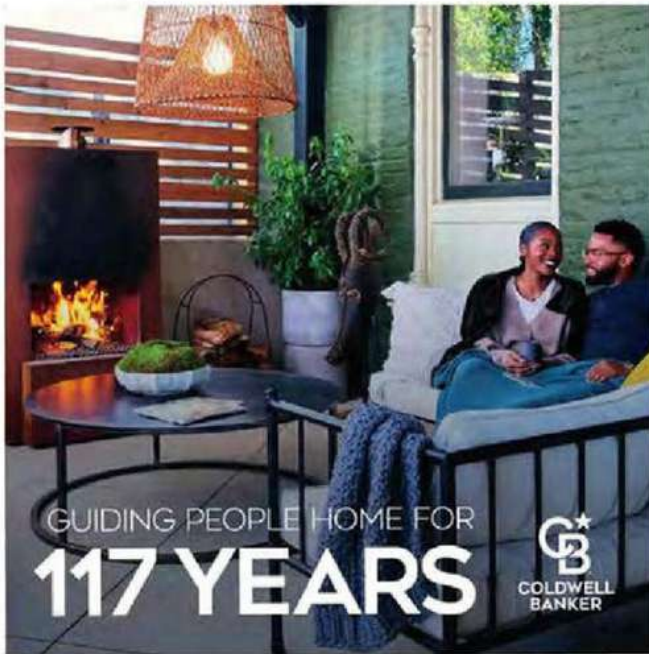
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[CertifiedGlobalLuxury.com](http://CertifiedGlobalLuxury.com)



DALYS KEITH

# WHY COLDWELL BANKER REALTY?



GUIDING PEOPLE HOME FOR  
**117 YEARS**



**#1** IN AGENT  
TRUST\*



\*BASED ON COLDWELL BANKER'S QUARTERLY AGENT RESEARCH REGARDING PERSONALITY & ACCEPTIONS JANUARY 2023



**#1**  
MOST  
VISITED

REAL ESTATE  
BRAND ONLINE\*



\*REFLECTS TOTAL WEBSITE VISITS FOR 2022. SOURCE: COMSCORE 2022 MEDIA TRENDS



**\$295  
BILLION**  
IN SALES VOLUME\*



\*BASED ON COLDWELL BANKER FINANCIAL DATA 1/1/2022 - 12/31/2022

# #1 NATIONWIDE

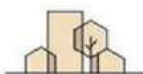
Realty Brokerage Group LLC has been the #1 residential real estate brokerage in the U.S. for 24 years\*, successfully bringing together home buyers and sellers from across the country.



**REALTRENDS**  
THE TRUSTED SOURCE

Company	Sales Volume
1.  Anywhere™	<b>\$184 Billion</b>
2. Compass	\$151 Billion
3. Home Services of America, Inc.	\$150 Billion
4. eXp Realty	\$72 Billion
5. Redfin	\$37 Billion
6. Douglas Elliman Real Estate	\$29 Billion
7. Hanna Holdings/Allen Tate	\$26 Billion
8. @properties	\$16 Billion
9. William Raveis	\$16 Billion
10. HomeSmart	\$15 Billion

\*Realty Brokerage Group LLC (f/k/a NRT LLC) is ranked #1 in closed residential sales volume (calculated by multiplying number of buyer and/or seller transaction sides by the sales price) from 1996-2020 in the U.S. Data obtained by REAL Trends Survey, 1996-2021.



DALYS KEITH



# 20.7% HIGHER SALES PRICE THAN THE NAR AVERAGE.<sup>1</sup>

SOLD



COLDWELL  
BANKER

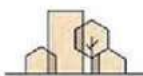
[coldwellbanker.com](http://coldwellbanker.com)

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2



COLDWELL  
BANKER

<sup>1</sup>\$444,662 (20% HIGHER AVERAGE SALES PRICE FOR THE COLDWELL BANKER® NETWORK THAN THE 2021 NATIONAL ASSOCIATION OF REALTORS® AVERAGE SALES PRICE OF \$368,400)



DALYS KEITH



# 96% OF HOME BUYERS USE THE INTERNET

Online exposure is critical to getting a competitive price and a fast sale for your property. Thanks to my digital marketing expertise and the Coldwell Banker® brand's top online presence, I'll get your home seen and sold.

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





# THE #1 MOST VISITED REAL ESTATE BRAND ONLINE\*

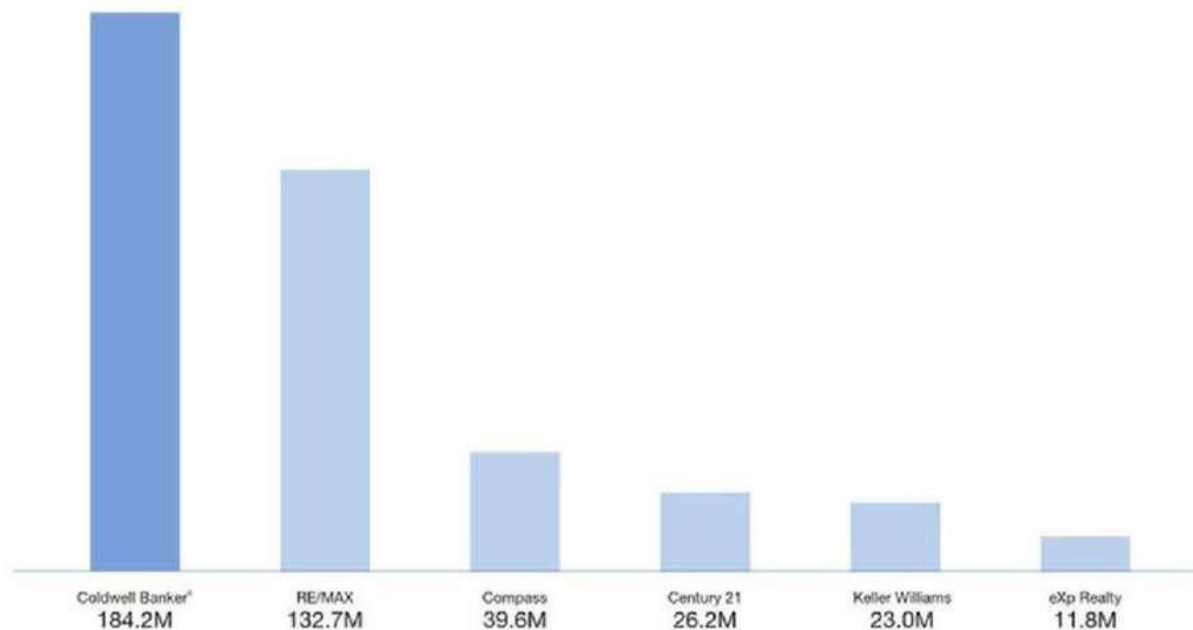
Home buyers are online, and more of them are visiting Coldwell Banker® sites than other real estate brands, which means your property gains better exposure and more qualified buyers.



## 184.2M\*

Site visits to Coldwell Banker websites

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





CONSUMERS WHO SAW OUR ADVERTISING WERE 3X MORE LIKELY TO WORK WITH A COLDWELL BANKER AGENT<sup>1</sup>.

# #1-RATED REAL ESTATE AD 11 YEARS IN A ROW<sup>2</sup>

Year after year, the Coldwell Banker® brand is proud to deliver the national network advertising that connects with viewers and leads the industry in effectiveness. By affiliating with Coldwell Banker Realty, I leverage one of the strongest and most recognized names in real estate to make the right impression and attract buyer interest in your property.

1. Coldwell Banker/Quester Real Estate Consumer Research, June 2022.

2. Ace Metrix Score 2012-2022. Real Estate Category.



# WOMEN'S CHOICE AWARD<sup>®</sup> AWARD WINNER 5 YEARS IN A ROW



COLDWELL  
BANKER



# #1 IN AGENT SATISFACTION

ONCE AGAIN\*



\*COLDWELL BANKER/QUESTER REAL ESTATE AGENT RESEARCH, FEBRUARY 2022.



# MARKETING YOUR HOME

We offer one of the most powerful and comprehensive marketing programs to ensure your home is seen by the right buyers. In addition to our industry-leading online strategy, we use a proven combination of traditional and cutting-edge methods to market your home with a comprehensive 360-degree approach.



AGENT PROMOTION



TV ADVERTISING



OPEN HOUSE



PRINT ADVERTISING



YARD SIGN



EMAIL MARKETING



ONLINE AND SOCIAL MEDIA



VIDEO



# SPOTLIGHT 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



**Targeted Online Advertising**  
Geographic targeting technology markets your property directly to local buyers online and on social media



**Mobile Brochure**  
Exclusive yard sign panel with CB Mobile Brochure technology that delivers your home's unique details and photos to consumer mobile phones



**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



**Social Media Banner**  
Attention-getting online promotion of your home for maximum reach



**Property Brochure**  
Beautiful, professionally printed property brochures with trackable QR code, to showcase your home



**Single-Property Website**  
Professionally designed property website that is viewable on all devices and easily shared via social media



**Silver Envelope Home Announcement**  
Stunning, trifold property announcements with trackable QR code, direct mailed to your neighborhood in silver



**Property Tour**  
Professionally produced photo slideshow



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



**Luxury Property Showcase**  
Featured online ad placement for \$1M+ listings on The Wall Street Journal | Real Estate and Mansion Global websites



**YouTube Advertising**  
Professionally produced 30-second listing ad shown during a YouTube video with optimized audience targeting



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



**Seller Update**  
Detailed report outlining everything that has been done to bring your home to market and maximize its exposure





# PHOTOGRAPHY

If a picture is worth a thousand words, then beautiful high-quality images could be worth thousands of dollars when selling your home. I'll make your property look its very best, thanks to professional photography that encourages buyers who are browsing online to slow down and take notice.





# ONLINE EXPOSURE

My 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](http://COLDWELLBANKER.COM)

[HOTPADS.COM](http://HOTPADS.COM)

[COLDWELLBANKERHOMES.COM](http://COLDWELLBANKERHOMES.COM)

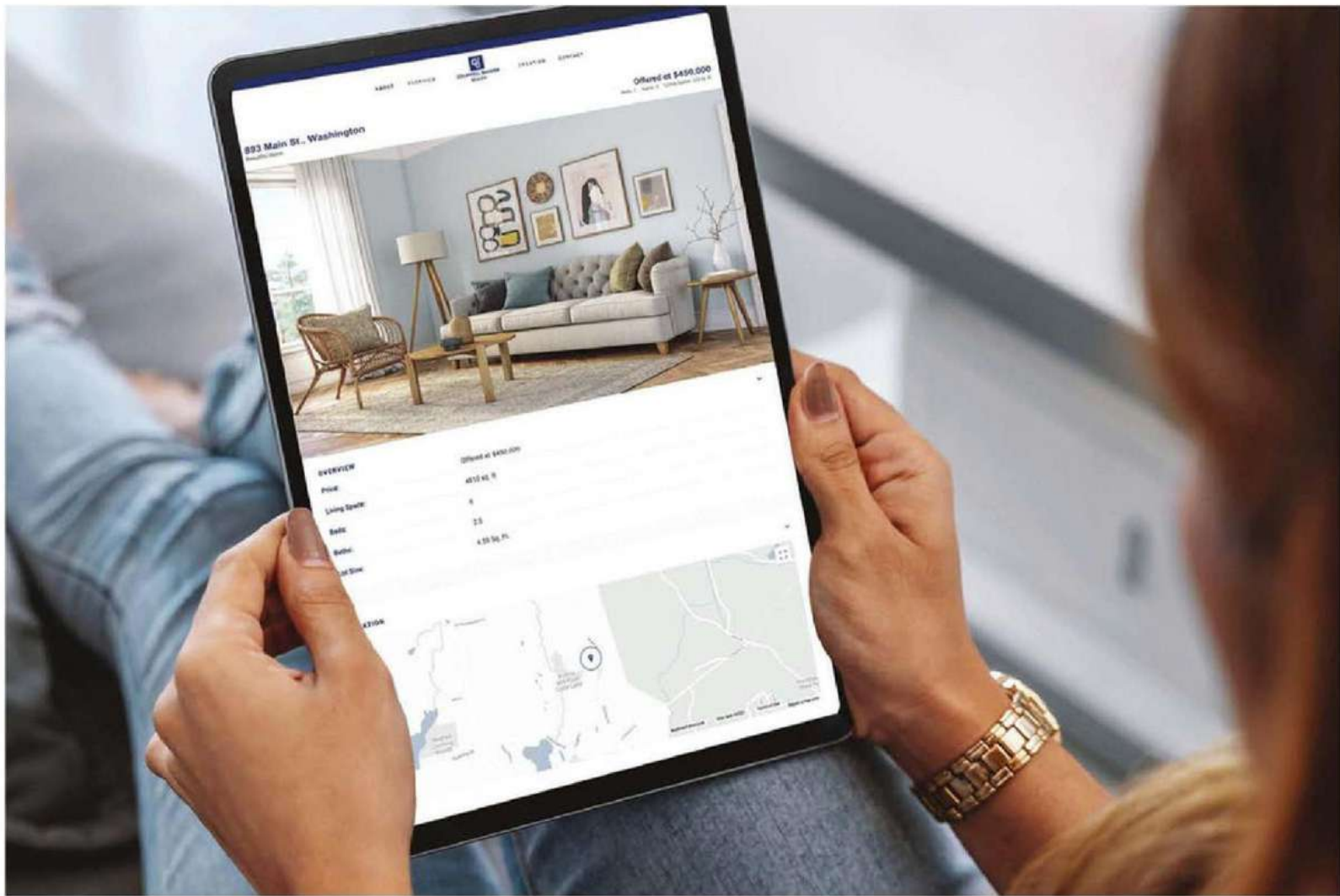
[REALTOR.COM](http://REALTOR.COM)

[HOMEFINDER.COM](http://HOMEFINDER.COM)

[TRULIA.COM](http://TRULIA.COM)

[HOMES.COM](http://HOMES.COM)

[ZILLOW.COM](http://ZILLOW.COM)



# SINGLE-PROPERTY WEBSITE

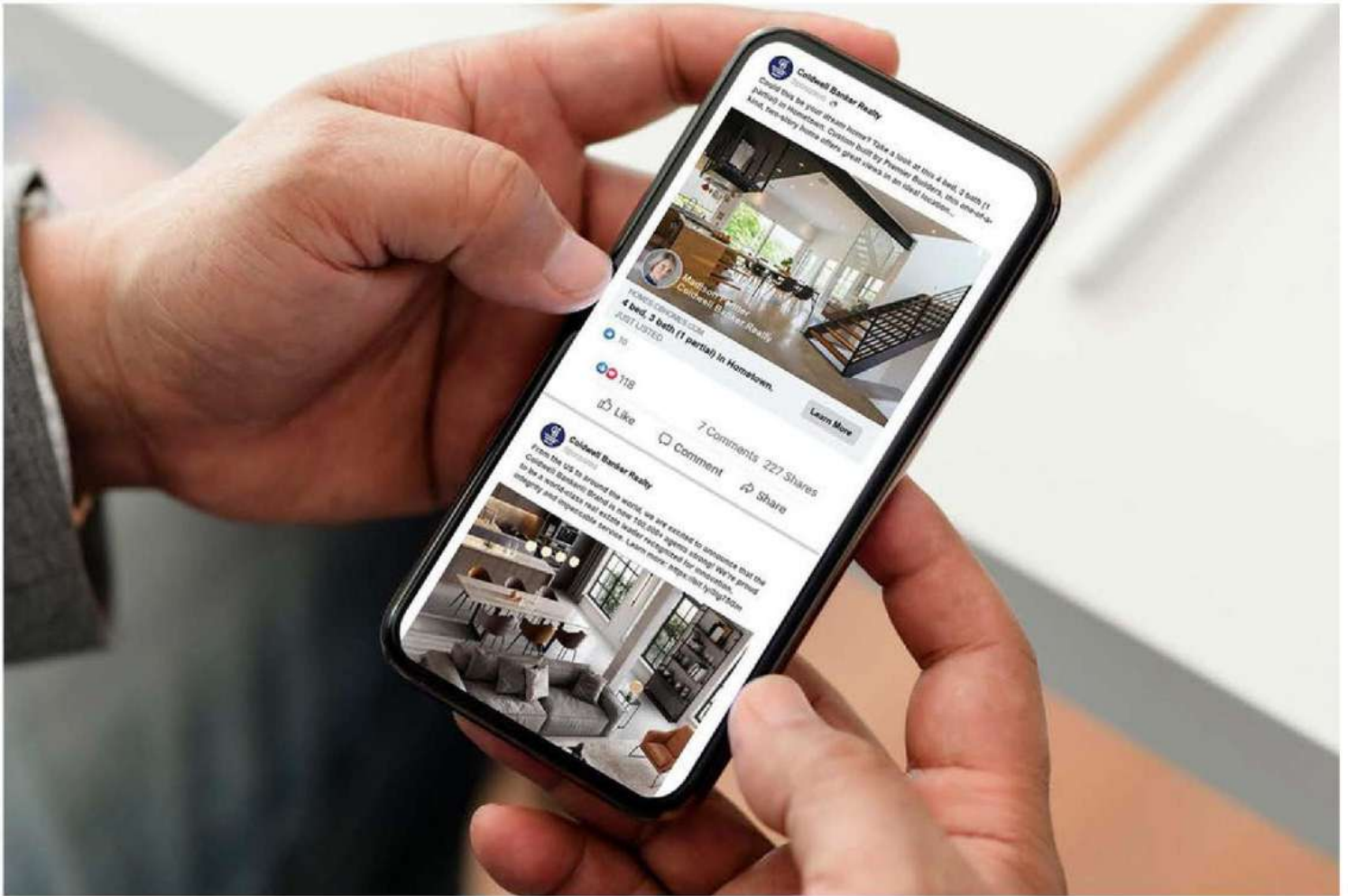
Show buyers your home is worth the investment with a single-property website. Unlike listing sites where your home is forced to compete for attention with similar properties, ads and other distractions, a single-property website keeps the focus on your home. I will promote this unique site to potential buyers throughout the property marketing campaign and on social media.





# VIRTUAL PROPERTY TOUR

In creating a professionally produced photo slideshow of your home,  
I can engage buyers wherever they are.

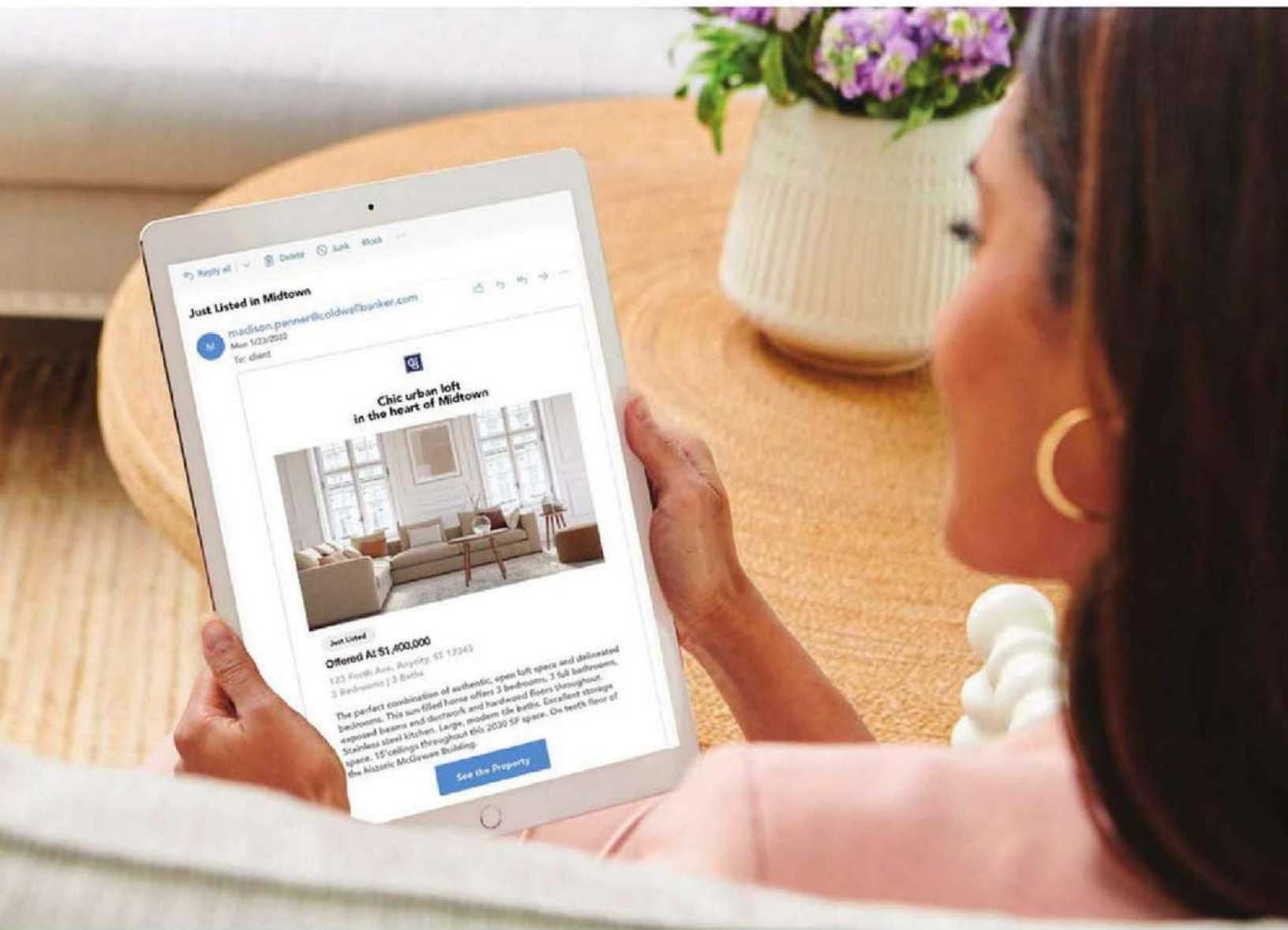


# TARGETED ONLINE ADVERTISING

Today's buyers are active online, which is where I'll heavily promote your property to generate buzz and attract the attention of potential buyers. Using Boost I'll get the word out about your listing on Facebook, Instagram, Waze and across the web with visually compelling ads that are powered by the industry's best targeting to ensure the right audiences see your home.







# EMAIL MARKETING

My property announcements will reach a targeted segment of my exclusive email list and is an easy yet effective way to connect with buyers, agents and their networks.



# AREA REALTOR<sup>®</sup> NOTIFICATION

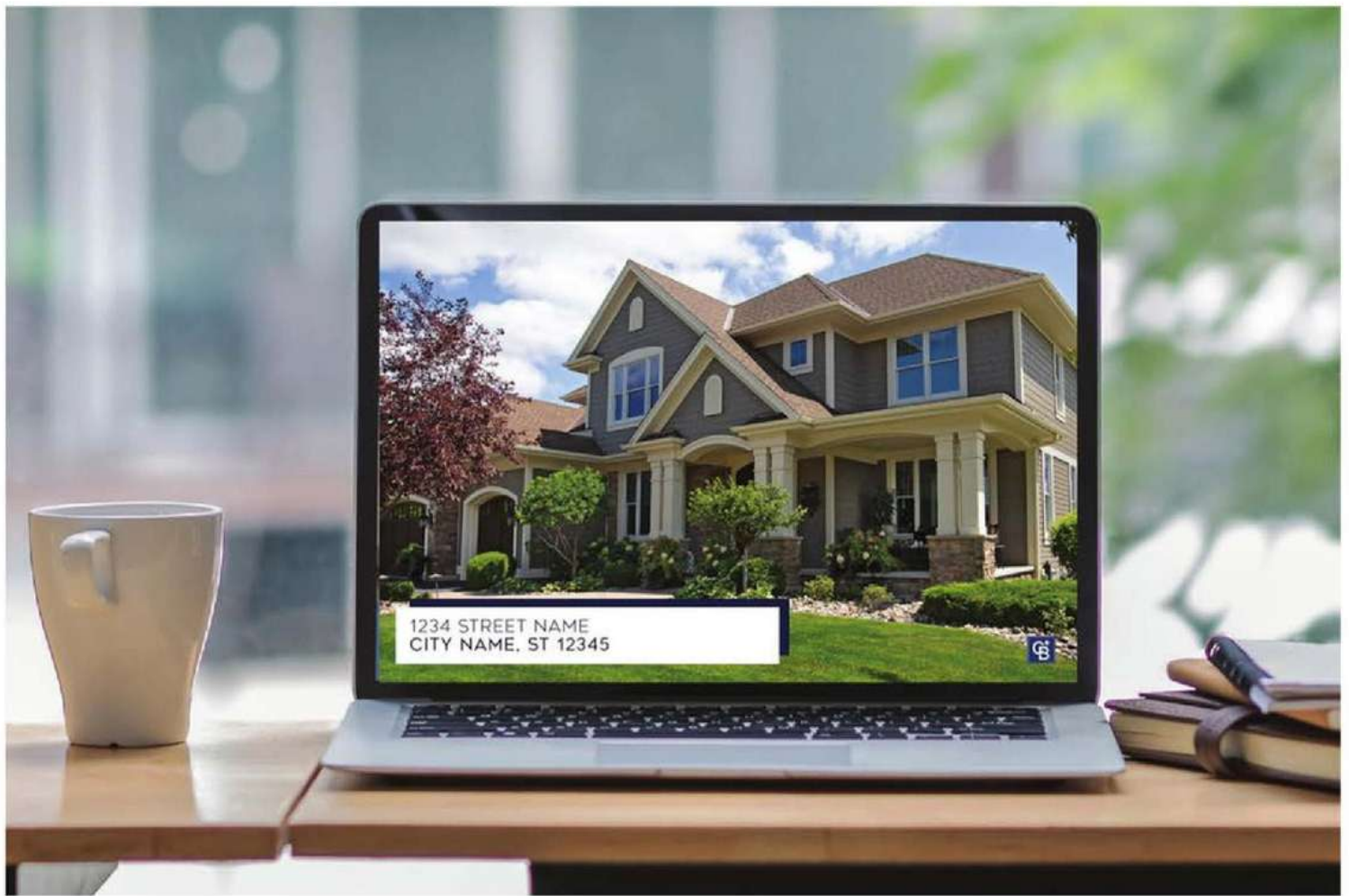
I will notify agents at local real estate companies once your property hits the market. By mobilizing the real estate community for your benefit, I create more opportunities for agents to connect their buyer clients to a hot new property – further advancing the sale of your home.





# INNOVATIVE MOBILE BROCHURE

My distinct Coldwell Banker® yard sign attracts the attention of buyers, who can instantly view details of your property using the CB Mobile Brochure technology. An exclusive yard sign panel delivers your home's unique details and photos to consumer mobile phones. Every inquiry becomes a lead, allowing me to proactively engage and follow up with interested buyers.



# YOUTUBE ADVERTISING

Leveraging the mass audience and highly targeted capabilities of YouTube – the second most visited website online\* – your property will receive optimal views as a YouTube ad. It will be seen by those most likely to be in-market to purchase a home. Interested buyers can click on the ad to view more information about your property and get in touch with me immediately to schedule a showing. Additionally, I will be able to update you with statistics specifically detailing your ad's performance, including total number of views and clicks.

\*According to April 2021 data from the Semrush Traffic Analytics tool.





**BEAUTIFULLY UPDATED HOME**



123 Main Street, City ST 12345  
Offered at \$450,000

**CB**  
COLDWELL BANKER  
REALTY





**STUNNING, THOUGHTFUL DESIGN**

Offered at \$400,000

The four bedrooms, three and one-half bath home has been beautifully updated throughout. Amenities include a large open concept family room with soft ceilings and many windows that allow for a lot of natural light. The kitchen features stainless steel appliances, a spacious center island, granite floors and dual ovens - and a generous walk-in pantry. The dining room is adjacent to the kitchen and includes a lovely chandelier and ample space for entertaining. The primary bedroom has an adjoining private bathroom with gorgeous marble flooring, a walk-in-closet, dual vanes and built-in. The remaining bedrooms and bathrooms have all been recently updated as well.

The backyard is an oasis for relaxation and enjoyment with a patio, spa, built-in barbecue, large lawn area, lush landscaping and newly built fireplaces. The three-car garage provides storage space and an electric car charger, as well as a convenient mudroom while entering the home. Don't miss the rare opportunity to own this special property.



# PROPERTY BROCHURES

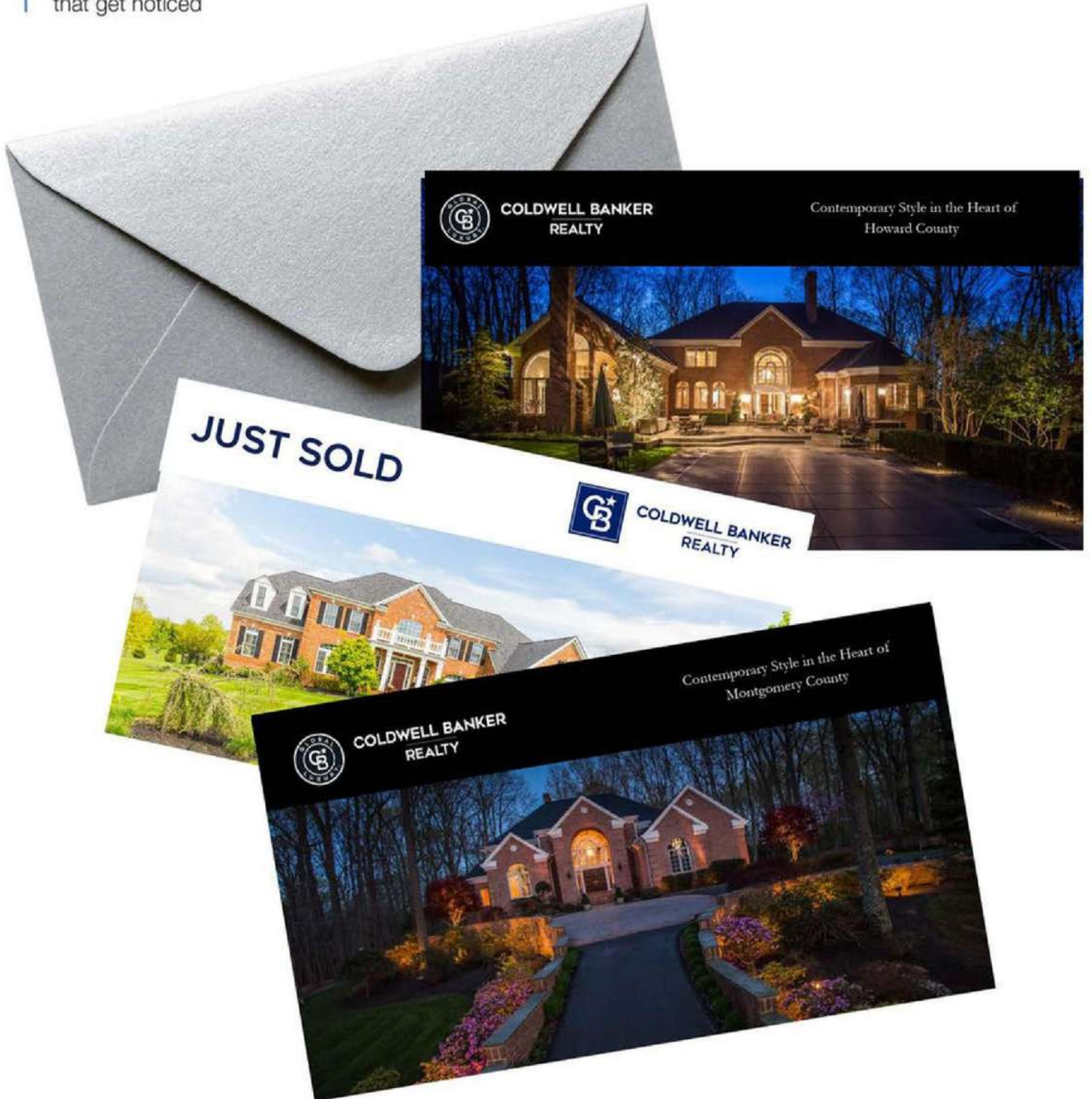
I'll showcase your home's unique selling points with a professionally printed property brochure filled with high-quality photography and powerful content. It features a trackable QR code so interested buyers can contact me directly.



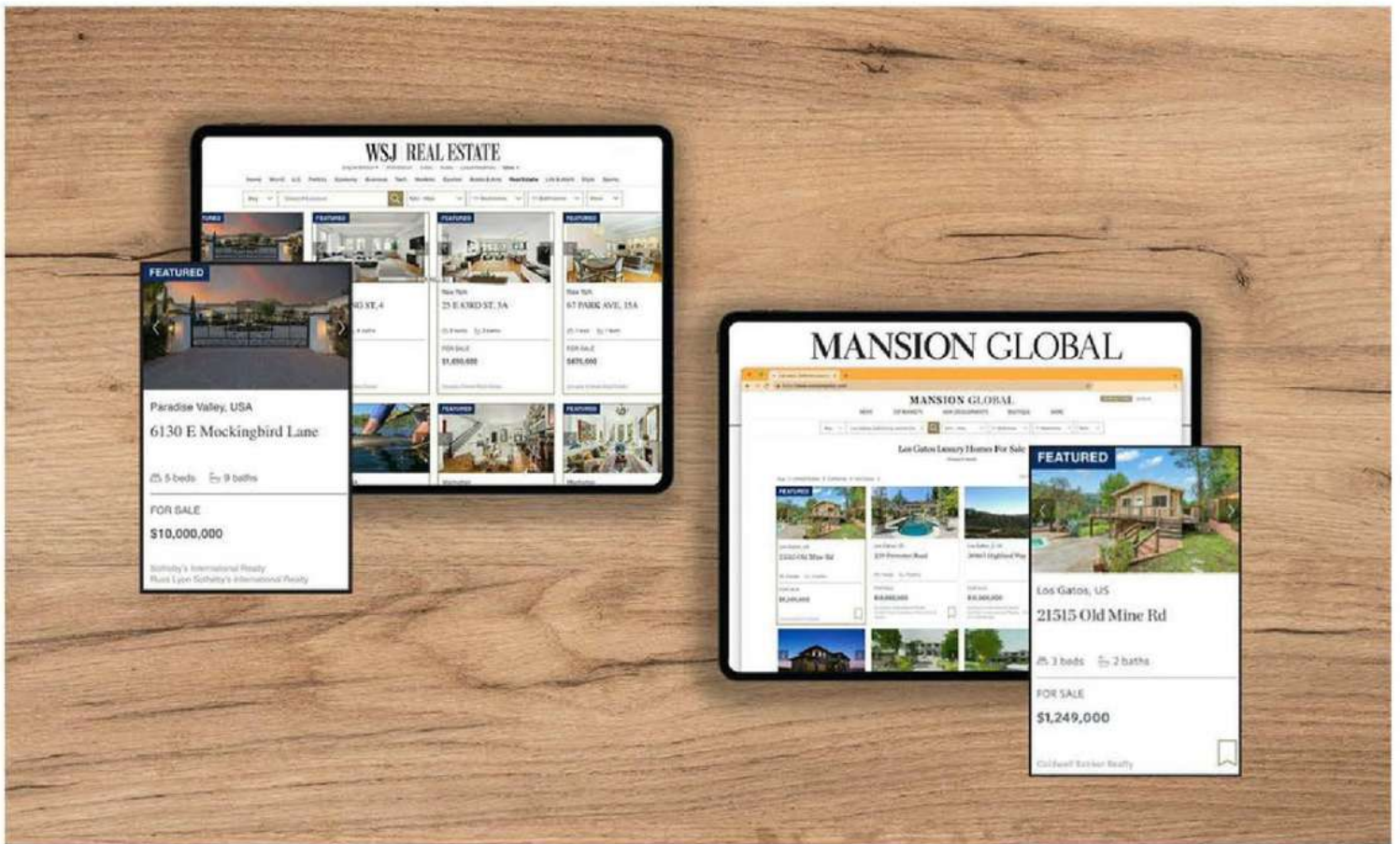
# EXCLUSIVE PROPERTY MARKETING

## Silver Envelope Home Announcement

Stunning, trifold property announcements direct mailed to your neighborhood in silver envelopes that get noticed







# LUXURY PROPERTY SHOWCASE

I will ensure that your extraordinary home receives the attention it deserves by positioning it as a featured property on The Wall Street Journal | Real Estate and Mansion Global websites\*. It will be highlighted and appear prominently at the beginning of the search results in your specific town for maximum visibility.



\*Applies to \$1M+ properties.

# MARKETING YOUR HOME

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## STEP BY STEP

Backed by an exclusive and comprehensive suite of luxury marketing support and resources, I have the expertise to guide you through every step of the home selling process.

### STEP 1 - PRICING

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- Prepare a strategic pricing analysis (SPA)
- Review market conditions
- Review other homes on the market
- Discuss your home-sale goals
- Determine the optimal listing price

### STEP 2 - PREPARING

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- Remove clutter and organize
- Clean and make repairs
- Stage your home for sale
- Consider a home protection plan
- Complete listing documents and disclosures

### STEP 3 - MARKETING

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- Install distinctive Coldwell Banker Global Luxury® yard sign
- Promote your home on the MLS
- Syndicate your home's listing to real estate websites nationally and internationally
- Implement your customized property marketing plan
- Respond to online buyer inquiries
- Arrange showings
- Communicate feedback
- Provide market updates

### STEP 4 - CLOSING

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- Evaluate offers and negotiate best price and terms
- Facilitate inspections
- Coordinate closing date, time, location and contacts
- Monitor buyer financing and home appraisal
- Follow up on details
- Review closing statement
- Close the sale
- Provide copies of all closing documents



# FIRST IMPRESSIONS

The largest number of potential buyers will view a newly listed home 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 home buyers just entering the market and, more importantly, buyers working with Realtors® who have already seen the existing inventory and have not found a home, 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.



# MARKET EVALUATION

The best price obtainable for your home will ultimately be determined by the dynamics of the market, including factors such as:

**1. LOCATION**

**2. BUYER DEMAND**

**3. FINANCING**

If the asking price of a property increases beyond fair market value, the pool of potential buyers decreases the number of showings and the percentage of qualified buyers viewing your home.

PERCENTAGE OF THE MARKET THE PROPERTY APPEALS TO





Compare locations based on living affordability, average home prices and other important factors. Try it out with whatever city you dream of moving to.



# MOVE METER<sup>SM</sup>

Considering a move? Use data to compare where you live to any other location in A

City, State or Zip

VS

City, State or Zip

CALCULATE



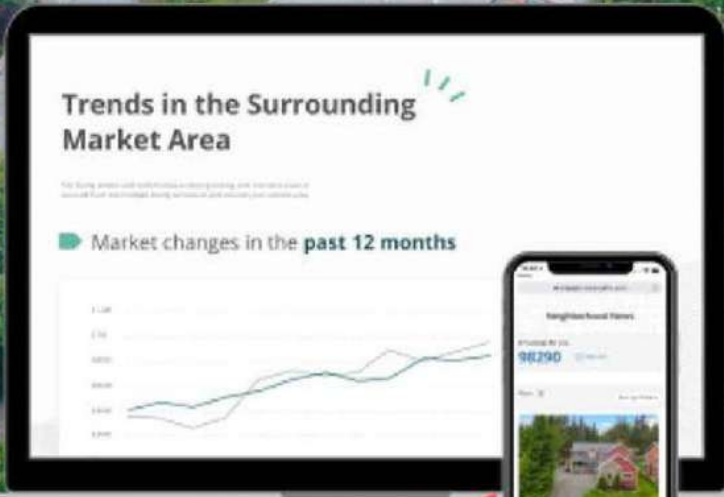
Scan here to  
visit the  
Move Meter





# NEIGHBORHOOD NEWS.

The real estate market inside  
*scoop for the community you love.*



**RECEIVE  
MARKET DATA,  
CURRENT  
LISTINGS, AND  
MORE!**

**SCAN HERE TO  
GET STARTED!**







Before



After

### 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

Coldwell Banker Realty can help you make the needed improvements and repairs to prep your home for sale with no upfront costs using the RealVitalize® program. There are no hidden fees or interest and you don't have to pay until your property sells\*.

### HOW IT WORKS

1. We'll work together to decide which home improvement projects will increase your home's value the most and set an estimated budget for the work.
2. I'll enroll your home in the RealVitalize program and get you connected to a dedicated Angi Project Consultant who will source and schedule local vendors from Angi's network of trusted service professionals.
3. Once you approve the estimates, local top-rated professionals implement your home improvements. Home projects and services are backed by the Angi Happiness Guarantee. If you're not satisfied with your home project or service, Angi will work to make it right.
4. I list your home. You don't pay anything back until closing\*.

\*Seller must pay for work upon earlier of closing, listing no longer being in effect, or 12 months after completion of first job. If settlement proceeds are insufficient to cover the RealVitalize project costs, seller must pay the balance within 15 days after closing.

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# DALYS & COLDWELL BANKER SUPPORT ST. JUDE

I'm proud to announce my partnership with St. Jude's Children's Research Hospital.® In addition to my monthly donations, as part of the CB Supports St. Jude program, I'm making a donation to this one-of-a-kind hospital every time I help a client buy or sell a home.

The Coldwell Banker brand has been guiding people home since 1906. Home is the place we long for at the end of the day, the place that holds all we love and everything we cherish. At St. Jude, they give kids the second chance they need to realize dreams and reach milestones. When they need it most, these patients and families find a home-away-from-home at St. Jude, where everyone shares the same mission: Finding Cures. Saving Children.®

With your support, we can help one of the world's leading children's cancer hospitals develop even more powerful treatments and help the world's bravest kids get back home even faster.

For more information visit [coldwellbanker.com/stjude](https://coldwellbanker.com/stjude)







# MY WEBSITE

The first stop on your home search? My website. Not only is it an easy way to check out all the available properties in your preferred area, it's also another way for me to get to know the types of properties that you like. Simply register on the site, and I will receive updates about your activity. Plus, you can save your search for future access, save and share homes you like, and sign up to receive email alerts when new homes that match your criteria come on the market.

And thanks to its responsive design, you can do it all from your mobile device, tablet or desktop!

**CERTIFIEDGLOBALLUXURY.COM**





Bolstered by over two decades of experience as a member of the National Association of Realtors, serving communities throughout Maryland and Washington, D.C., Dalys understands that buying or selling a home is one of the biggest decisions in our lives. Having begun her career as a caseworker passionately advocating for adolescents in the inner cities, she subsequently moved to media marketing, building a successful track record as an executive for radio and television stations before pursuing a career in real estate. Her unparalleled experience in sales, marketing, and expert negotiation are skills used daily to deliver personal service and winning results.

Honesty, responsiveness, and attention to detail are hallmarks of her business model and are just some of the characteristics that have propelled Dalys as an award-winning and highly credentialed luxury agent. A member of the Coldwell Banker International President's Circle, a Certified Luxury Home Marketing Specialist (CLHMS), Certified International Property Specialist (CIPS), Military Relocation Professional (MRP), and a member of the Institute for Luxury Home Marketing; she ranks among the top 5% of all agents worldwide.

Outside of her sales achievements, Dalys is passionate about charitable causes that include volunteering to feed the food-insecure through her affiliation with the University Club of D.C. She donates her time to the Wounded Warrior Project. She fuels her commitment to children by assisting with humanitarian relief as a UNICEF Guardian Circle member and St. Jude Children's Research Hospital.

Dalys enjoys cycling, hiking, skiing, and salsa dancing at the same high energy level brought to her daily schedule. Above all else, she is the proud mother of a son and three daughters.

Respected throughout the industry as a smart, savvy, and sophisticated professional, Dalys maintains an ongoing relationship with her clients, making certain their needs continue to be met long after the transaction is closed.





# Thank You!



DALYS KEITH

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**COLDWELL BANKER**  
REALTY

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