



THE BLUEPRINT  
TO SELLING YOUR  
HOME



**COLDWELL BANKER | HEARTHSIDE**







# GUIDING PEOPLE **HOME**

The Coldwell Banker® brand is the North Star of the real estate industry, guiding people to the homes of their dreams for 119 years. It's a passion and pursuit I take deep pride in – creating and exceeding impeccable standards in every aspect of your real estate experience.





# LIST YOUR HOME WITH CONFIDENCE

When you sell your home with me, you can enjoy access to the exclusive Coldwell Banker® Seller's Assurance Program. This industry-leading marketing suite is designed to put your home in front of more buyers, boost its sales price and help you make the move that's right for you. After all, your home sale experience should be simple and rewarding.

You will learn more about the different products and programs available through the Seller's Assurance Program in this presentation.



# A HISTORY OF SUCCESS

How powerful is the Coldwell Banker® brand? The proof is in the results:

Affiliated agents handled 464,950 transaction sides in the U.S. in 2024<sup>1</sup>.  
In fact, we've guided more home buyers and sellers than any other  
company in the history of America<sup>2</sup>.



1. Based on Coldwell Banker Financial Data as of 12/31/2024. 2. Based on the 119-year history of the Coldwell Banker brand and transaction longevity compared to other national real estate brands.



# PROVEN. POWERFUL. PERSONAL.

Selling your home is a big deal – and the company that helps you should be, too. In 2024, the Coldwell Banker® brand closed \$243 billion in sales volume\*. This is a brand committed to empowering agents like me with the innovative technology, strategic marketing and powerful network I need to market your home in the best possible way.



\*Based on Coldwell Banker Financial Data 01/01/2024-12/31/2024.



100,000  
AGENTS

45  
COUNTRIES\*

# GLOBAL INFLUENCE

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

Albania  
Andorra  
Argentina  
Aruba  
Bahamas  
Bermuda  
British Virgin Islands  
Cambodia  
Canada  
Cayman Islands  
Chile  
Costa Rica

Curacao  
Dominican Republic  
Egypt  
England  
France  
Grenada  
India  
Indonesia  
Ireland  
Italy  
Jamaica  
Luxembourg

Malta  
Monaco  
Northern Cyprus  
Paraguay  
Portugal  
Saint Barth  
Saint Martin  
Saudi Arabia  
Sint Maarten  
Spain  
Switzerland

Mexico  
Tanzania  
Turkey  
Turks & Caicos Islands  
United Arab Emirates  
United States  
Uruguay  
U.S. Virgin Islands - St. Croix  
U.S. Virgin Islands - St. Thomas  
Zanzibar

\*As of 12/31/2024

# LOCAL REACH

Coldwell Banker Hearthside has been a Coldwell Banker Chairman's Circle Brokerage 30+ years, meaning we are ranked in the TOP 6% of Coldwell Banker brokers worldwide.



**COLDWELL  
BANKER**  
HEARTHSIDE

**550**  
AGENTS

**\$1,023,929,031**  
SALES VOLUME

**14**

OFFICES

**2,037**  
SIDES

based on 2024 MLS data



With offices throughout the Delaware Valley, Lehigh Valley, and Western New Jersey, Coldwell Banker Hearthside, a family-owned business, has been recognized since its inception as a national sales leader within the Coldwell Banker system.

## **ALLENTOWN**

968 Postal Road, #210  
Allentown, PA  
610-465-6500

## **EASTON**

60 N. 4th Street  
Easton, PA  
484-838-1004

## **LAHASKA**

5895 Lower York Road  
Lahaska, PA  
215-794-1070

## **POCONOS**

1656 Rt. 209, Unit 13  
Brodheadsville, PA 18322  
610-936-9953

## **BETHLEHEM**

622 Linden Street  
Bethlehem, PA  
610-936-9953

## **FRENCHTOWN**

52 Bridge Street  
Frenchtown, NJ  
908-996-7151

## **LANSDALE**

600 E. Main Street  
Lansdale, PA  
215-855-5600

## **THE BELT (WIND GAP)**

31 W. 1st St.  
Wind Gap, PA 18091  
610-863-8444

## **COLLEGEVILLE**

100 Springhouse Drive  
Collegeville, PA  
610-489-7700

## **HELLERTOWN**

186 Main Street  
Hellertown, PA  
610-838-0440

## **NEWTOWN**

100 Brandywine Blvd., 1st Fl.  
Newtown, PA  
267-350-5555

## **DOYLESTOWN**

212 N. Main Street  
Doylestown, PA 215-  
340-3500

## **HUNTINGDON VALLEY**

2600 Philmont Avenue, #100  
Huntingdon Valley, PA  
215-379-2002

## **OTTSTVILLE**

7531 Easton Road  
Ottsville, PA  
610-847-3300

## **COMMERCIAL**

5895 Lower York Road  
Lahaska, PA  
215-794-1070





# AWARD - WINNING REAL ESTATE COMPANY



Coldwell Banker Hearthside has been voted the Best Real Estate Brokerage in Bucks and Montgomery County 18 years in a row in the Community's Choice Awards!

Coldwell Banker Hearthside has also been awarded the #1 spot on both the 2024 Bucks and Montco Happening Lists naming us the best real estate brokerage in both Bucks and Montgomery County!





# C O M M I T T E D T O OUR COMMUNITY

HearthsideAtYour Side is an agent-led initiative that focuses on giving back to community organizations within the Coldwell Banker Hearthside footprint in various areas, such as those in need, military families, local food banks, adopt-a-pet programs, and much more.

“Coldwell Banker Hearthside has a long-standing heritage of community giving. With more than 400 agents and 50 employees, we have significant reach into the areas and neighborhoods where we operate, and it’s through that reach that we can make a real difference,” said Jamie Mancuso, President of Coldwell Banker Hearthside. Last year, the company donated approximately \$35,000 to community groups and the volunteer hours of individual agents and employees.





The image shows a spacious, modern interior with a high ceiling and extensive wood paneling. A mezzanine level with a wooden railing is visible in the upper part of the frame. The main floor features a long, light-colored sofa, a wooden coffee table, and a large potted plant. In the background, there is a kitchen area with wooden cabinetry and a white countertop. The overall aesthetic is warm and contemporary.

# POSITIONING YOUR PROPERTY

Great marketing isn't just about waiting for a buyer to come your way – it's active promotion that targets likely buyers where they are, whether that's online, around town or across the country.





# 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.





# 360°

## PROPERTY MARKETING

Our comprehensive, full circle approach applies the ideal combination of marketing elements and strategies - to promote your property effectively and to the right audience.

- AGENT PROMOTION
- ADVERTISING
- OPEN HOUSE
- YARD SIGN
- PRINT ADVERTISING
- ONLINE & SOCIAL
- EMAIL MARKETING
- VIDEO

# 100%

## 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 powerful online presence, I'll get your home seen and sold.



\*National Association of REALTORS® 2024 Profile of Home Buyers and Sellers.





# EXPANDED AUDIENCE

My comprehensive online marketing strategy includes detailing your property's critical selling points and posting multiple photos on more than 1,800 visited real estate websites worldwide. The result? Your home gets showcased on dozens of high-traffic sites—putting it in front of potential buyers everywhere.

**YOUR LISTING IS SYNDICATED TO THOUSANDS OF WEBSITES INCLUDING:**

realtor.com®

Zillow®

Homes.com™

trulia

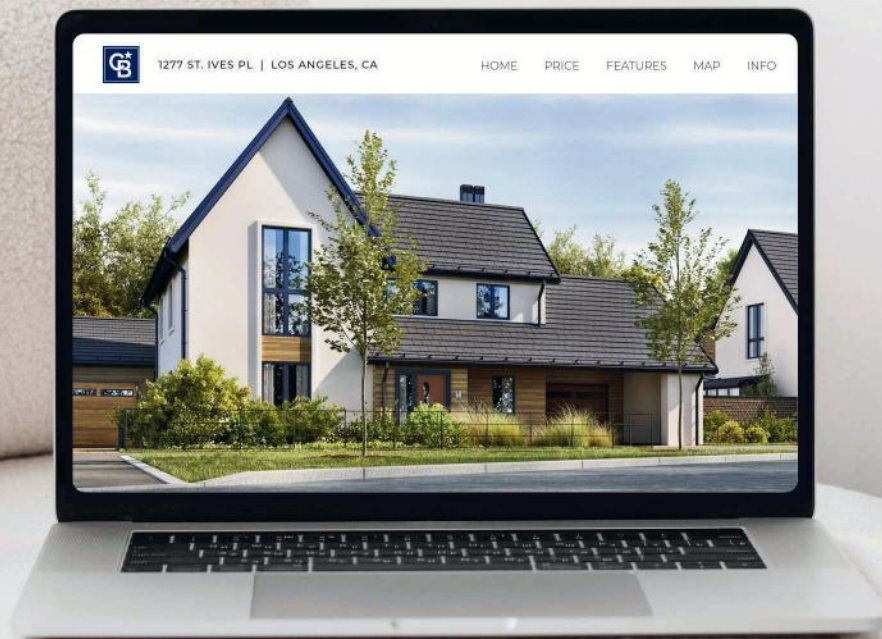
hotpads.

HomeFinder.com

 COLDWELL BANKER

# 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.





# S O C I A L M E D I A

Today's buyers are active on social media, which is why I'll heavily promote your property on social to generate buzz and attract attention.

The Coldwell Banker® media channels reached millions of consumers in 2024:

OVER 877 MILLION  
M E D I A I M P R E S S I O N S <sup>1</sup>

2,944,180  
E N G A G E M E N T S <sup>2</sup>

112,215,894  
V I D E O V I E W S <sup>3</sup>

42,374,478  
L I N K C L I C K S <sup>1</sup>

1.2M  
F O L L O W E R S <sup>4</sup>



1. 2024 Sprout Social, Listing Concierge and Media Agency Reporting. 2. 2024 Sprout Social and Media Agency Reporting. 3. 2024 Sprout Social and Listing Concierge Reporting. 4. Sprout Social Reporting 01/01/2024-12/31/2024.

# 88%

## RELY ON AGENTS\*

For many people, buying a home is one of the largest financial transactions they'll make, which is why 88% of them rely on an agent to be their guide.

\*National Association of REALTORS® 2024 Profile of Home Buyers and Sellers.







## GAIN MORE **EXPOSURE**

Your home will be shared with our national network of Coldwell Banker® affiliated agents and may be featured as an exclusive sneak peek on [coldwellbanker.com](http://coldwellbanker.com), creating even more opportunities to match your home with interested buyers.

By engaging with my network early on, we take advantage of the initial buzz around new property availability – increasing buyer interest and driving your home's value perception for a faster sale.





# EMAIL MARKETING

My property announcements will reach a targeted segment of my exclusive email list and are an easy yet effective way to connect with buyers, agents and their networks. These emails feature a beautiful photo of your property as well as detailed information and a link so they can quickly access all the details.





# VIRTUAL PROPERTY TOUR

My professionally produced photo slideshow of your home will engage buyers with beautiful photography, so they take notice of all the special features and amenities.



# 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. These brochures leave a lasting impression and will remind buyers of all that your home offers each time they see it.

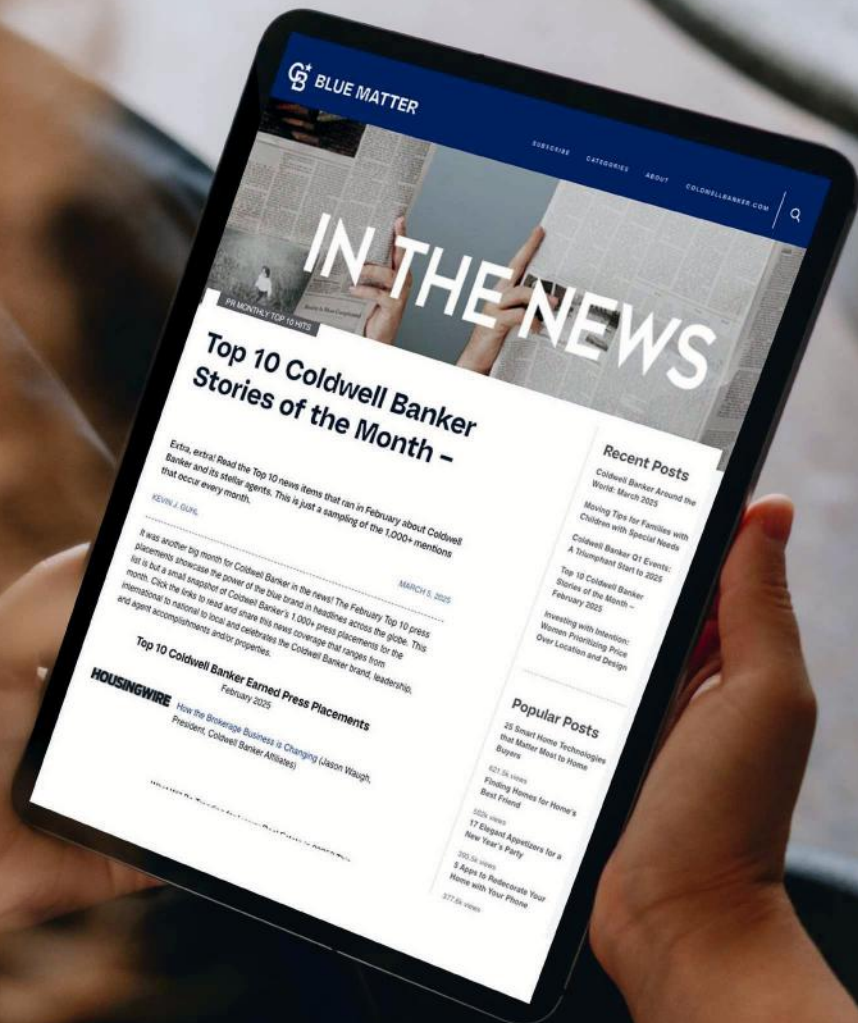




# DIRECT MAIL MARKETING

When paired with digital marketing, specialty marketing – like direct mailers – serves to set your listing apart and remains an effective add-on for connecting with buyers in your area. It's also a resourceful way to tap into your neighbors' networks, creating an opportunity for them to notify their family and friends who are looking for a home.





# IN THE NEWS

We are a powerhouse in the industry. The Coldwell Banker® brand was mentioned an average of 131 times a day in the news in 2024, reaching 4.2 billion consumers\*.

Our leadership team and network of agents are consistently called upon by the likes of *The Wall Street Journal*, *The New York Times*, Yahoo Finance, *Robb Report*, *Fast Company*, *Forbes* and CBS News as an authoritative voice in real estate.

\*Cision, a media monitoring company, 2024





RANKED THE **#1 MOST USEFUL TOOL** IN REAL ESTATE<sup>1</sup>,  
MOVE METER® IS SHOWCASED IN OUR FOOTBALL SEASON  
AD CAMPAIGNS, DRIVING MORE TRAFFIC TO  
OUR WEBSITE – AND YOUR PROPERTY LISTING.

# #1 RATED REAL ESTATE ADVERTISING<sup>2</sup>

We are proud to deliver top-rated national network advertising that connects with viewers and has been rated #1 for 13 years running<sup>2</sup> – leading the real estate industry. Through the Coldwell Banker® brand, I leverage one of the strongest and most recognized names in real estate to make the right impression and attract buyer interest to your property.

1. September 2023 Ace Metrix Consumer Survey. 2. Ace Metrix Scores 2012-2024, Real Estate Category.



# 50%

## ATTEND

## OPEN

## HOUSES

What better way to experience your home than in person? Many buyers agree there are distinct advantages to attending open houses to find their new home.

\*National Association of REALTORS® 2024 Home Buyers and Sellers Generational Trends Report.





# MAXIMIZE EXPOSURE: OPEN HOUSE OPTIONS FOR EVERY BUYER

I'll leverage my wide network of buyers and agents to spread the word about the virtual or in-person open house, driving strong attendance and giving interested buyers the chance to experience the home up close.

## **TRADITIONAL OPEN HOUSE**

With proper safety measures and precautions in place, open house events are a fantastic way for buyers to connect with the space and the neighborhood.

## **VIRTUAL OPEN HOUSE**

Buyers shop for homes online, and with a virtual open house I can access your target audience quickly, wherever they are.

## **PRIVATE SHOWINGS**

With your permission, serious buyers and their agents can schedule an appointment with me so they can explore your home without the distraction of other buyers.

## **BROKER OPEN HOUSE**

One of the most powerful ways to debut your home is by hosting a broker's open house, where I invite my network of real estate industry contacts to tour your property. The sooner other brokers and agents know about your home, the sooner they can match it to their current buyers. It's word-of-mouth marketing at its best.



# FULL SERVICE FROM START TO FINISH

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.

## **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.

## **MORTGAGE SERVICES**

If you're also interested in finding your new dream home, I 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 SERVICE**

I 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.

## **INSURANCE SERVICES**

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





# TITLE CERTIFICATION

Let us give you peace of mind with our Title Certification Program. Our Title Company will certify your property to ensure a seamless and timely closing.

Our Title Company will complete a thorough analysis of your property and get the information needed to make sure it's a seamless closing. Having your property Title Certified means we have already researched the property and know what's needed to close. The Owner of the Title Company has issued a promise to help you to the closing table with the least amount of stress possible. There is no charge to your agent or you for this service. Our Title Company will absorb the cost of the search & and power necessary to achieve a timely, stress-free closing. We ask that you request our Title Company to be the preferred title company on any accepted offers.

Let us work upfront to make your property more attractive to potential Buyers!





# STEP BY STEP

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



## STEP 1 PRICING

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



## STEP 2 PREPARING

- 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

- Install distinctive Coldwell Banker yard sign
- Promote your home on the MLS
- Syndicate your home's listing to real estate websites
- Respond to online buyer inquiries
- Arrange showings
- Hold open house
- Communicate feedback
- Market your property via email, direct mail and social media
- Provide market updates



## STEP 4 CLOSING

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





# STAGING TO SELL

A home 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 home for market.

## Outside

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

## Entrance

- Check the doorbell & replace lightbulbs
- Put out a new welcome mat
- Clean, repair or repaint front door
- Sweep walkway

## General

- Replace burned-out lightbulbs
- Clean out closets
- Eliminate clutter
- Neutralize & depersonalize

## Rooms

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

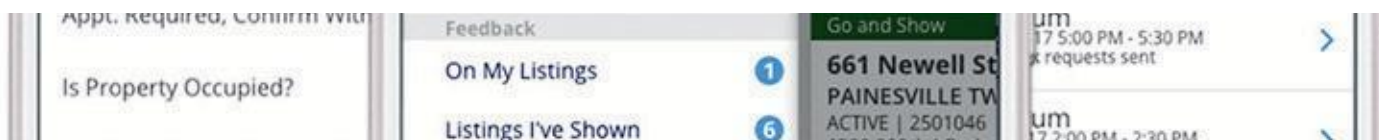
## Kitchen and Bath

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

## Before Each Showing

- Pick up toys & clutter
- Clear off counters & tabletops
- Turn on lights
- Make beds
- Make sure your home smells inviting
- Set the thermostat to a comfortable temperature





# SELLER'S GUIDE TO SHOWINGTIME

ShowingTime addresses all aspects of the home selling process, bringing each showing request to the seller's fingertips, sending notifications when a showing is complete, tracking showing activity on a listing(s), and consolidating all feedback and activities in easy-to-read infographics.

## **MY HOME BY SHOWINGTIME APP FOR SELLERS**

Communicate through text, email, or our mobile app. Electronic notifications allow you to quickly confirm, decline, or reschedule showings based on preferences that work best for you.

## **LISTING ACTIVITY REPORT**

Keep track of all the showings on your home. Every email notification includes a 'Quick Link' button to take you to your personalized Listing Activity Report.

## **SHOWING FEEDBACK UPDATES**

When your agent receives new feedback remarks from a recent showing, that feedback can also be shared with you. This helps give you an up-to-date overview of what buyers and showing agents think about your home!





# RELOCATION

## **CORPORATE RELOCATION IS A SPECIALIZED BUSINESS SEGMENT IN THE REAL ESTATE INDUSTRY.**

A corporate relocation often has tax laws, government rules on deductions, and other mandatory processes involving the execution of paperwork, which, in the hands of the wrong agent, can be costly to both you and your employer and, in extreme cases, can even compromise your benefits. Additionally, many employers are implementing policies which will reduce the financial benefit and sometimes the tax protection benefit if a certified Network agent is not utilized.

If a Relocation Company is acquiring your property before a scheduled settlement, the Agreement of Sale, Addendums, Disclosures, and the inspection process immediately become more complex. The risk of loss becomes more significant, and strategic negotiations can be complicated; therefore, an experienced Relocation-Certified Agent is critical, and a dedicated Relocation Department is necessary for additional support.

## **WE HAVE A SPECIALIZED, CORPORATE CERTIFIED TEAM COMMITTED TO SERVICE EXCELLENCE REGARDLESS OF YOUR BENEFITS PACKAGE.**

### **EVERYTHING WE DO IS MEASURED**

- Accuracy and Quality of Broker Market Analysis (BMA)
- Timelines of BMA submission
- Communication Plan
- Market Updates on Your Home
- Offer Compliance
- Negotiations
- Vacant Home Property Reporting
- Prompt Closing Reporting

### **OUR AGENTS ARE TRAINED & PREPARED**

- Experienced Top Performing Agents
- Background Checks
- Multiple Relocation Certification Training
- BMA Preparation Training
- Negotiation Experts
- Accountable with Accurate Reporting
- Timeliness Update Submission
- Access to 24/7 in-house Relocation Support



# PARTNER PROGRAMS

Many companies have developed platforms that will connect buyers with highly rated brokers to purchase a home. As a top-performing broker, Coldwell Banker Hearthside partners with the highest-profile companies and digital platforms to assist these buyers daily. We have thousands of Buyers sent to us every year seeking help to purchase a home. These Buyers have access to Coldwell Banker listings first and foremost.



## GLOBAL BROKERAGE RELATIONSHIPS MEAN HELPING CUSTOMERS EVERYWHERE!

Selling Real Estate is what Coldwell Banker Hearthside does best. We ARE experts, making it our business to know who the other experts are in almost any market area.

Coldwell Banker Hearthside is a member of an exclusive realtor network with global connections. This means top brokers across the U.S. come to us to help their valued customers, friends, and family. With more than the Golden Rule in effect, we can ensure corporate-level service and accountability for a typical move.



CENTURY 21



Sotheby's  
INTERNATIONAL REALTY



# PRICING STRATEGY

With my comparative market analysis (CMA) – which includes intelligence on homes like yours that are off, on and pending in the market – I'll develop a competitive pricing strategy that signals your home's value and generates buyer excitement.







# COMPARATIVE MARKET ANALYSIS

A comparative market analysis is a report that pulls data from the multiple listing service based on buyer and seller activity in your area. I'll use this intelligence to establish an ideal listing price for your home that's competitive and appeals to buyers.

## **KEY CMA DATA INCLUDES**

- Comparable properties in your area that recently sold
- Comparable properties in your area that failed to sell
- Pending sales in your area
- Comparable active listings in your area



# PRICING RIGHT

Today's home buyers are more knowledgeable than ever, with many doing their own comparison research. Intelligent pricing is one of the most critical aspects of a successful sale - no matter how perfect your home is, you'll miss out on potential buyers if its price doesn't align with similar properties selling in your market. By considering market factors and local competition, I'll thoroughly assess your home and suggest an optimal price from the start, so it generates the most activity from real estate agents and buyers.

## IF THE ASKING PRICE IS:

## THE PROPERTY APPEALS TO:

**CURRENT MARKET VALUE**

**95% OF BUYERS**

**5% OVER MARKET VALUE**

**50% OF BUYERS**

**10% OVER MARKET VALUE**

**30% OF BUYERS**

**15% OVER MARKET VALUE**

**20% OF BUYERS**



# NEGOTIATION **STRATEGIES**

To get the most out of your home sale – and avoid putting yourself at a disadvantage – you’re going to want an agent who knows how to negotiate. It’s my job to get you the best possible price. And with data from my comparative market analysis and my tried-and-tested negotiation techniques, I’ll build a strong case so you get top dollar.





# BREAKDOWN OF BUYER'S AGENT COMPENSATION OPTIONS

Whether to offer compensation to a buyer's agent, and the amount of compensation you may decide to offer, is purely your choice. There is no legal or other obligation to offer such compensation.

## HOW A BUYER'S AGENT IS PAID IF YOU **OFFER COMPENSATION**

1. You have offered to pay the commission due to the buyer's agent. In this case, the commission obligation will be paid by you out of the funds paid to purchase your home.
2. You have offered compensation consisting of only a portion of the commission due to the buyer's agent. This would require the buyer to pay any portion of the commission not paid by you. Alternatively, the buyer could condition the purchase offer on you paying the full commission obligation.

## HOW A BUYER'S AGENT IS PAID IF YOU **DO NOT OFFER COMPENSATION**

1. You have not offered to pay any portion of the commission owed to the buyer's agent. In this case, the buyer can include a requirement that you pay the commission obligation as part of the offer made on your property.
2. You do not agree to pay the buyer's agent commission, in which case the buyer would be responsible for the commission.

# RESPONSIBLE BUSINESS

Feel good knowing that you're doing business with a brand that promotes and supports an ethical, equitable future in real estate.

Our parent company, Anywhere Real Estate Inc., is a global leader in residential real estate services, and has been recognized as one of the World's Most Ethical Companies 14 years running.

The Coldwell Banker® brand is also the only company to be a Women's Choice Award® winner eight years in a row, with 9 out of 10 female customers highly recommending the brand to others.

Further, employees and affiliated agents are proud to be associated with a company that has developed an Inclusive Ownership Program - giving underrepresented communities opportunities to break out in the industry.

You're in good hands with the Coldwell Banker brand.







# GETTING STARTED

Your home and your home sale needs are one of a kind. Using the unmatched resources of the Coldwell Banker® brand, I 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

I am committed to your complete satisfaction, and will represent your interests with the utmost care, honesty, integrity and discretion. Let's get started!



The property information herein is derived from various sources that may include, but not be limited to, county records and the Multiple Listing Service, and it may include approximations. Although the information is believed to be accurate, it is not warranted and you should not rely upon it without personal verification. Not intended as a solicitation if your property is already listed by another broker. ©2025 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker logo are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Anywhere Advisors LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. 250NXY\_CBA\_2/25



**COLDWELL BANKER**  

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**HEARTHSIDE**