



COLDWELL BANKER
ELITE

FIX IT

UP

WITH NOTHING
UP FRONT



Matthew Rathbun



WHAT IS THE REALVITALIZE® PROGRAM



The RealVitalize® program helps with home improvements and repairs to prep your home for sale. We cover your upfront costs and we get paid back when your home sells*. No hidden fees, interest charges or markups.

*If listing doesn't sell within 12 months from the first project completion, seller must pay back the full amount of covered services.



SERVICES AVAILABLE

- Staging
- Appliance Purchasing & Installation
- Cleaning
- Kitchen & Bathroom Upgrades
- Handyman Services
- Curb Appeal Enhancements
- Electrical Upgrades
- Carpentry
- Drywall & Insulation
- Landscaping
- Painting
- Plumbing
- Junk Hauling
- Much more

Structural work not included. Talk to your Angi Project Consultant for details.

SELLER BENEFITS

- Streamlined process
- No interest, fees or markups
- No liens filed against property
- No credit checks or pre-qualifications
- No minimum or maximum housing price to enroll
- No minimum project cost
- Access to Angi's top-rated local service providers

DID YOU KNOW

Your RealVitalize budget is set equivalent to your listing agent's commission rate, with a program maximum set by the brokerage.

MUST-DOS ACCORDING TO BUYERS

What features are the must-haves from the eye of the buyer? A recent survey** conducted by The Harris Poll with homeowners in the United States reports that the top desired features for buyers are as follows:

1. Kitchen Upgrades
2. Bathroom Upgrades
3. Updated HVAC, Plumbing or Electrical
4. New Appliances
5. Updated Interior or Exterior Paint

**Survey Methodology: This survey was conducted online within the United States by The Harris Poll on behalf of the Coldwell Banker® brand between June 22-24, 2021 among 2,037 adults ages 18+, among whom 1,335 are homeowners and 432 sold a home in the past 3 years. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.



HOW

IT WORKS

1. DECIDE ON PROJECTS

Together with your agent, rank which home improvements will boost buyer appeal and home value.

2. YOUR AGENT ENROLLS YOUR PROPERTY

Determine your maximum project budget, which is set equal to your agent's list-side commission rate (subject to program maximum set by the brokerage).

3. SCHEDULE PROJECTS

Your Angi Project Consultant sources service professionals to scope work and provide estimates. If you are ready to move forward, simply sign off on estimates and the RealVitalize Participation Agreement.

4. WORK GETS COMPLETED

Work gets completed. Work performed by Angi service providers is covered by the Angi Happiness Guarantee.

5. HOME SELLS, COSTS PAID BACK

When home closes, funds will be removed from settlement proceeds — no interest, markups, or fees.

“Through RealVitalize®, my agent brought in an exceptionally capable contractor and other tradespeople who, under her direction, quickly transformed the condo from ragged to beautiful! It was so stunning that we had a full price offer before the listing even displayed on MLS.”

Lisa L., HI





FAQ

**FREQUENTLY
ASKED
QUESTIONS**

WHEN DO I PAY BACK REALVITALIZE® EXPENSES?

You will repay the RealVitalize program the exact amount that was spent on Angi service providers' work — no interest or fees. It will be deducted from the equity of your home at closing. However, if the listing agreement expires or is canceled, if there is not enough equity in the home sale to cover the RealVitalize costs, or 12 months elapse from the date of first RealVitalize project completion, you will be responsible for paying back the RealVitalize program.

WHAT IS THE ANGI "HAPPINESS GUARANTEE?"

To get your homeshow-ready, RealVitalize partners with Angi — whose powerful network of qualified service professionals work across 500+ service categories in your local market. Only their top-rated vendors are sourced for RealVitalize clients, and they come with a "Happiness Guarantee": If you're not happy with the quality of work done, Angi will make it right at no additional cost to you.

WHAT IF THE COST OF WORK I WANT DONE ON MY HOME EXCEEDS MY REALVITALIZE BUDGET?

Since the maximum amount of capital fronted to you is equivalent to your listing agent's commission rate, you can increase their commission rate in order to raise your budget (subject to program maximum set by the brokerage)! Alternately, you can pay for the overage out of pocket directly to Angi, before the start of the project.







BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER

Top Value in Topanga

KATHERINE B., AGENT
SOUTHERN CALIFORNIA

THIS HOME WAS PREVIOUSLY LISTED WITH ANOTHER AGENT AND BROKERAGE, AND NEVER GOT OFFERS PAST \$1.7 MILLION.

REALVITALIZE® PROJECTS DONE:

Painting, Landscaping, Architect and Staging

TOTAL REALVITALIZE COST: **\$42K**

NEW LIST PRICE: **\$2M**

TIME ON MARKET: **5 DAYS**

SALE PRICE: **\$2.2M**

SELLER NOT ONLY SOLD **OVER LIST PRICE**, BUT RECEIVED **\$500,000 MORE** THAN WHAT WAS PREVIOUSLY OFFERED.

\$75K Increase in Value

SUSAN F., AGENT
NEW JERSEY

HIGHLY TRAFFICKED OPEN HOUSES
WITH A LOT OF SHOWINGS.

REALVITALIZE® PROJECTS DONE:

Renovation, Landscaping, Electrical and Staging

ORIGINAL LIST PRICE: **\$550K**

NEW LIST PRICE: **\$625K**

TIME IN ESCROW: **17 DAYS**

SALE PRICE: **\$625K**

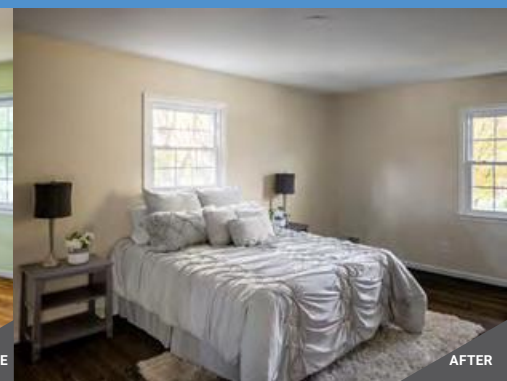
SELLER RECEIVED \$75,000

**MORE THAN THE "AS IS" PRICE
BY GETTING SHOW-READY
WITH THE REALVITALIZE PROGRAM.**



"Through the RealVitalize program, we were able to stage the house, which makes it inviting for the potential buyer. As a result of completing our RealVitalize program projects, we were able to list the house at \$75K more than our originally projected list price."

— Susan F., agent





BEFORE



AFTER

Renos Upped the Value

MARILYNK.,AGENT
FLORIDA

LISTED AT \$385K, THIS SARASOTA CONDO SAT FOR 100+ DAYS ON MARKET WITH NO INTEREST.

REALVITALIZE® PROJECTS DONE:

Flooring, Painting, Remodeling and Staging

TOTAL REALVITALIZE COST: **\$14K**

NEW LIST PRICE: **\$415K**

TIME ON MARKET: **7 DAYS**

SALE PRICE: **\$425K**

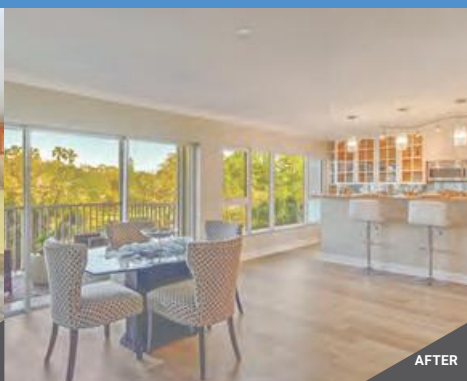
“ We are heroes with the neighbors in this condo building. When the unit was originally listed and did not sell, we didn't lower the price, which would have resulted in a very unfavorable comparable that the neighbors would have been trying to explain away for years to come. Instead, we sold it for a premium, which helps the resale value for other properties in the building.”

— Marilyn K., Agent

SELLERS NOT ONLY SOLD ABOVE THE NEW LIST PRICE, THEY RECEIVED **\$40,000 MORE** THAN THE ORIGINAL LIST PRICE.



BEFORE



AFTER



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CONTACT

 COLDWELL BANKER®

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