

# 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



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



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



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



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



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



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



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



**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



**Property Tour**  
Professionally produced photo slideshow with narration



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



**COLDWELL BANKER  
REALTY**