

COLLETTE McDONALD

and associates

EXPERIENCED REAL ESTATE PROFESSIONALS



MARKETING STRATEGY

Marketing luxury residences requires an expert with discretion, contacts and extensive experience in selling exceptional Real Estate. Going beyond standard services, Coldwell Banker Previews® provides a full-service promotional approach that takes your Customized Marketing Plan to a higher level, drawing on the wide array of unique resources offered by Coldwell Banker Previews International®. Previews® gives the distinct marketing edge to high-end properties in the Local, National and Worldwide Markets. We succeed by creating property interest from a vast number of prospective buyers, thereby increasing the possibility of effecting a sale of your property. We are proud of our superb global agent network, powerful marketing resources and seasoned expertise.

UPON PLACING YOUR PROPERTY WITH PREVIEWS INTERNATIONAL®, WE WILL:

- Place your Previews® Property on FMLS & MLS.
- Place a Previews® Sign on the property.
- Arrange professional photography for your property.
- Design and prepare a full-color Previews® Property Brochure.
- Distribute your Property Brochure to select prospects and Realtors®.
- Prepare a Press Release regarding your property for distribution to Local and Metropolitan Media.
- Showcase your property, with Multiple Property Photos, Nationally and Internationally through Realtor.com, ColdwellBanker.com, ColdwellBankerPreviews.com and ColdwellBankerAtlanta.com, ColletteMcDonald.com, and our Internet Web Sites...Generating more than 10.5 Million viewings per month.
- Target potential high-end buyers through our exposure in Local, National and/or International publications such as The Wall Street Journal and Atlanta Business Chronicle.
- Generate interest in Previews® Properties through direct mail of our full-color Previews® Market View Newsletter to 10,000± Owners of Exceptional Properties throughout Atlanta.
- Develop buyer interest for properties such as yours, through our Previews International® Homes & Estates Magazine, distributed to 100,000± National and International Ultra-Affluent prospective buyers.
- Direct mail our Previews® Portfolio to 10,000± potential luxury homebuyers throughout Atlanta.
- Attract buyers through Television, Radio and National Direct Advertising...providing name recognition and top-of-mind awareness of Coldwell Banker Previews International®.
- Expose our Previews® Properties to over 127,000 Coldwell Banker Sales Professionals, including

9,000± Previews International® Property Specialists, via Coldwell Banker Networking Events and our Proprietary Intranet Site.

- Hold a Broker's Open House to assure maximum exposure to the area's finest REALTORS®
- Gain the inside track to affluent prospects from around the globe through our Network of 4,000 Offices and 550 Coldwell Banker International Offices in 25 Countries, Territories and Possessions.
- Increase interest in Previews® Properties through Coldwell Banker's affiliation with Cendant Mobility Services, the largest Relocation Network in the World.
- Create prospect awareness for properties in all price ranges through one of the largest Broker Referral Networks in North America, generating 125,000± referrals each year.
- Network with other REALTORS® on a daily basis, by telephone, direct mail or email.
- Present your property to past, present and future Coldwell Banker Previews® prospects interested in your type of property, area or price range.
- Make our Mortgage, Title and Insurance Services available to you and your buyer, through our Affiliated Companies and Joint Ventures.
- Keep you informed regarding showings, inquiries, advertising and overall activity.

It is the goal of Coldwell Banker Previews International® to provide each of the above services in order to create property interest. However, this may not always be possible or feasible due to time constraints, market conditions, ad deadlines, media availability and marketing term. Therefore, each marketing service contained herein may not be utilized for Seller's specific property. © Coldwell Banker Residential Brokerage. Owned and operated by NRT Incorporated. Equal Housing Opportunity.