

Listing presentation

We will sell your home



AdB Realtor



COLDWELL BANKER



COLDWELL BANKER
REALTY

EXPERTISE



TRADITION

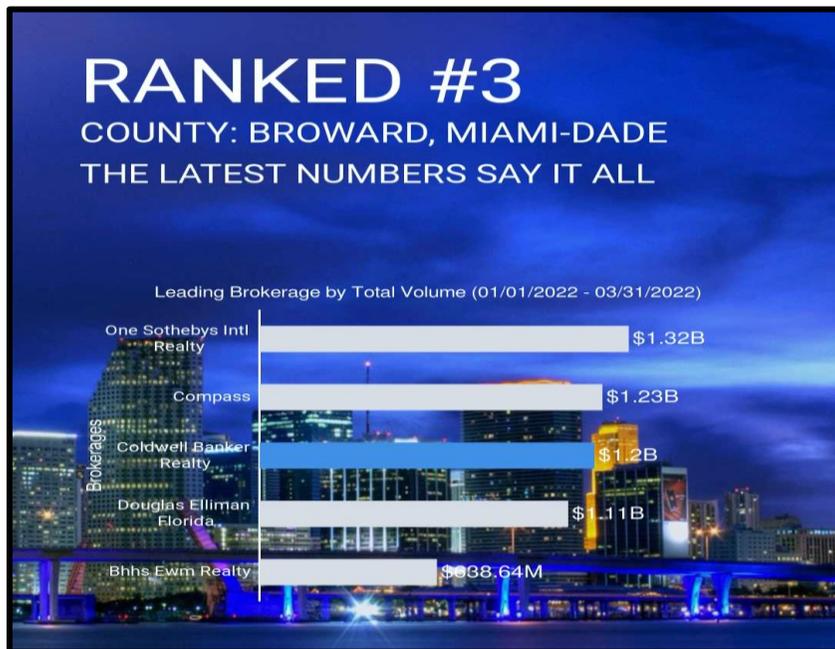


TECHNOLOGY



ABOUT The Coldwell Banker brand is the oldest and most established residential real estate franchise system in North America. In fact, in many ways it was the original real estate “start up.” Founded in 1906, Coldwell Banker changed the way people bought and sold homes across America, ultimately becoming one of the most trusted real estate brands in the world. More than 100 years later, the Coldwell Banker network is still continuously recognized for its innovation and leadership across 3,000 offices in 49 countries and territories.

NUMBERS In total, Coldwell Banker professionals in US generated more than \$11.5 Billion in total sales volume and 10,236 in closed transaction sides in 2021.



Miami–Dade and Broward

January - March 2022

Units Sold #: 687 (List Side)
583 (Buy Side)
1,270 (Total)

List Sold \$: \$635,134,227 (List Side)
\$570,378,529 (Buy Side)
\$1,205,512,756 (Total)



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Andre de Britto

Graduated in business administration with a specialization in global management from Thunderbird Gravin School and Technology Entrepreneurship from Harvard; as an international executive with 20 years of experience, Andre had the opportunity to develop consulting projects for the leading multinationals in the most diverse sectors, including real estate.

With entrepreneurial DNA, the real estate market has become a passion as well as technology and innovation, Andre is Realtor Associate with Coldwell Banker Realty and Board Member of Miami Realtor® Association, he is also co-founder of VOA Global an online platform to connect startups, venture capital, and corporations.

Andre has been living with his wife and three kids in Brickell Miami area for the last 15 years.

Certificates

- Florida Real Estate License - # SL3530441 - DBPR
- Real Estate Investing - National Association Of REALTORS & REBAC
- Real Estate Contracts
- Real Estate Social Media Marketing

6 Steps to Sell Your Home

Step 1 – Pricing

- Prepare CMA
- Review Market Condition
- Discuss your home-sale goals
- Determine the optimal listing price

Step 2 – Preparing Your House

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

Step 3 – Market Your property

- Promote your home on the MLS
- Implement your customized property marketing plan
- Respond and qualify leads

Step 4 – Showing

- Communicate feedback
- Provide market updates

Step 5 – Negotiation

- Evaluate offers
- Negotiate best price and terms
- Monitor buyer financing
- Provide market updates

Step 6 – Closing

- Facilitate inspections
- Coordinate closing date
- Follow up on details
- Review closing statement
- Close the sale
- Provide copies of all documents

1 Determine Listing Price

Comparative market analysis (CMA)

- The purpose of the CMA is to help sellers set listing prices for their homes

Our approach to the CMA report:

- ❖ Evaluate the neighborhood.

- ❖ Gather details about the subject property.

Age, style, construction, condition, layout, finishes, landscaping, and upgrades and updates.

- ❖ Select comps.

Find three to five comparable homes in the area that have sold recently and that are as close to the subject home as possible. Ideally, the comps will be within one mile of the subject property and in the same school district. Focus on homes that are like the subject home in terms of square footage, lot size, bedrooms, bathrooms, and type of construction.

- ❖ Adjust for differences.

The next step is to adjust for differences between the subject home and each comparable property.

- ❖ Current market trends that affect pricing.



2 Prepare Home to Sell

- **Decluttering**
- **Depersonalizing**
- **Cleaning**
- **Repairs**
- **Renovations**



3 Effectively Market the Property



Professional Photography

HD Photography

We will showcase your home with large, HD-sized images. Potential buyers can quickly view the gallery or tap for full screen imagery.



Single-Property Website

Your property will have a single website extension



Targeted Online Advertising

Online AD

We will generate an AD plan for the main social media platforms (Instagram, Facebook) and Google. Our SEO expertise will focus on the target market of your house



Property Tour

3D Property Scan

Using a 3D tour is like a 24/7 virtual open house. Buyers can completely explore your home online before they ever walk through the front door.



Our proprietary publication, **VIEW magazine**, showcases Coldwell Banker® properties on a vast regional level monthly, + 1 million readers

Properties in VIEW are also featured on CBView.com, the online companion to VIEW magazine.



Property Brochures

Networking

Brokers will have first-hand access to your property.



Area REALTOR® Notification



Just Listed eFlyer



Extensive Online Exposure

4 Showings & Open Houses (*)

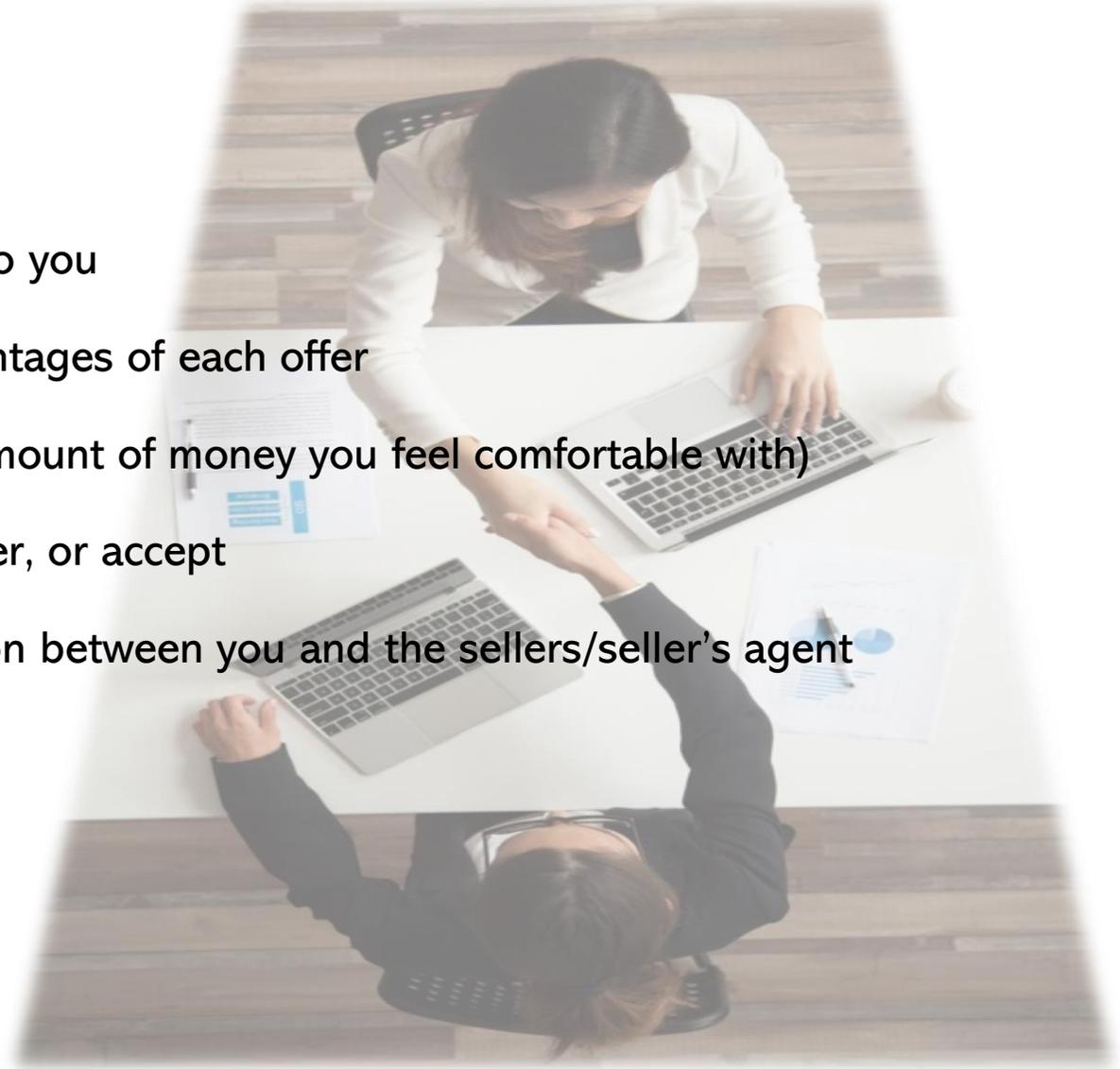
- Determine times/dates for open house and showing
- Discuss access to property that comfortably suits your schedule
- Prepare Printable and Digital material for the open house

(*) We do two different types of open house one during week exclusively for Broker sand other during weekend for potential buyers.



5 Offers & Negotiations

- Gather offers and present them to you
- Discuss advantages and disadvantages of each offer
- Set guidelines for bottom line (amount of money you feel comfortable with)
- Determine offers to reject, counter, or accept
- I will be the communication liaison between you and the sellers/seller's agent



6 Closing & SOLD!

- Organize and keep you informed during:
 - Appraisal
 - Inspection
 - Financing
 - Other contingencies encountered
- Get to closing table and finalize transaction



The BEST broker office in town



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