

PROPERTY MARKETING UPDATE



I am very pleased to share that I have been busy preparing your home for sale. Following are the items that have been completed thus far on your behalf.

- Arranged for professional photography with two vendors including video and slideshow
- Entered the property into the MLS
- Entered on PropertyInSantaBarbara.com
- Posted the property to hundreds of Coldwell Banker Realty partner websites
- Included the property in The Update, Coldwell Banker's weekly Email Flyer which notifies real estate professionals at all of the top real estate companies in the area that your home has come on the market
- E-Blast to personal network of 2000 Realtors throughout the State including top producers from various cities across the US.
- Promoted the property to my network of fellow REALTORS® during our weekly sales meeting
- Marketed your home with a targeted ad on Facebook, Instagram and several websites reaching thousands of home buyers
- Posted the property on our company websites, ColdwellBankerHomes.com and ColdwellBanker.com
- Distributed a professional tri-fold neighborhood announcement in silver envelopes
- Created a high-end, professional property brochure for display during property tours and open houses
- Developed a property [website](#) of your property and positioned it online on our partner websites
- Prepared ads of your home to be featured in the following: CBView Orange County & CBView LA West Magazines, distributed to 100,000+ consumers, Montecito Journal, Food and Homes full page inside cover, Dining and Destinations, Haven Homes, Distinguished Homes Magazine...
- Professionally produced a [40-second video spot](#) to be featured on the Coldwell Banker TV show, At Home in Southern California, which has approximately 20,500 viewers, on Saturday, January 15, 2022 at 4:30 p.m. on KCAL and Sunday, January 16, 2022 at 9:00 a.m. on ABC. These shows will repeat on Saturday, January 22, 2022 at 4:30 p.m. on KCAL and Sunday, January 23, 2022 at 9:00 a.m. on ABC. It is now posted on Coldwell Banker's YouTube channel

Additionally, I will be sending you a report from our HomeBase inSight platform which will show you all of the views your property is generating on ColdwellBankerHomes.com and many of our partner websites.

I hope you are pleased with the progress in marketing your property thus far. I look forward to taking your property from Just



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