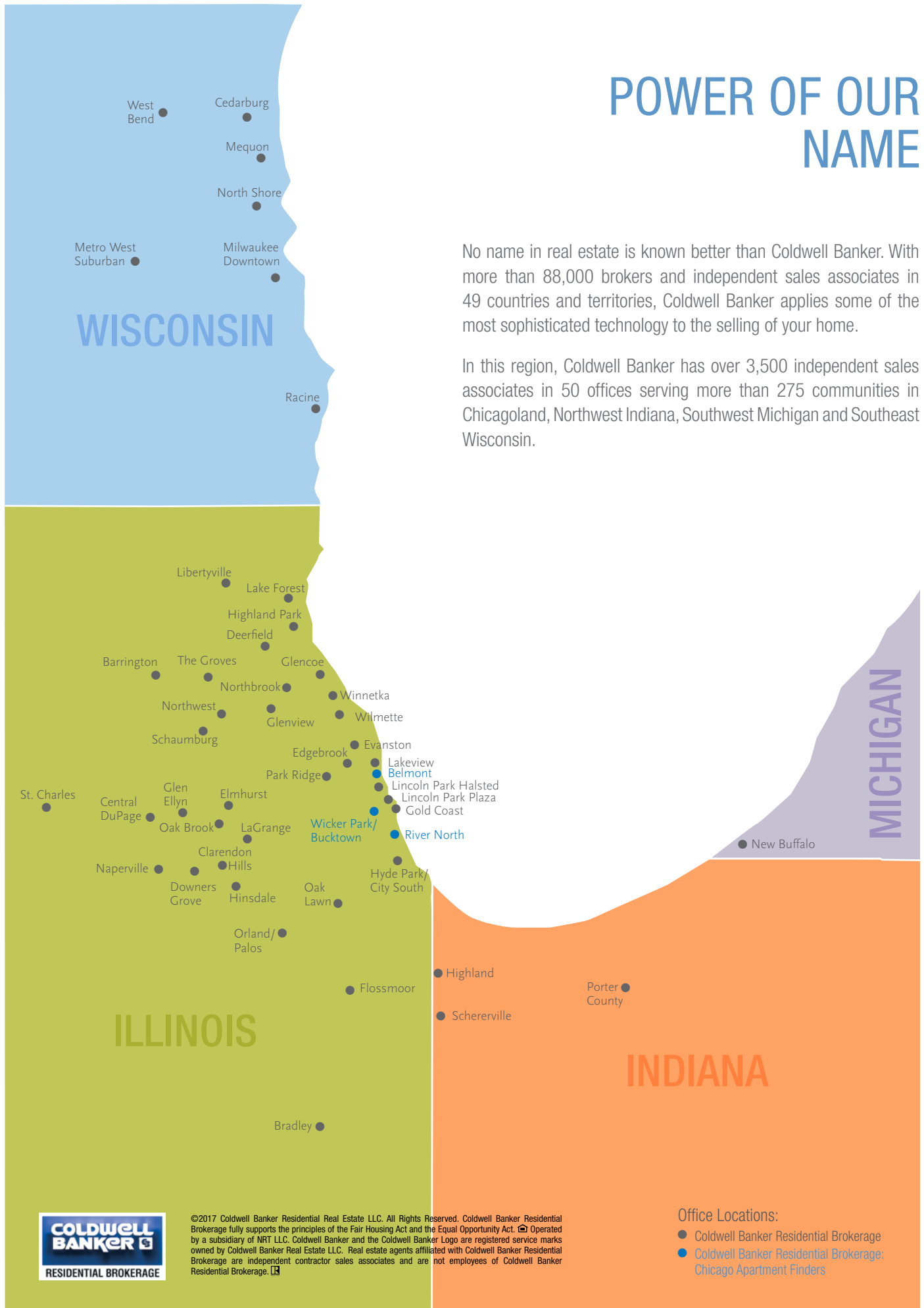




POWER OF OUR NAME

No name in real estate is known better than Coldwell Banker. With more than 88,000 brokers and independent sales associates in 49 countries and territories, Coldwell Banker applies some of the most sophisticated technology to the selling of your home.



In this region, Coldwell Banker has over 3,500 independent sales associates in 50 offices serving more than 275 communities in Chicagoland, Northwest Indiana, Southwest Michigan and Southeast Wisconsin.



COLDWELL BANKER HAS ALWAYS PUT YOU FIRST

In 1906, there was a devastating earthquake and fire in San Francisco. Most real estate agents at that time were using predatory practices to take advantage of the victims. Colbert Coldwell and Benjamin Banker knew a more ethical way was needed, so they formed Coldwell Banker. Their company was dedicated to putting their clients' needs first. This tradition of integrity and service continues to this day.



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WHY COLDWELL BANKER

Market Dominance

Coldwell Banker Residential Brokerage consistently closes more in sales volume in our region than any other residential brokerage company.*

Market Expertise

Professional sales associates analyze and interpret the most current market trend information to assist their customers in making informed buying and selling decisions.

The Most Comprehensive Integrated Digital Strategy

Listings are exposed to millions of potential homebuyers each day through many of the top real estate web sites and search engines.

Power of NRT

NRT, Coldwell Banker's parent company, is the #1 residential real estate brokerage company in the United States according to REAL Trends 500. This is the 20th consecutive year in which NRT has earned the top spot nationwide for both closed sales volume and closed transaction sides*.

* NRT is ranked #1 in both closed residential buyer and/or seller transaction sides and sales volume (calculated by multiplying number of buyer and/or seller transaction sides by the sales price) in 2016 in the U.S. One unit equals one side of a transaction (buyer or seller). Data obtained by REAL Trends Survey, 2017. Coldwell Banker Residential Brokerage is a subsidiary of NRT. Statistics include sides/sales volume for all NRT subsidiaries.

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MARKETING YOUR HOME





A FULL SERVICE MARKETING DEPARTMENT



When you choose to work with a Coldwell Banker independent sales associate, not only will you receive their knowledge and expertise, you will also benefit from the strength of more than 200 marketing professionals employed to provide an unparalleled real estate experience.



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MARKETING YOUR PROPERTY

Largest local internal network
of over 3,500 independent sales
associates

Brochures

Single property websites

Direct mail

Intouch

Luxury marketing

Social media

Multiple listing service

National television campaign

Relocation network

Emarketing to potential buyers
and other agents

Yard signs

Digital strategy: local, mobile,
national

Open houses

Public relations



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COLDWELL BANKER GLOBAL LUXURY

The Coldwell Banker Global LuxurySM program sets the benchmark for modern luxury real estate marketing, continuing the legacy established more than 110 years ago. Today, this highly exclusive program is a world leader in luxury real estate sales, represented by a select group of certified Luxury Property Specialists, making up only 8.5% of all Coldwell Banker[®] affiliated sales professionals.

Luxury Property Specialists participated in more than 24,790 transaction sides of homes priced at \$1 million or more in 2016.*

On average, Coldwell Banker Global Luxury handled \$129.6 million in luxury homes sales every day in 2016.



GLOBAL
LUXURYSM

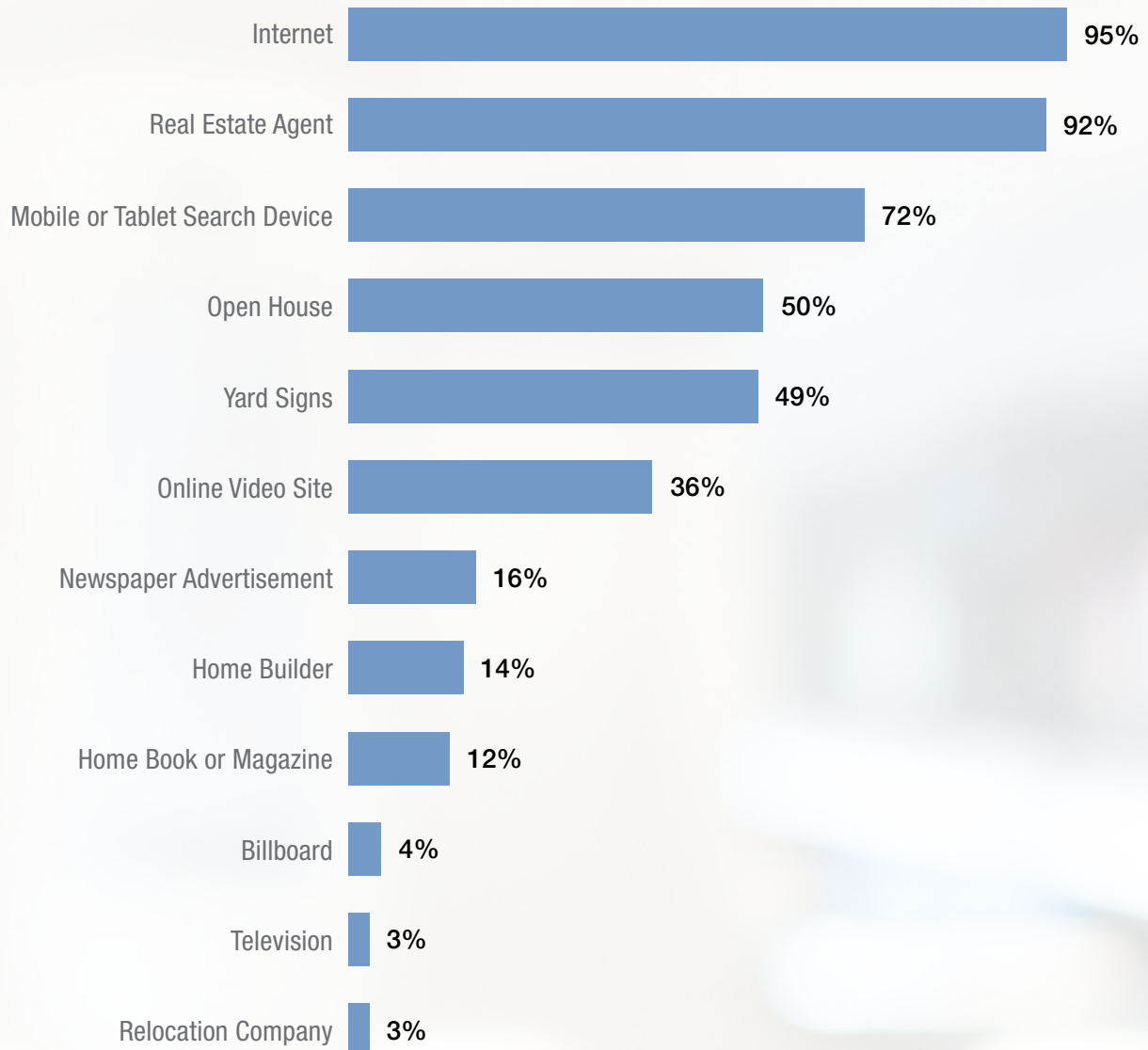
ColdwellBankerLuxury.com

* Data based on closed and recorded transaction sides of homes sold for \$1 million or more as reported by the U.S. Coldwell Banker[®] franchise system for the calendar year 2016. USD\$.

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

WHERE DO BUYERS COME FROM?

The vast majority of home buyers use the internet and a real estate sales professional for information. Understanding where buyers really come from allows Coldwell Banker professionals to successfully focus our marketing efforts.



* The 2016 National Association of Realtors Profile of Home Buyers and Sellers.





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NATIONAL ADVERTISING

Coldwell Banker® reaches buyers nationwide through television, online, print and social media advertising.

- Award-winning commercials airing on CNBC, CNN, DIY, FOX News, HGTV, History Channel, MSNBC, NBC, TBS and TNT
- Homes for Dogs Project - Partnership with AdoptaPet.com, which has helped more than 20,000 homeless dogs find homes
- Exclusive partnership with LXTV Open House
- Coldwell Banker and CNET – Joining forces on smart home technology
- Social media advertising on Facebook, Twitter, Instagram and YouTube™

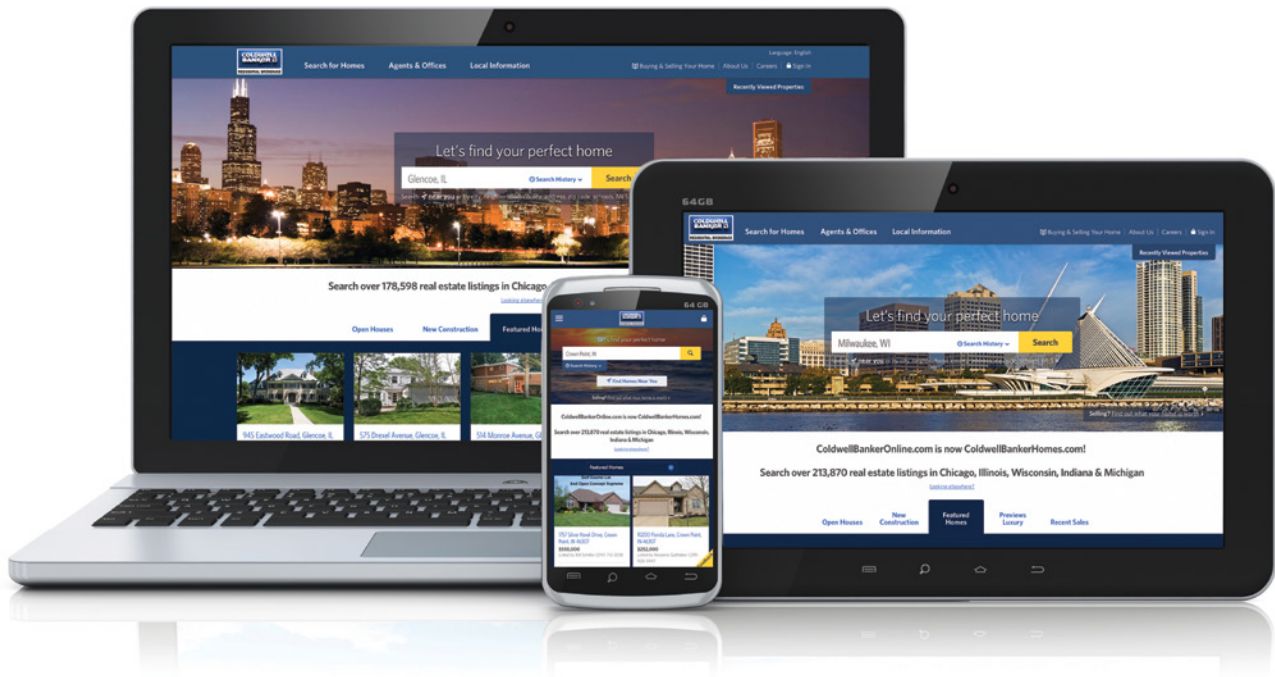
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DIGITAL STRATEGY



COLDWELLBANKERHOMES.COM YOUR "NATIONAL" LOCAL SITE



ColdwellBankerHomes.com ranks among the top real estate online portals which ultimately means more buyers seeing your property.

- With a responsive design, our site is desktop, phone and tablet friendly
- Where potential buyers find the most up to date and accurate properties for sale



MAXIMUM ONLINE MARKETING

Since 95% of home buyers use the internet in their home search*, Coldwell Banker Residential Brokerage has developed a powerful marketing platform designed to reach the highest number of potential buyers, wherever they are.

Your home will be displayed with multiple photos and key information on four of the most-visited real estate websites: Zillow®, Trulia®, Realtor.com® and Homes.com®.

In addition, your home will be shown on as many as 900 websites, including all powered-by-Zillow sites and the ever-expanding ListHub and HomeFinder.com networks.

Online inquiries from buyers interested in your home are routed directly to my cell phone for my immediate response.



*NAR 2016 Profile of Buyers and Sellers

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HOMEBASE insight

Online showing reports show you how many online views your home has received from ColdwellBankerHomes.com, ColdwellBanker.com, Realtor.com and other partner sites. This proprietary report will show you where and how often your property is being viewed online.





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CONNECTING WITH BUYERS IN SECONDS

With HomeBase intouch, in a matter of seconds, internet inquiries are sent directly to your Coldwell Banker independent sales associate's cell phone and email so that they can respond immediately - now that's truly remarkable service.

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NOW SHOWING MARKET WATCH VIDEOS



The facts buyers and sellers need. The technology they prefer. Community specific videos about the local market activity are featured on ColdwellBankerHomes.com and can be included within your listing's marketing outreach.



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HOME BASE

powered by REALOGY®

Your Transaction Records

Coldwell Banker is investing in eco-friendly business practices

HomeBase

The HomeBase system will store all of your important real estate transaction records in the Cloud

Available On Demand

Safe and secure electronic access from anywhere, anytime

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MARKET ACTION REPORTS

MARKET ACTION REPORT

January 2017

County: ALL

Broker Associate

<http://www.coldwellbanker.com/>



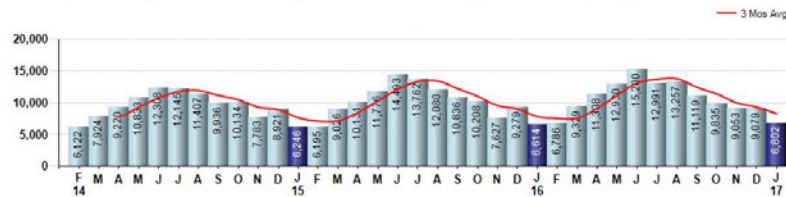
Price Range: \$0 to \$999,999,999 | Properties: Single Family Home, Townhome, Condo

Market Profile & Trends Overview	Month	Trending Versus*				Trending Versus*	
		LM	L3M	PYM	LY	YTD	PriorYTD
Median List Price of all Current Listings	\$259,900						
Average List Price of all Current Listings	\$424,329						
January Median Sales Price	\$197,000					\$197,000	
January Average Sales Price	\$264,851					\$264,851	
Total Properties Currently for Sale (Inventory)	32,488						
January Number of Properties Sold	6,802					6,802	
January Average Days on Market (Solds)	63					63	
Asking Price per Square Foot (based on New Listings)	\$169					\$169	
January Sold Price per Square Foot	\$137					\$137	
January Month's Supply of Inventory	4.8					4.8	
January Sale Price vs List Price Ratio	93.4%					93.4%	

*LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year / YTD = Year-to-date

Property Sales

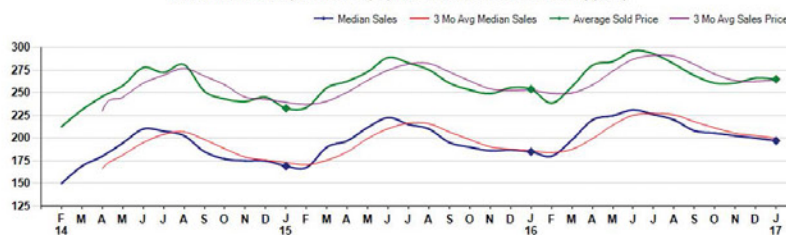
January Property sales were 6,802, up 2.8% from 6,614 in January of 2016 and -25.1% lower than the 9,079 sales last month. January 2017 sales were at their highest level compared to January of 2016 and 2015. January YTD sales of 6,802 are running 2.8% ahead of last year's year-to-date sales of 6,614.



Prices

The Median Sales Price in January was \$197,000, up 6.6% from \$184,877 in January of 2016 and down -1.5% from \$200,000 last month. The Average Sales Price in January was \$264,851, up 4.3% from \$253,886 in January of 2016 and down -0.5% from \$266,158 last month. January 2017 ASP was at highest level compared to January of 2016 and 2015.

Median means Middle (the same # of properties sold above and below Median) (000's)



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Based on information from Midwest Real Estate Data LLC for the period 2/1/2014 through 1/31/2017. Due to MLS reporting methods and allowable reporting policy, this data is only informational and may not be completely accurate. Therefore, Coldwell Banker Residential Brokerage does not guarantee the data accuracy. Data maintained by the MLS's may not reflect all real estate activity in the market.



Keep up with your local market and competition through current market statistics as well as short-term and long-term trends.



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dotblue



dotblue provides a secure, easy-to-use online platform where you and your buyer can electronically sign transaction documents in real time.

Approve and digitally sign documents (privately and securely)

Bring together everyone involved in the transaction

View documents and see the process of selling your home in action





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TITLE INSURANCE

Burnet Title is one of the upper Midwest's largest title and closing agencies, professionally serving the needs of homebuyers and sellers. They provide title insurance, abstracting and closing services. They provide each customer with a quality product and truly remarkable service before, during and after the closing.

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PROTECT YOUR HOME



When you are selling your home, a home warranty can give buyers the reassurance that their potential investment will be safeguarded.

Benefits include:

Relief from some of the expenses of unexpected breakdowns

Affordable, flexible and customizable plans

Access to a network of service contractors

Increased confidence in your home purchase

(866) 797-4788 | AHSHome.com



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BRINGING RELOCATION BUYERS TO YOU



Coldwell Banker Residential Brokerage is the broker of choice for corporate transferees through our affiliation with Cartus and other international relocation management companies

- As a principal broker in the Cartus Broker Network, we receive hundreds of incoming buyer referrals annually
- A preferred broker for USAA Real Estate Rewards Network®, providing real estate services to thousands of active and former military and their families annually

Plus, we can help you connect with a knowledgeable agent in your new location anywhere in the United States.

Local Experts... with National Connections



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COLDWELL BANKER CONCIERGE

Buyers and sellers have found that screening and hiring quality moving-related services before, during, and after a move can be stressful and time consuming. The Coldwell Banker Concierge program provides you with a choice of qualified, local vendors through the convenience of a single phone call.

- Air Duct Cleaning
- Appliance Repair
- Blinds & Draperies
- Carpentry
- Carpet & Upholstery Cleaning
- Carpeting & Flooring
- Cleaning Services
- Concrete
- Drywall
- Electrical
- Estate Sales
- Extermination
- Handyman Services
- Hardwood Floor Refinishing
- Heating & Air Conditioning
- Home Security Systems
- House Staging
- Interior Design
- Kitchens & Baths
- Landscaping
- Masonry & Tuckpointing
- Mold Testing & Remediation
- Mortgage Services
- Moving Services
- Painting
- Plumbing
- Radon Inspection & Mitigation
- Remodeling
- Roofing
- Siding & Gutters
- Trash Hauling
- Title Insurance
- Utility Connections
- Waterproofing
- Windows & Doors
- Window Washing



And many more...

800-493-1181

Concierge@CBExchange.com

ConciergeVendors.com

* All efforts have been used to review vendors for satisfactory services, however, Vendor Services are provided by Independent Third Parties not affiliated with Coldwell Banker Residential Brokerage and Coldwell Banker Residential Brokerage does not represent or warrant the individual specific services provided by any of the vendors.

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MORE EXPOSURE

If your home is eligible, Home Partners of America's (HPA) Lease with a Right to Purchase program could hold the key to:

- Expanding your buyer pool
- A faster closing
- A smoother transaction

In addition to your home being listed for sale, HPA-approved customers will also see your home as being available for lease. If an HPA-approved customer is interested in your home, HPA will BUY it from you and lease it to their customer with the right to purchase it any time over the next five years. You'll still SELL your home just as you would to any buyer in a fully transparent transaction to HPA with a quick closing, all cash and no appraisal.



*The Lease with Right to Purchase is offered and administered by an independent third party not affiliated with Coldwell Banker Residential Brokerage. Coldwell Banker Residential Brokerage and its representatives do not in any way represent or warrant any of the terms, conditions, or benefit of the Lease with a Right to Purchase Program. Applicant and property must meet certain eligibility requirements. Other terms and conditions apply. Please review all other terms and conditions of the program before proceeding.

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COLDWELL BANKER CHARITABLE FOUNDATION

Celebrating 10 Years of Giving Back



Over \$1.5 Million Raised To Support Our Local Charitable Partners

At Coldwell Banker we are passionate about giving back to the communities where we live, work and play. Simply stated, we believe in helping others. This core value extends throughout our company and it is our honor to support 28 housing-related charities that directly benefit the needs of the people and communities we are privileged to serve.

We Care – We Support – We Give Back

GiveHousing.com | Facebook.com/CBFoundation

The Coldwell Banker Residential Brokerage Charitable Foundation is a local chapter of the NRT Foundation, a 501(C)(3) nonprofit organization operating as the charitable arm of Coldwell Banker Residential Brokerage.



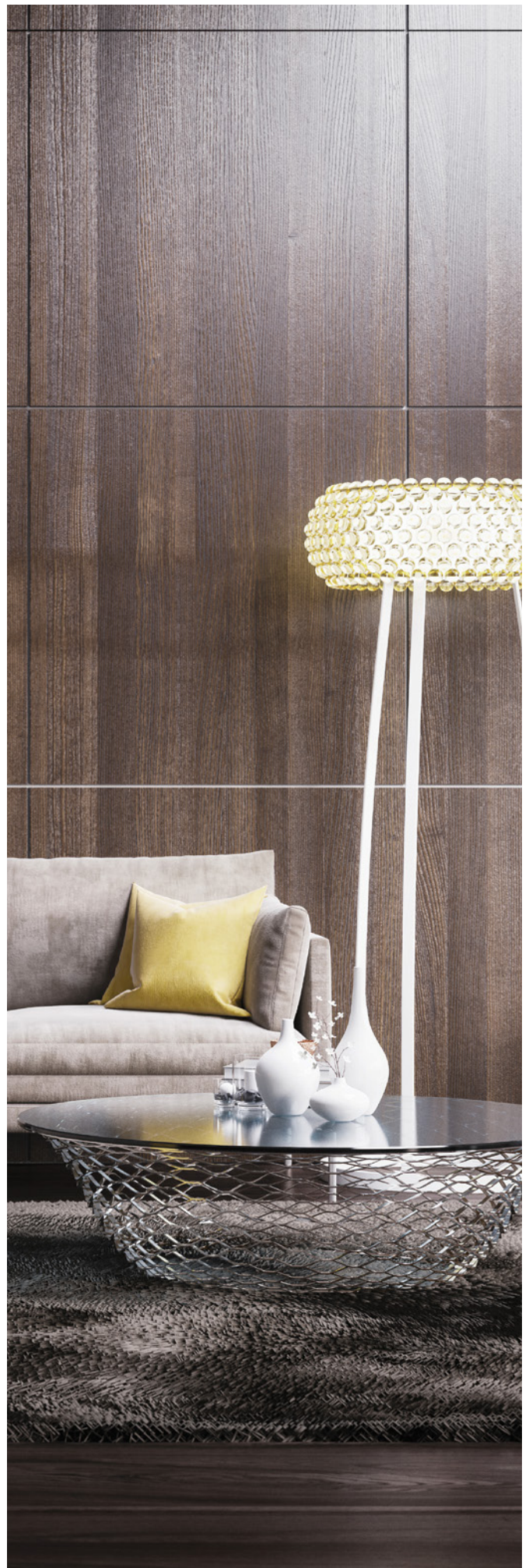
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PRICING

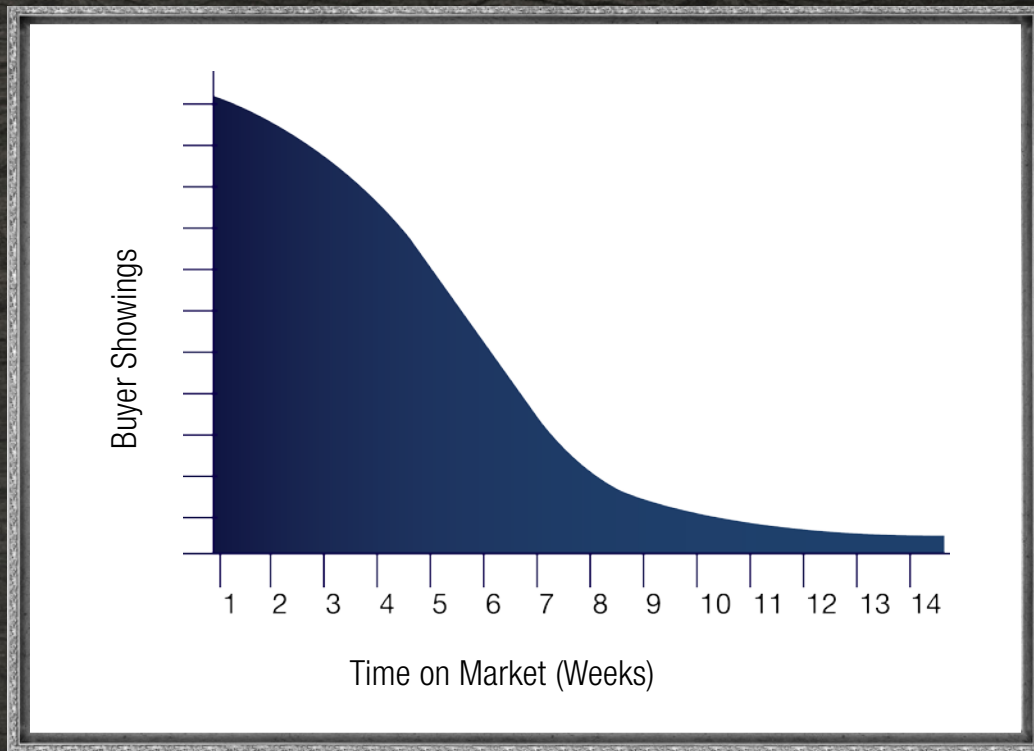


THE IMPORTANCE OF MARKET POSITIONING

Real estate is a commodity. It is similar to stocks or gold in that the buying public determines the value. It's not what price the seller wants to set, but the buyer's perception of value that determines the selling price. The one big difference between real estate and other commodities is that real estate is an emotional purchase. Buyers can fall in love with your home; they don't fall in love with a stock.



PRICING YOUR HOME PROPERLY FROM THE START



A property generates the most interest among brokers and buyers when it first goes on the market. Starting too high and dropping the price later misses the excitement and fails to generate as much activity.

ENHANCING YOUR HOME FOR IMPACT

Basement, Attic, Garage

Clean out the clutter
Keep basement bright with new paint or lighting
Ventilate or dehumidify
Repair cracked floors and walls

Kitchen

To brighten, paint cabinets and put up new curtains
Remove appliances from counters
Clear off the refrigerator

Bathroom

Repair any dripping faucets
Add fresh towels
Remove stains from toilets, bathtubs and sinks
Keep sinks and mirrors shining
Replace old caulking around the bathtubs

Living Areas

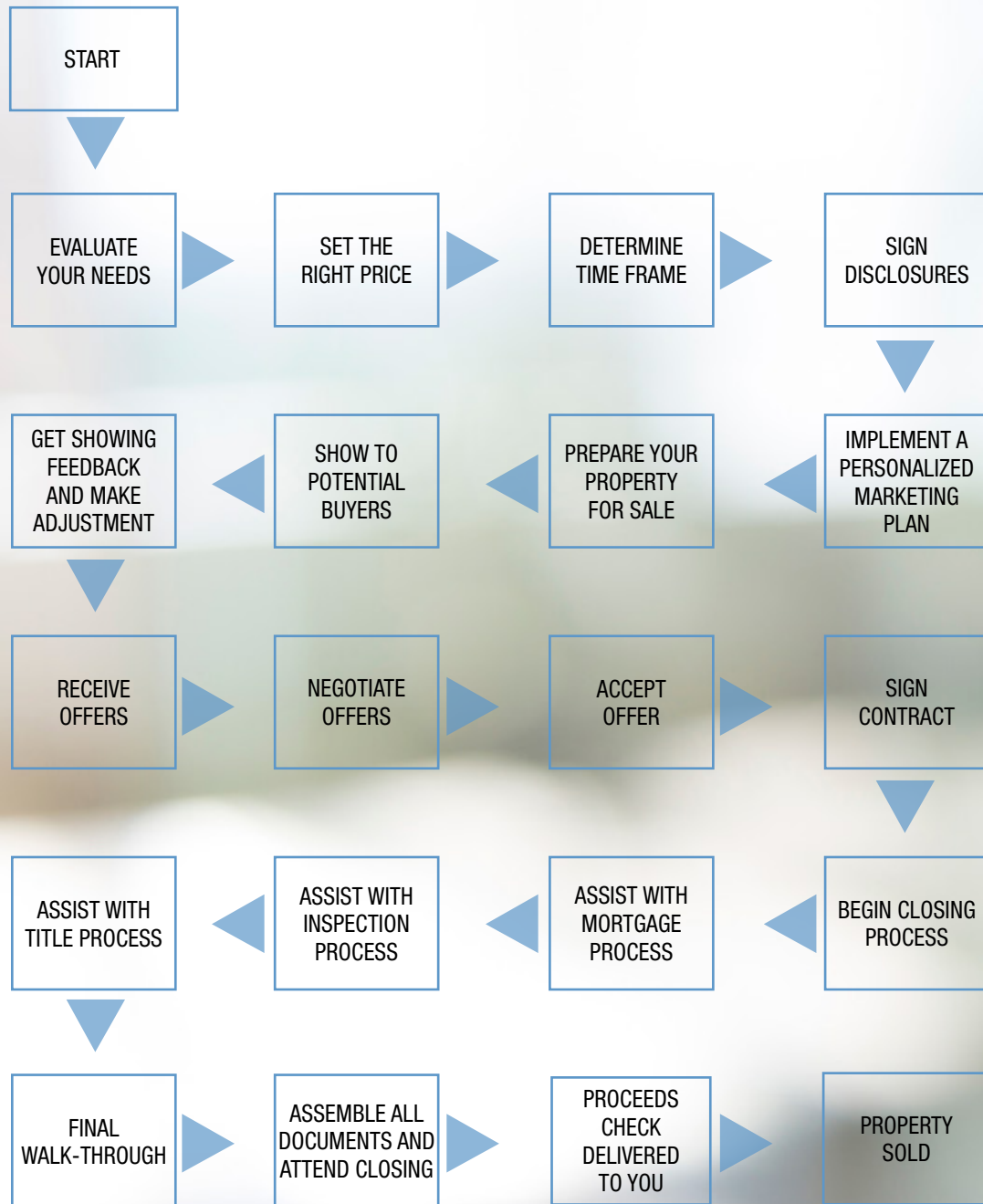
Have all plaster in top shape
Use neutrals if painting
Be sure lights work
Straighten up closets
Wash windows
Keep draperies open, window shades up

Outdoors

Place flowers outside of the front door
Cut back overgrown shrubbery
Keep lawn mowed
Repaint front shutters, window frames and front door
Inspect roof and gutters for needed repairs



THE STEPS TO SELLING A HOME



WE ARE READY TO GO TO WORK FOR YOU

We are prepared to put the Coldwell Banker home marketing system to work for you today.

Coldwell Banker


You will benefit from the extensive marketing resources and real estate expertise of the area's premier real estate company.

My Personal Commitment

I will devote my energy to meeting your needs, and I will stay in touch with you and keep you informed throughout the entire process.

Your satisfaction is our top priority.



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