



The following messages can be used by Coldwell Banker-affiliated agents in their personal marketing.

**MESSAGE #1 – A Message from Coldwell Banker®**

Dear Valued Client,

During this time of uncertainty surrounding coronavirus (COVID-19), please be assured that Coldwell Banker® is committed to serving you with the same level of dedication and care that you have come to know and expect. For over a century, home has been our purpose. It defines us and everyone in our network. Our mission to fulfill the dream of home will never waver.

We know that as you prepare to buy or sell a home, the current environment may cause additional stress. We take pride in our ability to continue to serve you. Our affiliated agents and employees can help you continue your journey of buying or selling a home successfully and safely. We are closing transactions and keeping America moving every single day.

We have invested heavily in the tools and technology to enable our employees and agents to work entirely remotely. We will continue to follow the guidance of the U.S. Centers for Disease Control and Prevention (CDC) and local and government mandates. This includes practicing social distancing, implementing work-from-home policies for employees, and expanding cleaning schedules to maintain safe environments within our offices.

We also encourage all agents to follow the [guidelines](#) set by the National Association of REALTORS®.

We are grateful to our incredible team and network of partners that allow us to safely keep our commitments to you, our valued client. To that end, we will never knowingly place you in a situation where you are in close proximity to any person who has tested positive or is otherwise exhibiting known COVID-19 symptoms. In order to help us keep you safe and do our part to limit the spread of COVID-19, we expect that you will tell us if you or anyone living with you has tested positive or is exhibiting known COVID-19 symptoms as well.

Coldwell Banker has withstood numerous adversities throughout our 114-year history. In fact, our company was born in crisis, founded following the 1906 San Francisco earthquake to bring honesty, integrity and service to those in need. Those values have been our core ever since.

We're all in this together and we look forward to guiding you home.

Thank you for your partnership.

## MESSAGE #2 – Real Estate in a Virtual World

Providing exceptional real estate service has always been my top priority, but right now, it's the health and safety of my clients, family, friends, and our community as a whole. At Coldwell Banker®, we already have a very strong digital platform in place, so I am well-equipped to serve my clients virtually, even during these challenging times.

- **New Listings** – Our exclusive marketing program enables me to reach potential buyers quickly to get the news out when a new property hits the market, ranging from a property tour video and dedicated property website to online advertising, customized email distribution, social media posts, mailed property announcements and a digital area REALTOR® notification.
- **Property Showings** – I can show properties virtually using video and apps to keep both sellers and buyers safe while still showcasing a home's unique features.
- **Your Home's Value** – I can send you a detailed report showing your home's value as well as comparable homes that have sold nearby.
- **Market Updates** – If you want to learn more about how real estate is doing in your area, I can send you a weekly Market Report detailing activity to keep you fully informed.
- **Mortgage** – Our mortgage partner, Guaranteed Rate Affinity, offers a suite of digital tools that allow buyers to get pre-approved online, or by phone, and to complete and sign mortgage documents digitally.

While our country, and in fact, the entire world faces this challenging situation, Coldwell Banker is prepared and ready to continue to help you reach your real estate goals. Please contact me today if you have any questions or would like to discuss selling or purchasing a property.

## MESSAGE #3 – Guiding You Home

I want to thank you for your business and your trust in Coldwell Banker®. The news about COVID-19 is at the top of everyone's mind, and my priority is the health and safety of my clients, family, friends and our community.

Like many other businesses, Coldwell Banker is closely following guidelines from the U.S. Centers for Disease Control and Prevention (CDC), the World Health Organization and our local and national governments. During this time, we are continuing to serve clients and are committed to protecting you and your home as well as we can in this unprecedented environment.

We are actively taking the following steps to ensure that we are doing what we can to keep everyone safe:

- Posting signage asking anyone who has been or has had contact with someone who has been diagnosed with COVID-19 or is exhibiting symptoms to not enter the property but to instead reschedule their tour.
- Wiping down all doorknobs, counters and points of high touch before and after showings.

- Asking visitors to remove their shoes when they enter a home.
- Encouraging our team to work remote and engage in social distancing.

We will never knowingly place you in a situation where you are in close proximity to any person who has tested positive or is otherwise exhibiting known COVID-19 symptoms. In order to help us keep you safe and do our part to limit the spread of COVID-19, we expect that you will tell us if you or anyone living with you has tested positive or is exhibiting known COVID-19 symptoms as well.

We're all in this together and we look forward to guiding you home.

#### **MESSAGE #4 – Home. It's Everything.**

Home. It's a part of our DNA. Has been since we were founded over 114 years ago.

But so has the unexpected. It's part of our founding story and over our history we've seen the unexpected change our business, our mindset and our homes.

The unexpected has come once again. It's changing our normal lives and reminding us of the importance of home. Not just the place where we reside, but the communities and people we love.

In this time of change Coldwell Banker and our tens of thousands of agents across the globe are still actively working to serve our communities in whatever way we can, even as many of us do so from our living rooms, kitchen tables and spare bedrooms.

If there's one thing we understand more than most, it's the value of home.

#### **MESSAGE #5 – What's Your Home Worth?**

If you are considering selling your home, you probably have a lot of questions and concerns. On the top of your list may be, "What's my property currently worth?" Let me offer you an in-depth analysis using Coldwell Banker's property valuation tools.

I can send you real-time information on current real estate market activity in your area, including homes that recently sold and their selling price, pending home sales, how long homes have been on the market and how they compare. With these comparative market analysis data, I can offer you a reliable, current value price approximation of your property.

I can also show you who the most likely buyers will be for your home and how I can market specifically to them. Using an innovative tool developed exclusively for the Coldwell Banker network, I'll use big data to analyze your market, your neighborhood, and discover information like average family size and income to create a defined buyer profile.

Coldwell Banker was founded in 1906 in the aftermath of another emergency of great magnitude, the San Francisco earthquake. For 114 years since, we have been guiding people to that special place called home, even during challenging times.

Let me be your trusted advisor – I'm ready to share my expertise and answer all of your real estate questions. Please contact me today for a virtual presentation and discussion.

### **MESSAGE #6 – Selling Your Home in These Challenging Times**

Thinking of selling your home in today's market? Buyers are motivated by low interest rates, but it's going to take more to sell your home now due to uncertainty in the market. What's needed is an aggressive digital marketing approach to reach buyers where they are – at home on their phones and computers.

My exclusive marketing program will reach buyers quickly and virtually. From a property video tour and dedicated property website to online advertising, customized email distribution, social media posts and more, I have the technology and resources that are needed to sell your home in today's market.

I can also show your property virtually using video and apps to keep you and potential buyers safe, while still showcasing your home's unique features.

Whether you are interested in selling your home now or in the future, contact me today to discuss your real estate needs and to schedule a virtual appointment.

### **MESSAGE #7 – Keep Moving Forward, Virtually**

Considering selling your home? Let me show you how I can market your property in these uncertain times. We will meet virtually, and I'll show you all the ways I can market your home to today's buyers, who are doing the majority of their research and home viewing online.

My exclusive marketing program lets me reach buyers quickly to get the news out when a new property hits the market, ranging from a property video tour and dedicated property website to online advertising, customized email distribution, social media posts and more. Coldwell Banker is the #1 real estate brand online\*, and your properties will be syndicated to hundreds of websites to ensure buyers will see them online.

You will receive a digital copy of my presentation, and when you are ready to list your property, I will work with you to handle all of the paperwork with as little face-to-face interaction as possible.

If you are interested in selling your home, now or in the future, contact me today to schedule a virtual appointment.

### **MESSAGE #8 – The Secret to Selling Homes in Today's Market**

If you are considering selling your home, now more than ever it is crucial to capture the attention of online buyers. I would love an opportunity to tell you about how I can get the most online attention for your property, including:

- **Exclusive Marketing Program** – I reach buyers quickly to get the news out when a new property hits the market, with property marketing that is designed to reach a virtual audience. From a property video tour and dedicated property website to online advertising, customized email distribution, social media posts and more, I will aggressively market your property online.
- **Website Exposure** — Coldwell Banker is the #1 real estate brand online\*, and your properties will be syndicated to hundreds of websites to ensure buyers will see them online.
- **Social Media Advertising** – My extensive social media advertising campaigns will market your property on Facebook and Instagram, using industry-leading algorithms to reach potential buyers.

Whether you're interested in selling your home now or in the future, contact me today to discuss your real estate needs and to schedule a virtual appointment.

### **MESSAGE #9 – REAL ESTATE QUESTIONS?**

Coldwell Banker has been a trusted advisor for more than 114 years, helping buyers and sellers make the right decisions in times of prosperity and times of crisis. We have withstood numerous adversities throughout our history and were in fact born in crisis following the 1906 San Francisco earthquake. Our goal has always been to bring honesty, integrity and service to those in need.

As the news headlines raise questions and uncertainty in today's market, I am happy to provide you with real-time information and answer all of your real estate questions. I can supply you with vital market reports so you can be well-informed, including data on homes for sale in your area, homes sold and your home's current value.

Let me be your trusted advisor – I'm ready to share my expertise and answer all of your real estate questions. Please contact me today for a virtual presentation and discussion.