

THE COLDWELL BANKER CAINE

SELLERS.

Guide



Fair housing is our *commitment.*

At Coldwell Banker Caine, we are committed to:

- Providing equal professional service to all, without regard to race, color, religion, gender (sex), disability (handicap), familial status, national origin, or other state and local protections, such as sexual orientation, gender identity, military status, and source of income, of any prospective consumer or resident of any community;
- Staying informed of current fair housing and anti-discrimination laws and practices, to educate our consumers on their rights and our responsibilities;
- Demonstrating through advertising that everyone is welcome and no one is excluded;
- Respecting the diversity and differences within the Coldwell Banker Caine consumer base and remaining informed of those differences in order to provide truly remarkable service;
- Refusing to tolerate non-compliance in accordance with Coldwell Banker Caine's leadership role in the real estate profession; and
- Fostering inclusion in our industry and in the communities we serve.

Buying your home with the **best terms and price** is important – put our experience and expertise to work for you.



\$1,262,279,159

SALES VOLUME IN 2021

8

OFFICES
ACROSS THE
UPSTATE

200
AGENTS



AVERAGE SALES
PRICES THAT ARE

3,682 TOTAL
TRANSACTIONS
IN 2021

16% SIXTEEN PERCENT
HIGHER
THAN GGAR¹

OVER FOUR PERCENT
HIGHER
THAN SAR¹

4%



COLDWELL BANKER CAINE
HIGHER
PER AGENT
PRODUCTIVITY²

MORE THAN 100,000 FAMILIES

FOR NEARLY 90 YEARS, COLDWELL BANKER CAINE HAS HELPED MORE THAN 100,000 FAMILIES MAKE THEIR NEXT MOVE

¹ BASED ON INFORMATION FROM THE MULTIPLE LISTING SERVICE OF GREENVILLE, SC, INC. FOR THE PERIOD JANUARY 2021-DECEMBER 2021. BASED ON INFORMATION FROM THE MULTIPLE LISTING SERVICE OF SPARTANBURG, SC FOR THE PERIOD JANUARY 2021-DECEMBER 2021.

² BASED ON OFFICES WITH OVER 1,000 LISTINGS SOLD

Success is our *hallmark*.

When you are dedicated to excellence, it shows in the numbers.

CB Caine agents consistently outrank our competition in average units sold and average sales volume. Our agents sell homes at a **higher average sales price** than the market and receive rave reviews from their clients.

Buying your home with the **best terms and price** is important – put our experience and expertise to work for you.



COLDWELL BANKER OFFICE
IN SOUTH CAROLINA

What it takes to sell *your* home.

- 1 Seller Consultation with Your CB Caine Agent
- 2 Positioning Your Home for Sale
- 3 Market Your Home
- 4 Accept an Offer
- 5 Repair & Appraisal Negotiations
- 6 Move Out & Close

Seller consultation with your *CB Caine* agent.

A seller consultation is your first meeting with a Coldwell Banker Caine agent. They will set the stage for an effective and efficient working relationship by gathering the detailed information needed to help sell your home and explain the selling process. It is at this discussion where you discuss the list price and positioning of your home. Your CB Caine agent will go in-depth on comparable properties and what the market has seen recently.

At the initial consultation, your CB Caine agent will outline the selling process and review the necessary paperwork that is unique to our marketplace. Having this information from the beginning will allow you to move forward confidently and quickly when you decide to make an offer.



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with CB Caine Agent

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Home

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Positioning *your home*.

A properly positioned home will:

- Create **Urgency**
- Increase **Demand**
- Build **Negotiating Power**

When positioning your home for sale, consider the most important factors:

1. **Location**
2. **Condition**
 - Two Clicks, Eight Seconds
3. **List Price**

Location

The well-known real estate adage of “Location...Location...Location” still holds true, but successful real estate marketing is more than just where the property is on the map.

Buyers are looking for specific neighborhood amenities, proximity to shopping, dining and recreation, home site characteristics, as well as distance to interstates and local businesses.

Your knowledgeable agent should position your home to emphasize lifestyle and not just provide facts like bedrooms and baths when marketing the home.

Condition - Two Clicks and Eight Seconds

You probably know how important it is to make a GREAT first impression. Did you know that holds true for home buyers, too? Online, buyers decide to visit the home within two clicks of the mouse (first picture, second picture). When they decide to visit and arrive at your home, they make an assessment of the maintenance and value of a home within eight seconds of entering. Establishing a great first impression online through professional photography and in person through staging are critical to achieving a successful sale.



The best way to make a buyer “feel at home” is to create an environment with the following **features**:



- Yard should be tidy. Invest in new mulch, cut the grass and have fresh plants at the entry.
- Neutral colors. Deep colors or bold colors do not photograph well and may clash with the buyers’ decor.
- De-clutter counters, closets, attic, cabinets, garage and all spaces. Buyers need to get the impression that the size of the home will accommodate their belongings.
- Minimal furniture. Buyers need to be able to imagine their own furnishings in the home.
- Minimal noise. The home should either be quiet or enhanced by subtle background music or fountains.
- The home should be light and bright. Turn on all lights and open blinds and curtains.

Caine Property Photography

Homes with high-quality photos often receive a 47% higher asking price per square foot and can sell 32% faster. *(Photos can make or break that crucial first impression for potential home buyers, WashingtonPost.com)*

Caine Property Videography

Our video tours are much more than still images set to music. They capture the experience of walking through the home in real time.

Video tours are valuable selling tools on both MLS and social media.



LIST PRICE POSITIONING

Your home is worth what buyers in the current market are willing to pay.

You will know if your home is priced right by the number of showings.

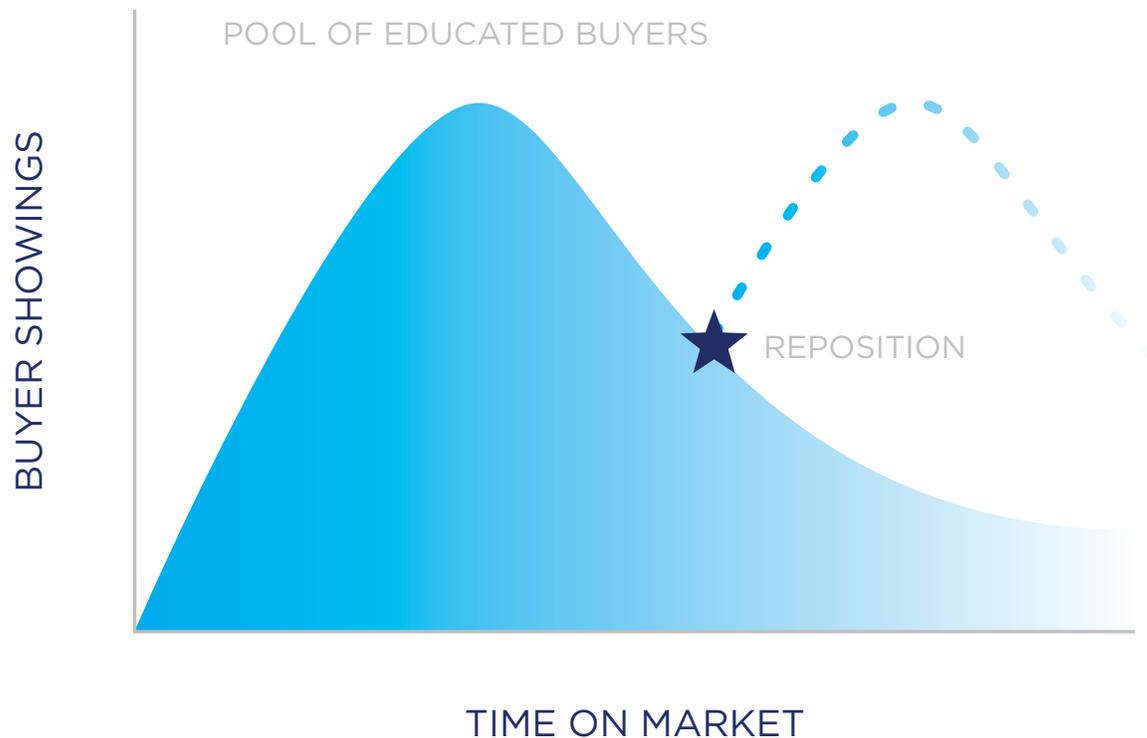
- If a property is overpriced, there are few showings and no offers. Buyers and agents in the market view the home online; however, they do not come to the home because they believe that the home “down the street” is a better value.
- If the property is priced at or below market price, it becomes a “hot” property. Buyers’ urgency is heightened because they feel they may lose the property to other buyers in the market. The property receives significant showings and possibly multiple offers. By setting the price at the market value, the seller creates fear of loss and, ultimately, sells the property quicker. The home is in a better negotiating position and may even sell for higher than the asking price or market value.

You are hiring an agent to watch the market and determine how your property stands out against the **competition**. It is the agent’s job to make sure you have positioned your property at a price to drive significant traffic and create the best climate to receive an offer.

Your Coldwell Banker Caine agent will provide a comprehensive analysis of:

- Recent sales
- Homes selling per month
- Homes available for sale in your neighborhood, competing neighborhoods, and in new construction

This comprehensive analysis is known as a CMA - Competitive Market Analysis.



FIRST IMPRESSIONS

The largest number of potential buyers will view a newly listed home within the first few days on the market, and the number of showings will decrease as the days on the market increases. This pool of buyers includes home buyers just entering the market and, more importantly, buyers working with REALTORS® who have already seen the existing inventory and have not found a home, making them eager to make an offer.

To take advantage of this increased level of traffic and buyer interest, your property should be priced to sell at fair market value from the very start.

REPOSITIONING

If the market has rejected the current price and/or positioning, your Coldwell Banker Caine agent will help you make the necessary changes to reposition and get your home sold.

Marketing *your home.*

In real estate, exposure is everything. That is why our in-house marketing agency works to provide the **highest quality digital and print materials** to promote your home.

Your agent will also use **big data** to identify the **target buyers** and create a strategic marketing plan to reach them. This may include:

- Install a distinctive Coldwell Banker Caine yard sign
- Promote your home on the MLS
- Present your home's listing online
- Respond promptly to buyer inquiries
- Arrange showings
- Hold open house(s)
- Communicate feedback
- Market your property via email, direct mail and social media
- Provide market updates
- Social media promotion



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Marketing to *luxury* buyers.

The Coldwell Banker Global Luxury[®] program is among the **most successful** names in high-end real estate, powered by agents in 43 countries who deeply understand this unique market's intricacies and clientele.

In 2021, Coldwell Banker sold over \$267 million in luxury listings every day and sold over 50,000 luxury for the year. Our luxury agents are certified to provide **unrivaled service** to their luxury clients and are **connected to a referral network** of Coldwell Banker Global Luxury[®] agents worldwide.

At Caine, we go **above and beyond** to provide exceptional photography and videography along with an extensive list of high-end print and digital marketing materials.

For our clients selling in this exclusive price point, **there is no partner better suited to bring you success.**

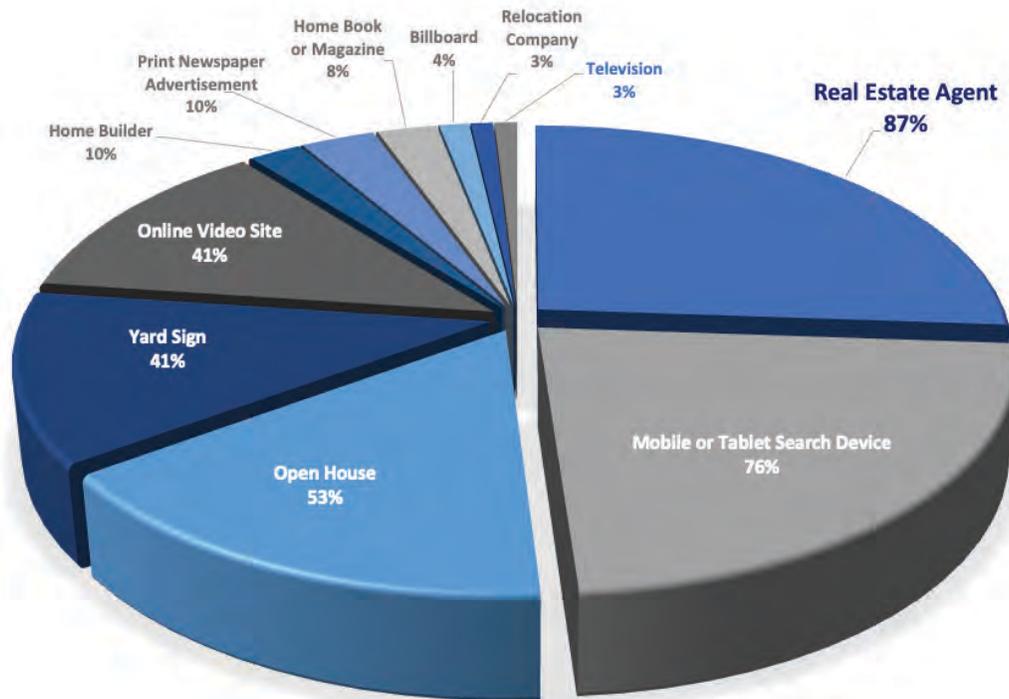


COLDWELL BANKER
CAINE

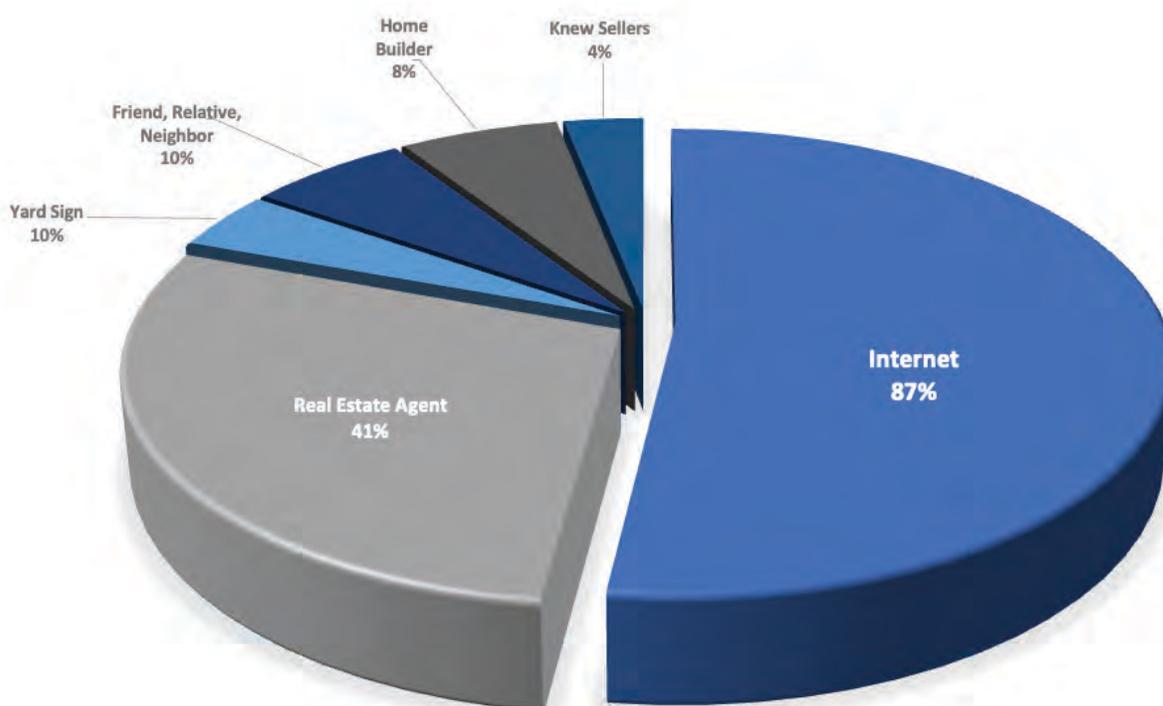
MARKETING YOUR HOME WHERE BUYERS ARE LOOKING

While buyers use a variety of information sources to learn about homes for sale in their target neighborhood, we know that the vast majority will discover your home with the assistance of an agent and the internet.

Information Sources Used in Home Search



Where Buyers Found the Home They Purchased





INTERNET

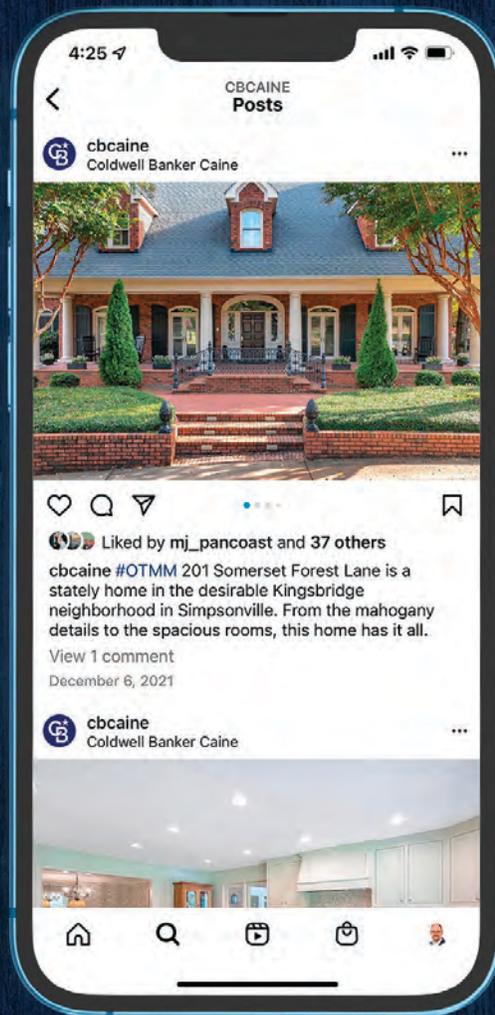
41% of home buyers start their search online and 87% find their home online.

The internet is the best vehicle for marketing your home because you can reach the largest audience online.

Professional photography is extremely important. Remember, the online buyer makes an impression of your home in two clicks. Pictures should highlight the best features of your home and your neighborhood.

Describing the lifestyle of your home is important for the online buyer to realize the hidden benefits of buying your home. What will you miss most about your home or neighborhood? Highlight the friendly neighbors, easy access to your favorite stores or active neighborhood association.

Our Coldwell Banker Caine listings are shared on thousands of sites including **Zillow**, **Realtor.com**, **ColdwellBanker.com**, and many others. Further, each home receives a **custom website** featuring enhanced imagery and detailed description of features and lifestyle.



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MARKETING POWER OF SOCIAL MEDIA

84% of 18-29 year olds, 81% of 30-49 year olds, and 73% of 50-64 year olds reported using social media. **70% of adults** use Facebook daily, while **59% of adults** use Instagram daily.*

With so many eyes glued to social media, it is a great tool to help us cast an even wider net, showing your home to thousands of potential buyers.

The Coldwell Banker Caine brand has an impressive online presence designed to engage, inform, and connect with today's home buyers as well.

-  facebook.com/coldwellbankercaine
-  twitter.com/cbcaine
-  youtube.com/cbcaine
-  instagram.com/cbcaine
-  coldwellbankercaine.com/blog

MARKETING GOES BEYOND THE INTERNET

Agent:

41% of buyers surveyed found their home through their agent. Your Coldwell Banker Caine agent will target agents who sell in your area by:

- Promoting your listing in our offices and through their agent network
- Contacting all agents who recently sold in the area
- Hosting a broker/agent open house

Yard Sign:

10% of buyers surveyed found their home from the yard sign. The yard sign should:

- Be easily recognizable as a home for sale
- Contain easy access to information
- Have contact information with numbers that provide quick response

Open House signage can be powerful in getting neighbors and early stage buyers into your home and provide an avenue for buyers who haven't engaged an agent to tour the home as well.

Friends, Family and Neighbors:

Selling your home is a collaborative effort. In fact, 10% of buyers surveyed found their home from friends, family and neighbors. To maximize this source of buyer, you and your agent can:

- Send Just Listed postcards to neighbors, your friends and family and move up neighborhoods
- Share your home's exclusive website and graphics on social media outlets like Facebook and Instagram
- Provide information to neighbors about open houses or incentives



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Accept an *offer*.

To reach an agreement, you will be considering more than just price.

Typically, an offer includes the following information:

- The amount the buyer is willing to pay, known as the “Purchase Price”
- Mortgage amount (if any) and type of financing that the buyer must receive in order to purchase the home
- Contingencies, including the mortgage commitment, appraisal and inspections. Inspections include, but are not limited to: structure, mechanical, termite, pest, radon, well, septic, lead, asbestos, environmental and oil tank
- Seller concessions such as requested seller paid closing costs and/or seller paid home warranty
- Personal property specifically included or excluded (refrigerator, washer/dryer, drapes, area rugs, plants in movable containers, grills, etc)
- Closing and occupancy dates

Depending on the competition, some buyers leave room for negotiation when they make their initial offer. While it is ultimately your decision to accept/reject an offer or present a counter-offer, a good agent can be of great assistance to you during the negotiating process.

Finally, remember to negotiate with repairs in mind. If you have to make repairs during the inspection process, you need to have additional funds to make those repairs.

Repair and appraisal *negotiations.*

Getting your home Under Contract is exciting...but you are not done yet!

Once you reach an agreement, work closely with your agent to understand next steps and important dates.

Inspections and Repairs: It is a best practice to have your home inspected *before* listing the home and correct any issues found. This allows you to market the home as inspected and repaired. Further, it allows you to uncover any issues that exist prior to accepting an offer.

Even with a previously inspected home, most buyers will have their own inspection. The buyer will submit a list of requested repairs and the repair list will be negotiated. The seller is responsible for making the agreed upon repairs prior to closing. **Requested repairs typically equal 1% to 2% of the purchase price of the home.**

Appraisals: If the buyer is purchasing the home by obtaining a mortgage, the lender will require an appraisal. An appraisal is an opinion of value at a specific moment in time. With home prices appreciating so quickly, low appraisal values have become more prevalent. Should the appraisal come in lower than the agreed upon Purchase Price, the buyer may not be able to get the loan they need to purchase the home. When this happens, the buyer and seller can agree to renegotiate the purchase price. Some buyers may be able to apply for a different loan or contest the appraisal; however, each situation is unique. Therefore, you need to feel confident that your agent can help you navigate this difficult situation and outline your available options.



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Move out and *close*.

Congratulations! You have made it to the final steps!

The closing is the formal process where all parties sign the necessary paperwork needed to complete the transaction.

At closing:

- The attorney or closing coordinator receives the buyer's mortgage funds and down payment to purchase the home
- To determine your proceeds, the attorney subtracts the payoff of your existing mortgage, preparation of the deed, deed stamps, pro-rated taxes, commissions and all other closing costs from the purchase price
- The attorney will record the transfer of the deed
- The buyer will receive keys to the property and the seller will receive their proceeds

Your agent will continue to guide you through the days leading up to closing. We recommend scheduling the closing on a weekday, Monday through Thursday.

Here are a few reminders to make the closing process smoother:

Utilities and Mail: A week prior to closing, remember to contact your utilities (including your security system) and turn off your utilities the day after closing. Also, remember to forward your mail to your new address.

Final Walk-Through: The buyer will schedule a final walk-through prior to closing to ensure repairs have been completed, details of the contract have been fulfilled, and the home is completely vacated and clean.

Helpful Hints: Please remember to leave invoices for the repairs completed, your garage door openers, gate/garage codes, remotes for ceiling fans/gas logs, appliance manuals, a list of paint colors, smart device operating information, and any neighborhood information that could be helpful (how to access the neighborhood pool, HOA manager name, etc.).

Though each transaction is unique, the right agent will help you position your home to receive the best offer, negotiate the offer to the best contract terms for you, and help you navigate the contract to close process.

Representing you would

The Coldwell Banker Caine brand is home to those agents and clients who **expect more** from a real estate company.

We work hard to be the very best and **earn your partnership for life**. Our clients are more than just another transaction.

We believe that you deserve a company and an experience that is as exceptional as you are.

be an HONOR.



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