

2026

Seller's Guide

 COLDWELL BANKER | CAINE





WHY CHOOSE A CB CAINE AGENT?

At Coldwell Banker Caine, we understand that selling your home is more than just a transaction—it's a personal experience that should reflect your unique priorities. Our agents are **committed to delivering results** that matter to you, backed by nearly a century of real estate expertise and supported by the most advanced tools, training, and market knowledge in the industry.

When you partner with a Coldwell Banker Caine agent, you're choosing **a trusted expert** who will guide you through every step of the selling process with a tailored approach designed to meet your specific goals. From positioning your home in the market to negotiating the best offer, our agents **prioritize your success**, ensuring you get the most out of your sale.

Whether you're selling now or planning ahead, we're here to **help you navigate the market** with confidence, providing the highest level of service and care. When you work with us, securing the best outcome for you is our top priority.

YOUR AGENT FOR EVERYTHING

YOUR LISTING EXPERT

We'll help you set the right price and position your home to attract ideal buyers.

YOUR MARKET STRATEGIST

With insights on local demand, pricing trends, and competitive listings, we'll guide you to make data-driven decisions for a successful sale.

YOUR PROPERTY CONSULTANT

We'll guide you in assessing your home's condition and suggest improvements to maximize its appeal.

YOUR GOAL-ORIENTED PARTNER

We'll help define your selling goals, whether it's timing, pricing, or negotiation strategy.

YOUR MARKETING SPECIALIST

From professional photography to high-end print and digital materials, we'll create a tailored marketing plan to get your home noticed.

YOUR NEGOTIATION ADVOCATE

We'll handle offers and skillfully negotiate to secure the best possible terms for you.

YOUR TRANSACTION MANAGER

We'll manage all paperwork, deadlines, and details to ensure a seamless sale.

YOUR LOCAL NETWORK CONNECTOR

With our extensive network of trusted professionals, potential buyers, and other agents, we'll broaden your reach and bring more qualified buyers to your door.

YOUR OPEN HOUSE & SHOWING COORDINATOR

We'll manage showings and open houses, ensuring your home is presented at its best.

YOUR CLOSING ADVISOR

From start to finish, we'll handle the details to ensure a smooth and timely closing process.

With a CB Caine agent, you'll have a **dedicated partner** to guide you through a successful sale every step of the way.



SUCCESS IS OUR HALLMARK

At Coldwell Banker Caine, we are dedicated to excellence, and it shows in the numbers. Our agents consistently outperform the competition in both average units sold and sales volume. We consistently sell homes at a higher average price than the market and receive glowing reviews from clients, proving that our commitment to your success makes a difference.

\$1,090,555,095

2025 Sales Volume

Average Sales Prices That Are

40%

Forty Percent
Higher Than GGAR¹

12%

Twelve Percent
Higher Than SAR¹

9%

Nine Percent
Higher Than WUAR¹



2,670

Total Transactions in 2025

220

Agents

6

Offices
Across the
Upstate

100,000

Coldwell Banker Caine has helped
more than 100,000 families make
their next move.

HIGHER

Per Agent Productivity²

¹ Based on information from the multiple listing service of Greenville, SC, INC. for the period January 2025-December 2025. Based on information from the multiple listing service of Spartanburg, SC for the period January 2025-December 2025. Based on information from the multiple listing service of The Western Upstate Association of Realtors for the period January 2025-December 2025.

² Based on information from the multiple listing service of Greenville, SC, INC. for the period January 2025-December 2025.

BACKED BY THE BEST

With nearly a century of local expertise and support from the world's #1 real estate brand, we offer unparalleled resources to help you sell your home. Our agents are connected to an extensive global network, giving you the advantage of a worldwide reach.

LOCAL LUXURY, GLOBAL REACH

Our acclaimed Coldwell Banker Global Luxury® program is among the most successful names in high-end real estate, powered by agents in 50 countries who deeply understand this unique market's intricacies and clientele.

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



COLDWELL BANKER | CAINE

\$260 Million

Luxury listings sold every day by
Coldwell Banker in 2025

100,000 Agents

Our luxury agents are certified to provide service to their luxury clients and are connected to a referral network of 100,000 Coldwell Banker Global Luxury® Agents worldwide.

COMMUNITY IS OUR COMMITMENT

AT COLDWELL BANKER CAINE, WE ARE COMMITTED TO:

- Fostering inclusion in our industry and in the communities we serve.
- Contributing to the Upstate's dynamic growth by caring for the community and being active participants in the culture around us.
- 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.
- 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.
- Engaging in the community as leaders, board members, advocates and volunteers.





5,016

Volunteer Hours

97

Organizations

Agents Served On

45 BOARDS

Financially Supported

190 Organizations

\$685,000 Donated Over the
Past Six Years



WHAT IT TAKES TO SELL YOUR HOME

Seller Consultation

Positioning Your Home

Marketing Your Home

Accepting an Offer

Move Out & Close!

SELLER CONSULTATION

A seller consultation is your first meeting with a Coldwell Banker Caine agent and sets the stage for an effective and efficient working relationship. During this meeting, your agent will take the time to understand your objectives, gather key details about your property, and answer any questions you may have. Together, you'll discuss **your goals and the best strategy to achieve them**, including determining the ideal list price and positioning your home in the market.

Your agent will **provide valuable insights** into comparable properties and recent market trends, ensuring you feel well-informed as you make decisions. Your agent will also walk you through the necessary paperwork to list your home, making sure you're prepared for each step. With a clear plan in place, you'll be ready to move forward with confidence when it's time to accept an offer.





POSITIONING YOUR HOME FOR SALE

A properly positioned home will create urgency, increase demand, and build negotiating power. When selling your home, **positioning is key** – and your Coldwell Banker Caine agent is here to **guide you through every step** of the process.

KEY FACTORS FOR SUCCESS

- **Location:** Your agent will assess the most desirable features of your home's location and position it accordingly. From proximity to shopping, dining, and schools, to access to local businesses, they'll ensure potential buyers see the full value of the area.
- **Condition:** Your agent will help you create an environment that makes a lasting impression on buyers. From suggesting easy fixes to arranging professional staging and photography, they'll ensure that your home presents well online and in person.
- **List Price & Positioning:** Pricing is critical in selling your home, and your agent will guide you through setting a competitive, market-driven price. They'll conduct a thorough CMA (Competitive Market Analysis) to ensure your home is well positioned to attract buyers, drive traffic, maximize showings, and generate offers.
- **Buyer Pool:** Timing and pricing are key to attracting the largest pool of buyers, and your agent will help you navigate both. They'll work to get your listing maximum exposure to the right buyers, and if market conditions shift, your agent may advise on price adjustments to keep generating interest, ensuring that any decisions made align with your goals and timeline.

CONDITION CHECKLIST

To create the best impression, your agent may recommend some tasks to ensure your home is visually appealing and ready for showings.

- **Yard & Curb Appeal:** Keep the lawn neat, trim hedges, add fresh mulch, and plant colorful flowers or greenery at the entrance.
- **Neutral, Light, & Bright:** Use soft, neutral colors that photograph well. Open curtains, blinds, and turn on lights to make your home feel welcoming.
- **De-clutter & Minimize Personal Items:** Clear off countertops, shelves, and closets. Minimize personal items to help buyers envision their own lives in the space.
- **Furniture & Layout:** Remove excess furniture to highlight the home's size and allow buyers to picture their own pieces in the space.
- **Minor Repairs & Touch-ups:** Fix any small maintenance issues like leaky faucets, chipped paint, or squeaky doors to present your home as well-maintained.
- **Staging & Atmosphere:** Create an inviting ambiance with subtle background music or light scents, and ensure the home is free of distracting noises.
- **Plan for Pets:** Tuck away pet food, toys, and litter boxes to keep your home looking its best. If possible, have your pets stay with friends or family during showings for a stress-free experience.





MARKET YOUR HOME

STRATEGY+LISTING

Your Coldwell Banker Caine agent will **develop a strategic marketing plan** to ensure your property reaches the right buyers. Before the listing goes live, your agent will share it with their network of 200+ Caine agents to explore potential buyer interest within the most productive agent pool in the Upstate.

Almost all buyers use the internet as a source of information during their search*, so a compelling listing with professional photography and an engaging description is a must. Your agent will assist you in creating your listing and pricing strategically to **set your home up for success**.

Your listing will include:

- **Professional Photography** to highlight the key features of your home and its surroundings.
- **Engaging Videography** to provide potential buyers with a virtual tour that showcases the home's layout and unique details.
- **Compelling Listing Description** that goes beyond square footage, focusing on lifestyle, neighborhood, and what makes your home stand out.
- **Targeted Pricing Strategy** based on a detailed market analysis to position your home competitively and attract the right buyers.

MARKETING YOUR LISTING

Beyond creating an effective listing, here are the additional marketing strategies your Coldwell Banker Caine agent may employ to promote your home:

- **MLS Listing:** Your property will be listed on the Multiple Listing Service (MLS), sometimes more than one in the Upstate, and on major real estate platforms like ColdwellBanker.com, Zillow, Realtor.com, Homes.com, and more, ensuring it reaches a wide network of agents and buyers.
- **Yard Signs:** A professionally designed Coldwell Banker Caine yard sign will be strategically placed in front of your home to increase visibility to passersby and attract attention from neighbors and early-stage buyers.
- **Social Media Promotion:** Your listing will be shared across multiple platforms, including Facebook and Instagram, reaching potential buyers and area agents.
- **Custom Property Website:** A unique website may be created for your home, featuring high-quality imagery, detailed property descriptions, and information about the lifestyle your home offers.
- **Email Marketing:** Your listing may be promoted through targeted email campaigns to reach potential buyers in your area and beyond.
- **Coldwell Banker Caine Agent Network:** Your property will be shared with Coldwell Banker Caine's 200+ agents to tap into their network of buyers and professionals, ensuring maximum exposure.
- **Open Houses:** Your agent may host broker or public open houses, inviting other real estate professionals and community members to tour the property, increasing its visibility to potential buyers.
- **Direct Mail:** Postcards may be sent to neighbors, friends, and family to help spread the word about your property and engage local buyers.

By utilizing a **strategic blend** of digital and social media marketing, traditional methods, and agent outreach, your agent will ensure your home has the best chance of going under contract quickly and at the best price.



LUXURY MARKETING

When marketing a luxury property, Coldwell Banker Caine leverages its **renowned global network** and industry-leading resources to ensure your home reaches the most qualified buyers. As **the #1 most recognized real estate brand worldwide**, Coldwell Banker has a vast network of over 100,000 agents across the globe, creating unrivaled exposure for your luxury listing.

- **Exclusive Global Luxury Network:** With Coldwell Banker's Global Luxury® program, your property will be featured alongside the most prestigious listings worldwide, ensuring maximum visibility and attracting discerning buyers.
- **High-End Marketing Materials:** From sophisticated photography to elegant print and digital marketing, we showcase your home's distinctive features with the utmost professionalism.
- **Custom Property Website:** A dedicated website for your luxury property will be designed to highlight its unique features and lifestyle appeal to captivate potential buyers.
- **Premium Social Media Exposure:** Luxury listings receive exclusive promotion across Coldwell Banker Caine's social media channels, reaching a refined audience who understand and appreciate the value of exceptional properties.
- **Syndicated Outlets:** Expanded syndication to James Edition, Robb Report, Homes.com, Mansion Global, Unique Homes, The Wall Street Journal, Properstar, HomeFinder.com, PENTA, Barron's, Market Watch

Our proven track record in the luxury market, combined with Coldwell Banker's powerful global presence, ensures your home is showcased to the most qualified buyers, both locally and internationally.



REPOSITIONING

If the market isn't responding to your current price or positioning, your agent will work with you to make adjustments and get your home back on track for a successful sale.

ACCEPTING AN OFFER

Reaching an agreement involves more than just the purchase price. Your Coldwell Banker Caine agent will guide you through each element of the offer, helping you **evaluate its strength** and **negotiate terms** that align with your goals.

Key components of an offer include:

- **Purchase Price:** Your agent will help you assess whether the buyer's offer aligns with market value and your expectations.
- **Financing Details:** If the buyer is using a mortgage, your agent will review their loan type and approval status to gauge the reliability of the offer.
- **Contingencies:** These conditions—such as appraisal, financing, and inspections—must be met for the sale to proceed. Your agent will explain their impact and help you navigate any required steps. Inspections may include structural, mechanical, termite, pest, radon, well, septic, lead, asbestos, environmental, or oil tank evaluations.
- **Seller Concessions:** If the buyer requests seller-paid closing costs or a home warranty, your agent will help you determine whether these terms are reasonable or negotiable.
- **Personal Property:** Your agent will ensure clarity on which items, such as appliances, window treatments, or outdoor features, are included in the sale.
- **Closing and Occupancy Dates:** Your agent will work with you to negotiate timelines that align with your moving plans.

Negotiation is a critical part of the process, and your agent will **advocate on your behalf**, whether that means adjusting terms, countering an offer, or maximizing your leverage in a competitive market. Additionally, if repairs arise from inspections, your agent will **help you assess** the best course of action while keeping your bottom line in mind.

REPAIR & APPRAISAL NEGOTIATIONS

Getting your home under contract is an exciting milestone—but there’s still work to do before closing. Your agent will **be by your side every step of the way**, ensuring you understand key next steps, deadlines, and how to navigate potential challenges.

- Inspections & Repairs: Your agent will guide you through the inspection process, whether that means preparing your home in advance or negotiating after the buyer’s inspection. Even if you’ve had a pre-listing inspection, most buyers will conduct their own. If repair requests arise, your agent will **help you evaluate** which items are reasonable and **negotiate on your behalf** to protect your interests. Sellers typically allocate 1% to 2% of the purchase price toward repairs, but every situation is different, and your CB Caine agent will work to find the best outcome for you.
- Appraisals: If the buyer is financing their purchase, their lender will require an appraisal to confirm the home’s value. Your agent will **help you understand this process** and what to do if the appraisal comes in lower than the agreed-upon purchase price. In such cases, they’ll work with you to explore options, including renegotiation, appraisal disputes, or alternative financing solutions for the buyer.
- By working closely with your agent, you’ll have **expert guidance** through each stage, ensuring you stay informed and confident as you move toward a successful closing.



MOVE OUT & CLOSE

Congratulations! You've made it to the final steps of selling your home, and your Coldwell Banker Caine agent is here to ensure a smooth, stress-free closing. As the big day approaches, your agent will **keep you informed**, answer any questions, and help coordinate the final details.

PREPARING FOR A SMOOTH CLOSING

Your agent will help you stay on track in the days leading up to closing, ensuring you check all the final boxes:

- **Schedule Utilities & Mail Forwarding:** Set utilities (including security systems) to turn off the day after closing, and update your mailing address
- **Final Walk-Through:** The buyer will complete a last walk-through to confirm repairs are done, contract terms are met, and the home is clean and vacated.
- **Leave Helpful Items:** Your agent will remind you to leave behind garage openers, gate codes, appliance manuals, smart home info, a list of paint colors, and any neighborhood details like HOA contacts or pool access.

WHAT HAPPENS AT CLOSING?

At the closing table, all parties come together to finalize the sale. Your agent will be there to guide you through the process, ensuring everything goes as planned.

- The closing attorney or coordinator will receive the buyer's mortgage funds and down payment.
- Your proceeds will be calculated by subtracting the payoff of your existing mortgage, deed preparation, pro-rated taxes, commissions, and any other closing costs from the purchase price.
- The attorney will officially record the transfer of the deed.
- The buyer will receive the keys, and you'll receive your proceeds—officially marking the sale as complete!
- Every sale is unique, but with the right agent, you can feel confident knowing **you have an expert by your side** — helping you get the best outcome, negotiating strong terms, and making the closing process as seamless as possible.

REPRESENTING YOU WOULD BE AN HONOR

Your Coldwell Banker agent is your dedicated partner, committed to helping you sell your home with your goals front and center.

We work hard to be the very best and earn your partnership for life, because you deserve an agent and an experience that puts you first.





COLDWELL BANKER
CAINE

coldwellbankercaine.com



©Coldwell Banker Caine. All rights reserved. Coldwell Banker®, the Coldwell Banker Logo, Coldwell Banker Global Luxury® and the Coldwell Banker Global Luxury Logo are registered service marks owned by Coldwell Banker Real Estate LLC. Coldwell Banker Real Estate LLC fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each franchise is independently owned and operated. Nothing in this document is intended to create an employment relationship. Any affiliation by you with the Coldwell Banker® brand is intended to be that of an independent contractor sales associate.