



STEPHANIE  
HIRSCHENSON  
COLDWELL BANKER REALTY

**MAKE  
YOUR  
DREAMS  
REAL**



## MAKE YOUR DREAMS REAL

If you could live anywhere, where would it be, and what would it be like? Open up a world of possibilities when you sell your home and make those dreams real.

The Coldwell Banker® brand is the North Star of the real estate industry – guiding people to the homes of their dreams for 118 years. It's a passion and pursuit I take deep pride in: Creating and exceeding impeccable standards in every aspect of your real estate experience.

So, it really is true – your dreams don't have to be just dreams.

## LIST YOUR HOME WITH CONFIDENCE

When you sell your home with me, you can enjoy access to the exclusive Coldwell Banker® Seller's Assurance Program. This industry-leading marketing suite is designed to put your home in front of more buyers, boost its sales price and help you make the move that's right for you. After all, your home sale experience should be simple and rewarding.

You will learn more about the different products and programs available through the Seller's Assurance Program in this presentation.



## PROVEN SUCCESS

How powerful is the Coldwell Banker® brand? The proof is in the results:

Affiliated agents handled 481,548 transaction sides in the U.S. in 2023<sup>1</sup>.

In fact, we've guided more home buyers and sellers than any other company in the history of America<sup>2</sup>.

1. Year-End Coldwell Banker Numbers Based on Coldwell Banker Financial Data as of 12/31/2023. 2. Based on the 118 Year History of the Coldwell Banker Brand and Transaction Longevity Compared to Other National Real Estate Brands.

## PROVEN SUCCESS

Through my affiliation with the Coldwell Banker® brand, I have access to a national and global network of well-connected real estate agents, allowing me to capture more leads and sell your home faster.

**100,000**  
Agents\*

Andorra  
Argentina  
Aruba  
Bahamas  
Bermuda  
British Virgin Islands  
Cambodia  
Canada  
Cayman Islands  
Chile  
Costa Rica  
Curaçao  
Cyprus  
Dominican Republic  
Egypt  
England  
France  
Grenada  
India  
Indonesia

**40**  
Countries and  
territories\*

Ireland  
Italy  
Jamaica  
Luxembourg  
Malta  
Mexico  
Monaco  
Paraguay  
Portugal  
Saudi Arabia  
Sint Maarten  
Spain  
St. Lucia  
Turkey  
Turks & Caicos  
United Arab Emirates  
United States  
Uruguay  
U.S. Virgin Islands  
(St. Croix & St. Thomas)

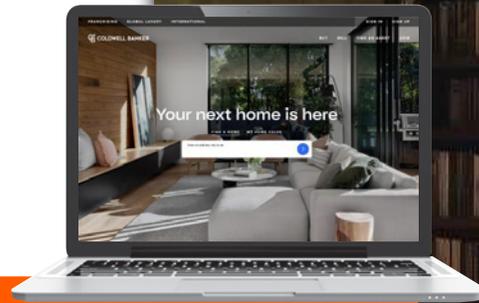


# POSITIONING YOUR PROPERTY

Great marketing isn't just about waiting for a buyer to come your way – it's active promotion that targets likely buyers where they are, whether that's online, around town or across the country.

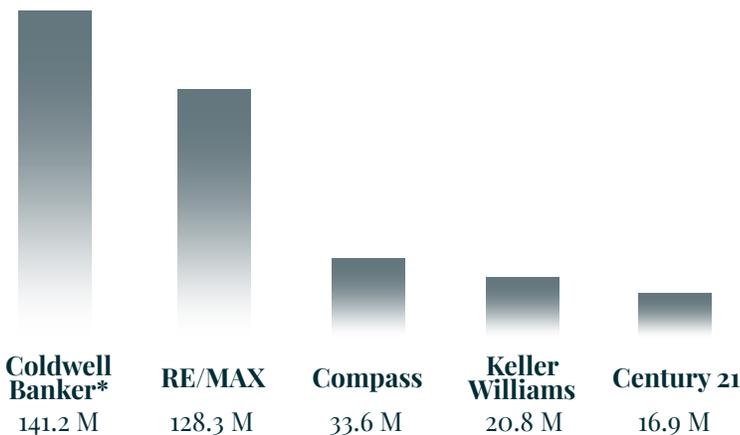
**THE #1  
MOST VISITED  
REAL ESTATE  
BRAND ONLINE\***

Home buyers are online, and more of them are visiting Coldwell Banker® sites than other real estate brands, which means your property gains better exposure and more qualified buyers.



**141.2M\*** Site visits to Coldwell Banker websites

\*Reflects Total Website Visits for 2023. Source: Comscore 2023 Media Trends.



# 88%

## RELY ON AGENTS\*

For many people, buying a home is one of the largest financial transactions they'll make, which is why 88% of them rely on an agent to be their guide.

\*National Association of REALTORS® 2023 Profile of Home Buyers and Sellers.

## GAIN MORE EXPOSURE

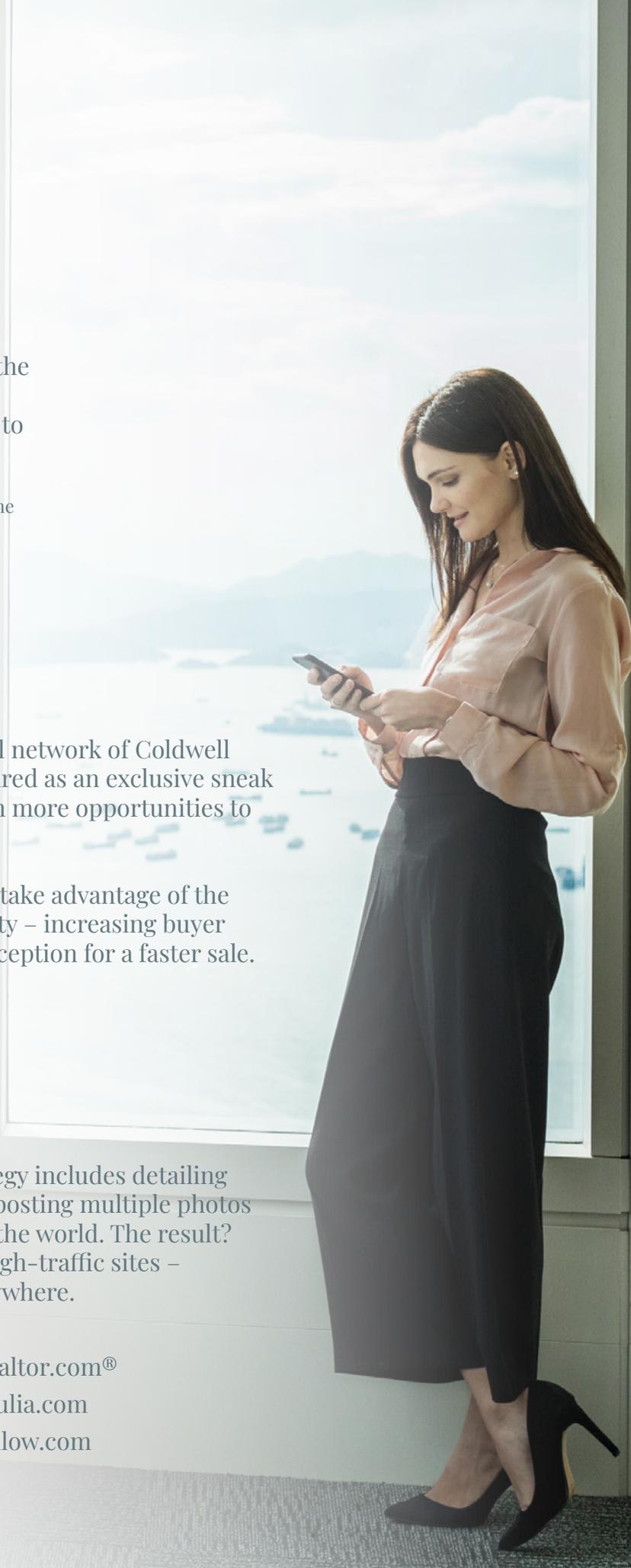
Your home will be shared with our national network of Coldwell Banker® affiliated agents and may be featured as an exclusive sneak peek on coldwellbanker.com, creating even more opportunities to match your home with interested buyers.

By engaging with my network early on, we take advantage of the initial buzz around new property availability – increasing buyer interest and driving your home's value perception for a faster sale.

## ONLINE EXPOSURE

My comprehensive online marketing strategy includes detailing your property's critical selling points and posting multiple photos on the most visited real estate websites in the world. The result? Your home gets showcased on dozens of high-traffic sites – putting it in front of potential buyers everywhere.

- » coldwellbanker.com
- » homefinder.com
- » homes.com®
- » hotpads.com
- » realtor.com®
- » trulia.com
- » zillow.com



## **SINGLE-PROPERTY WEBSITE**

Show buyers your home is worth the investment with a single-property website. Unlike listing sites where your home is forced to compete for attention with similar properties, ads, and other distractions, a single-property website keeps the focus on your home. I will promote this unique site to potential buyers throughout the property marketing campaign and on social media.

## **EMAIL MARKETING**

My property announcements will reach a targeted segment of my exclusive email list and are an easy yet effective way to connect with buyers, agents and their networks. These emails feature a beautiful photo of your property as well as detailed information and a link so they can quickly access all the details.

## **VIRTUAL PROPERTY TOUR**

My professionally produced photo slideshow of your home will engage buyers with beautiful photography, so they take notice of all the special features and amenities.

## **PROPERTY BROCHURES**

I'll showcase your home's unique selling points with a professionally printed property brochure filled with high-quality photography and powerful content. These brochures leave a lasting impression and will remind buyers of all that your home offers each time they see it.

## **DIRECT MAIL MARKETING**

When paired with digital marketing, specialty marketing, like direct mailers, serves to set your listing apart and remains an effective add-on for directly connecting with buyers in your area. It's also a resourceful way to tap into your neighbors' networks – creating an opportunity for them to notify their family and friends who are looking for a home.



## BROKER OPEN HOUSE

One of the most powerful ways to debut your home is by hosting a broker's open house, where I invite my network of real estate industry contacts to tour your property. The sooner other brokers and agents know about your home, the sooner they can match it to their current buyers. It's word-of-mouth marketing at its best.

**50%**  
**ATTEND OPEN HOUSES\***

What better way to experience your home than in person? Many buyers agree there are distinct advantages to attending open houses to find their new home.

\*National Association of REALTORS® 2023 Profile of Home Buyers and Sellers.



### VIRTUAL OPEN HOUSE

Most buyers shop for homes online, and with a virtual open house I can access your target audience quickly, wherever they are.



### PRIVATE SHOWINGS

With your permission, serious buyers and their agents can schedule an appointment with me so they can explore your home without the distraction of other buyers.



### TRADITIONAL OPEN HOUSE

With proper safety measures and precautions in place, open house events are a fantastic way for buyers to connect with the space and the neighborhood.

## FULL SERVICE

When paired with digital marketing, specialty marketing, like direct mailers, serves to set your listing apart and remains an effective add-on for directly connecting with buyers in your area. It's also a resourceful way to tap into your neighbors' networks – creating an opportunity for them to notify their family and friends who are looking for a home.

## FROM START TO FINISH

### Mortgage services

If you're also interested in finding your new dream home, I can support you with your home search and connect you with a mortgage broker that offers incredibly competitive rates, fantastic customer service and a fast, simple process.

### Title services

I can recommend a title provider that will research and resolve title issues before the closing to help ensure your transaction closes smoothly and on time.

### Warranty services

A home warranty provides that extra measure of security that makes buyers feel more comfortable and confident in the purchase of your home.

### Insurance services

I have connections with a variety of insurance companies that offer competitive rates on homeowners, condominium, renters, automobile, second home, vacant home and umbrella coverage.

# PRICING STRATEGY

With my comparative market analysis (CMA), which includes intelligence on homes like yours that are off, on and pending in the market, I'll develop a competitive pricing strategy that signals your home's value and generates buyer excitement.

## COMPARATIVE MARKET ANALYSIS

A comparative market analysis is a report that pulls data from the multiple listing service based on buyer and seller activity in your area. I'll use this intelligence to establish an ideal listing price for your home that's competitive and appeals to buyers.

### KEY CMA DATA INCLUDES



» Comparable properties in your area that recently sold



» Comparable properties in your area that failed to sell



» Pending sales in your area



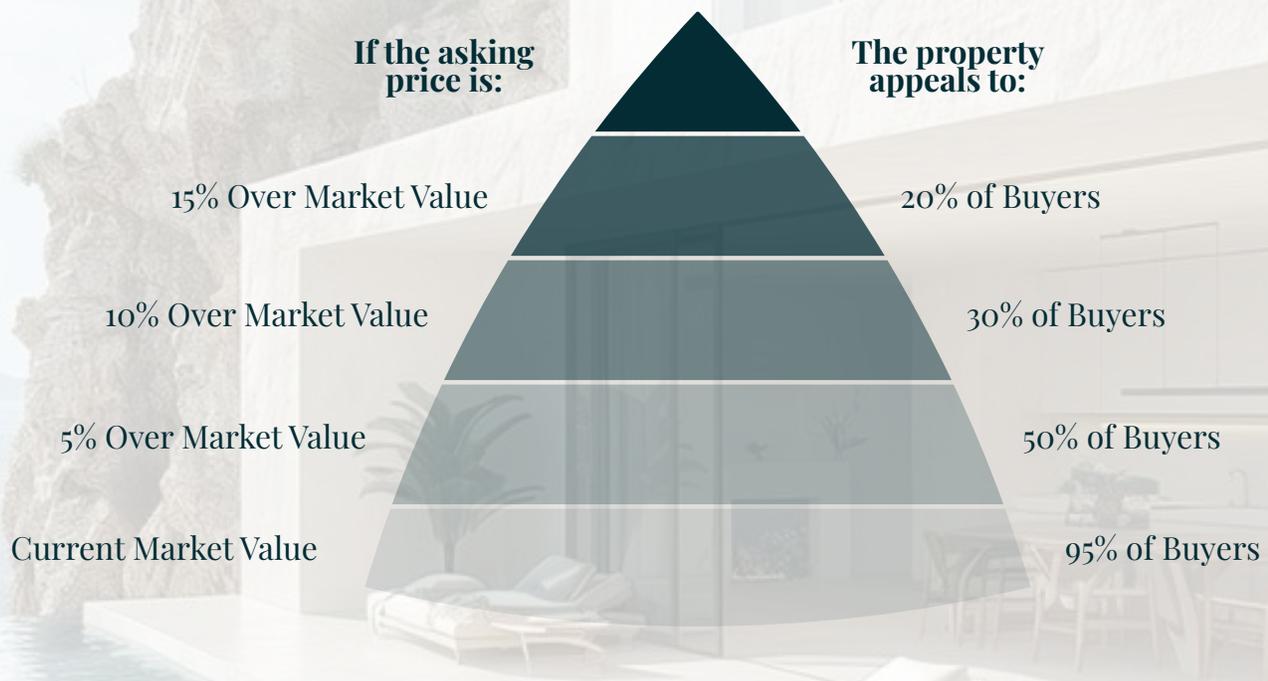
» Comparable active listings in your area



# PRICING RIGHT

Thanks to the internet, home buyers are more knowledgeable than ever, with many doing their own comparison research. Which is why intelligent pricing is one of the most critical aspects of a successful sale – no matter how perfect your home is, you’ll miss out on potential buyers if its price doesn’t align with similar properties selling in your market.

By considering market factors and local competition, I’ll thoroughly assess your home and optimally price it from the start, so it generates the most activity from real estate agents and buyers.



# NEGOTIATION STRATEGIES

To get the most out of your home sale – and avoid putting yourself at a disadvantage – you’re going to want an agent who knows how to negotiate. It’s my job to get you the best possible price, and with data from my comparative market analysis and my tried-and-tested negotiation techniques, I’ll build a strong case so you get top dollar.

# GETTING STARTED

Your home and your home sale needs are one of a kind. Using the unmatched resources of the Coldwell Banker® brand, I will develop a custom plan to:

- Provide you with proven, powerful and personal service
- Enable you to obtain the best possible sales price and terms for your home
- Close the sale in a smooth, timely manner

We are committed to your complete satisfaction, and will represent your interests with the utmost care, honesty, integrity and discretion.

**Let's get started!**

**Stephanie  
Hirschenson P.A**

**305 - 467 - 4400**



20803 Biscayne Blvd, Ste 102  
Aventura, FL 33180  
stephsellsmiami@gmail.com  
www.luxuryhomesbystephanie.com

 Stephanie Hirschenson, P.A Realtor

 Stephaniehirschensonmiami

 Stephanie Hirschenson, P.A.

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HIRSCHENSON

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