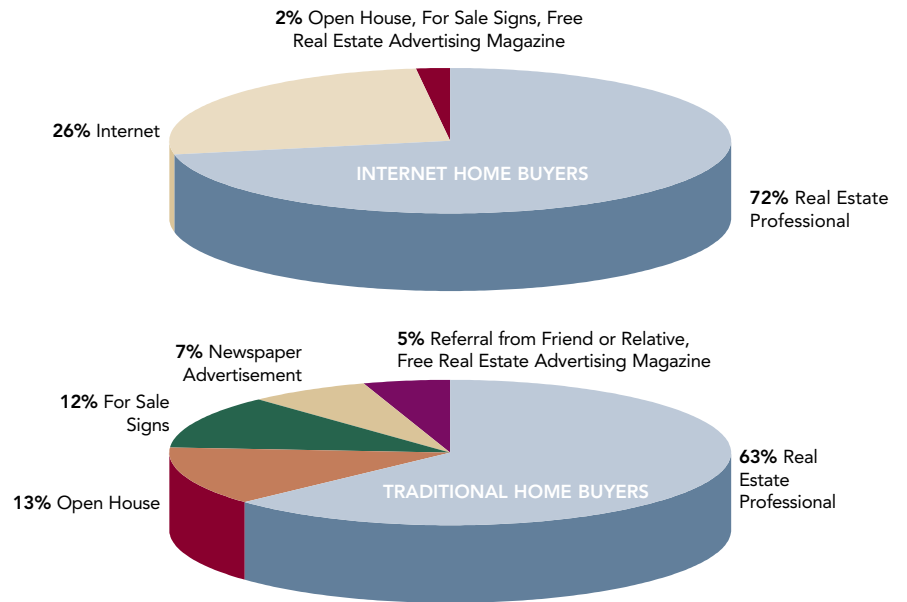


# BRINGING BUYERS TO YOUR HOME

## HOW BUYERS LEARN

## ABOUT YOUR HOME



Understanding where buyers come from allows Coldwell Banker professionals to market your home more effectively.

While buyers use a variety of information sources to learn about homes for sale in their target neighborhood and price range, the vast majority will discover your home with the assistance of a real estate professional. According to research by the California Association of Realtors®, 72% of Internet home buyers and 63% of traditional buyers were first exposed to the home they purchased by their real estate agent. Therefore, your Coldwell Banker Sales Associate will use a comprehensive plan that includes networking with colleagues throughout the region to position your home to the right buyer. With 63 offices and more than 4,300 Sales Associates throughout Northern California, chances are we are currently working with a buyer who is in the market for a home just like yours.