

TOP 10 REASONS TO LIST YOUR HOME WITH COLDWELL BANKER

1. The Best Sales Associates in the Business

At Coldwell Banker we've always realized we are only as good as the individual talents that make up our fine organization. Our commitment to creating the ultimate setting for our superb professionals is the key factor that has made us the preeminent real estate leader.

2. The Dominant Market Leader

Coldwell Banker is the No. 1 real estate firm in Northern California, meaning we handle the majority of real estate transactions in each of our markets. With a network of 65 offices in 15 counties throughout Northern California, our market share dominance gives the strongest endorsement of our professionalism, reputation and assurance behind each of our Sales Associates.

3. The Leader in Corporate Relocation

No other real estate company in Northern California generates more corporate relocation than Coldwell Banker. Each year we represent over 5,000 relocating buyers and sellers. Our connections mean we'll show your home to corporate relocation prospects other real estate companies don't have access to.

4. Superior Training

We stay on top of the latest changes in tax, disclosure and contract law to help protect you through the transaction and beyond. So, while we're also well trained at marketing and selling your home, rest assured, we know how to take care of business.

5. State-of-the-Art Lender Support

Our partnership with Princeton Capital allows for fast approval and some of the lowest rates available. This will help you when moving to your new address. It's just one more way Coldwell Banker exceeds your expectations.

6. Full-Time Management & Administrative Support

Coldwell Banker provides valuable management support to tackle some of the more complicated issues. All of our Managers are non-selling so they spend time doing what they do best – supporting our agents and their clients. In addition, our offices are open for business seven days a week, ensuring that when we receive a call on a home like yours, trained personnel will be available to professionally service a potential buyer.

TOP 10 REASONS TO LIST YOUR HOME WITH COLDWELL BANKER

7. Superior Marketing Support

Coldwell Banker provides important exposure through a consistent, aggressive local and regional advertising presence. The power of global advertising connects your home to an ever-increasing number of local, national and international buyers.

For the luxury homeowner, Coldwell Banker offers a sophisticated and distinct marketing system, Previews International. Through this remarkable program, Coldwell Banker has become a leader in sales of multi-million dollar properties.

8. Unparalleled Internet Exposure

In Northern California, nearly 74% of homebuyers begin their real estate search online. In order to maximize exposure for your home, Coldwell Banker offers not just one, but three proven websites to match more buyers and sellers: CaliforniaMoves.com, ColdwellBanker.com and Realtor.com. Unlike many traditional real estate company websites that feature only one company's listings, CaliforniaMoves.com includes listings posted on the Multiple Listing Services throughout Northern and Southern California. And, with more than 600,000 visits per month, it is clear that our site is quickly becoming the Internet choice for prospective home buyers and sellers.

9. Instant and Experienced Legal Partnership

With five attorneys on staff, our Sales Associates (through their Managers) have timely support for legal issues and seminars to prevent lawsuits and claims. Our Legal Department provides updated forms, specifically designed to help our Sales Associates avoid claims and lawsuits and to enable our agents to better serve their clients.

10. Largest Real Estate Brokerage in the World

With more than 120,000 Sales Associates in 3,700 offices worldwide, Coldwell Banker is the largest, most recognized name in real estate. We match more buyers and sellers than any real estate sales organization in the world. Coldwell Banker is a name you can trust.