








COLDWELL BANKER

WHY COLDWELL BANKER®

The Coldwell Banker® brand is the North Star of the real estate industry – guiding people to the homes of their dreams for 117 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.

To market and sell your home, I offer:

- PROVEN SUCCESS
- POSITIONING YOUR PROPERTY
- FULL SERVICE
- PRICING STRATEGIES

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Meet Pamela

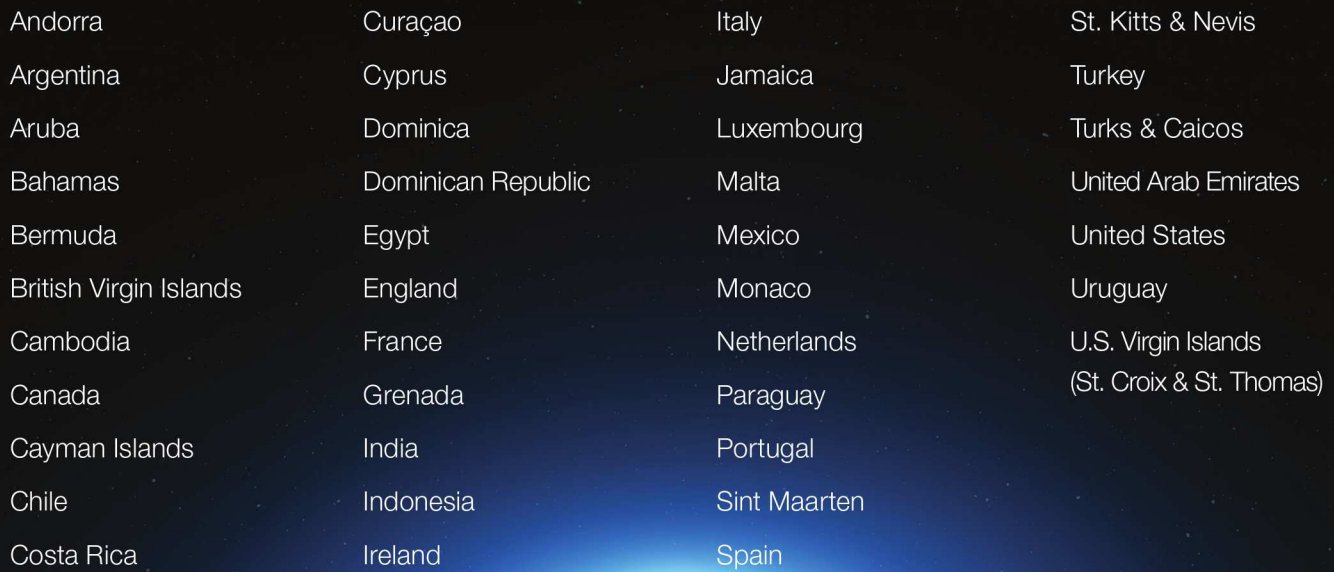
Throughout the many changes in real estate, a key thing has remained constant: the importance of having someone on your team you can trust for reliable, updated, and accurate information.

I know Seattle inside and out, and I will work with you to find the right home, with the neighborhood amenities that matter to you. Born and raised here, I have deep roots in the community, lifelong relationships and familiarity with both local communities, and regions throughout Puget Sound.

When it's time to sell, I have the expertise to effectively advertise your home, show it to qualified buyers, negotiate the best purchase contract, manage the transaction, oversee inspections, handle all necessary paperwork and facilitate a successful closing.

Languages:

English



Andorra	Curaçao	Italy	St. Kitts & Nevis
Argentina	Cyprus	Jamaica	Turkey
Aruba	Dominica	Luxembourg	Turks & Caicos
Bahamas	Dominican Republic	Malta	United Arab Emirates
Bermuda	Egypt	Mexico	United States
British Virgin Islands	England	Monaco	Uruguay
Cambodia	France	Netherlands	U.S. Virgin Islands (St. Croix & St. Thomas)
Canada	Grenada	Paraguay	
Cayman Islands	India	Portugal	
Chile	Indonesia	Sint Maarten	
Costa Rica	Ireland	Spain	

GLOBAL REACH

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

40

COUNTRIES AND TERRITORIES

MARKETING YOUR HOME

We offer one of the most powerful and comprehensive marketing programs to ensure your home is seen by the right buyers. In addition to our industry-leading online strategy, we use a proven combination of traditional and cutting-edge methods to market your home with a comprehensive 360-degree approach.



AGENT PROMOTION



OPEN HOUSE



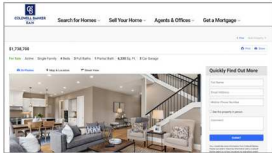
PROPERTY MARKETING MATERIAL



YARD SIGN



EMAIL MARKETING



ONLINE AND SOCIAL MEDIA



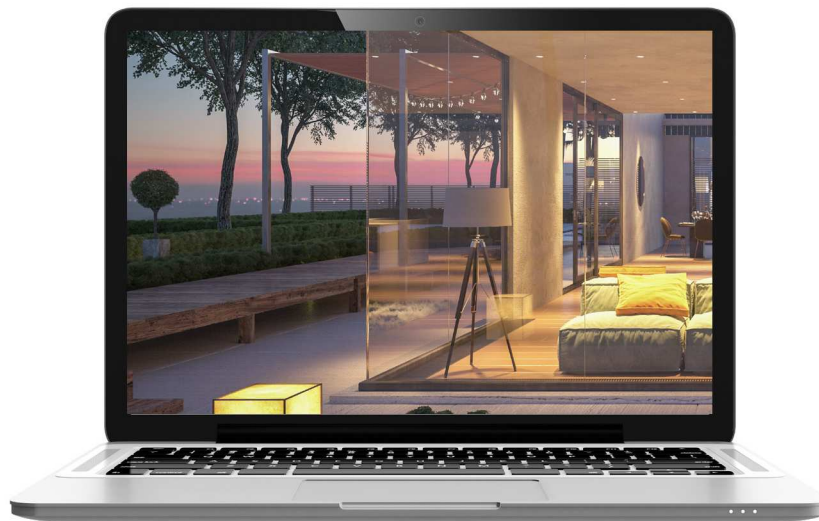
VIDEO

WHERE THE BUYERS ARE

While buyers use a variety of resources to research properties for sale in their area, the vast majority find their new home online and with the help of a real estate professional.

HOW BUYERS SEARCH FOR HOMES

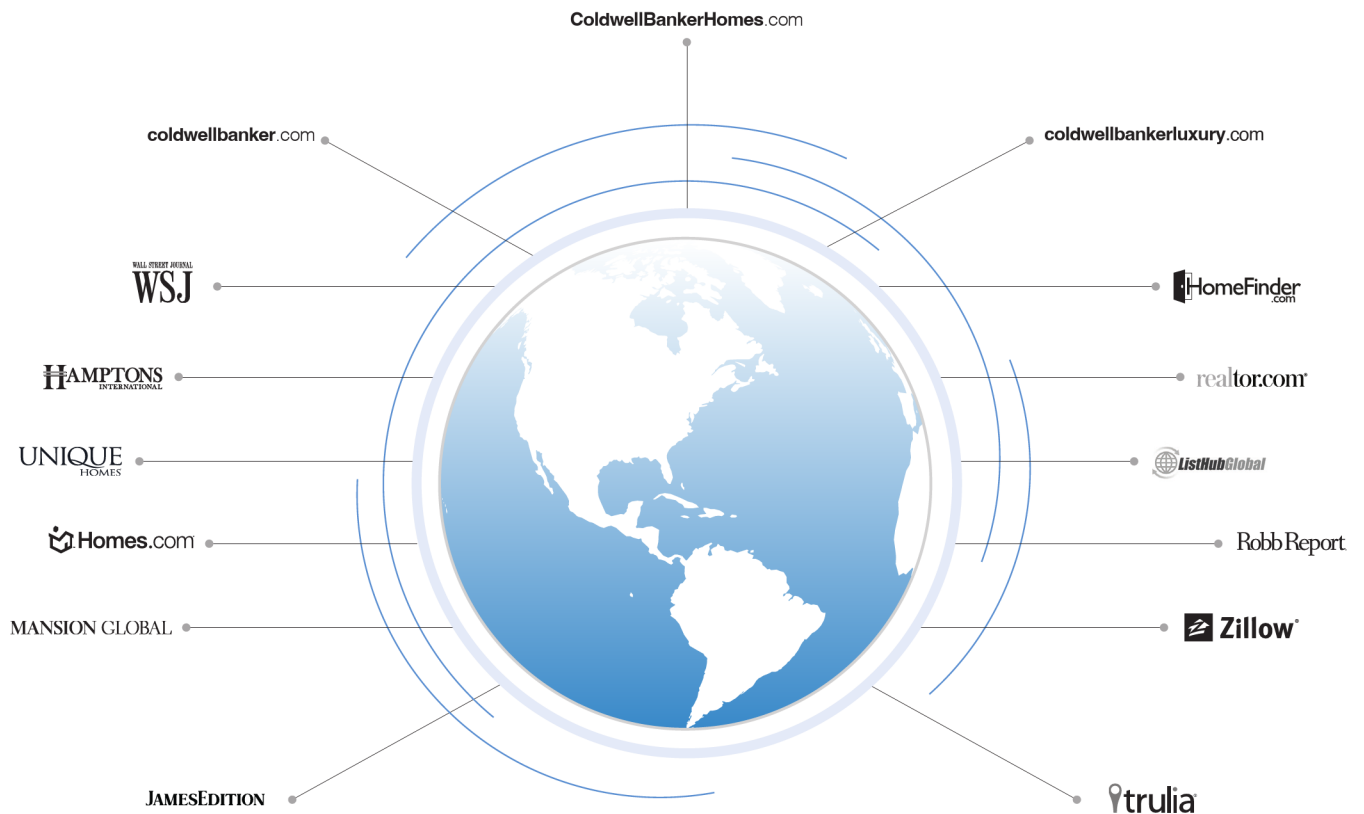
Online	96% ¹
Real Estate Agent	86% ¹
Mobile or Tablet Search	73% ¹
Open House	41% ²
Online Video	40% ¹
Yard Sign	39% ¹
Print Newspaper Advertisement	12% ¹
Home Builder	9% ¹



1. National Association of REALTORS® 2022 Profile of Home Buyers and Sellers. 2. 2022 National Association of REALTORS® Home Buyers and Sellers Generational Trends.

INTERNET MARKETING ADVANTAGE

Your home will be shown on the most visited real estate websites in the world*, putting it in front of potential buyers everywhere. Our comprehensive internet marketing strategy includes displaying your home with a detailed description and multiple photos to make your property look its very best.



*Some websites display properties based on criteria such as price point or feature. Not all properties will appear on all sites.

ONLINE IMPACT

Home buyers are online – and one real estate brand gets more of their attention than any other. Our comprehensive internet marketing strategy puts your home in front of potential buyers locally, nationally and all around the world.

REAL ESTATE'S MOST VISITED WEBSITES

Displaying your property to buyers worldwide

623 MILLION+

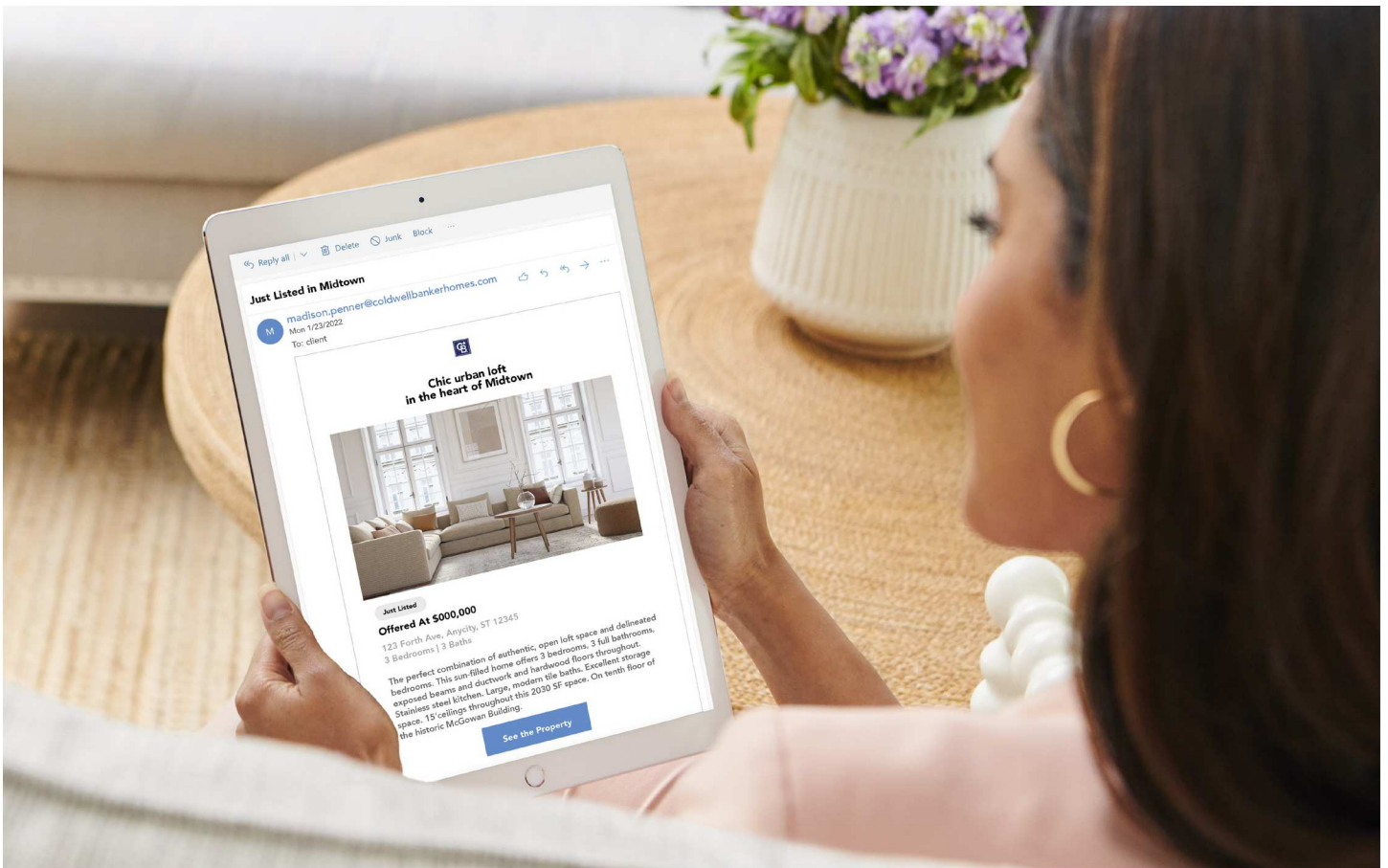
Impressions from Coldwell Banker® social media channels¹

127.45 MILLION

Visits to ColdwellBankerHomes.com in 2022²

172.34 MILLION

Property views on ColdwellBankerHomes.com in 2022²



ONLINE MARKETING THAT GETS RESULTS

EMARKETING REPORT

The unmatched Coldwell Banker® online presence drives potential buyers to your property. You will see the results in this monthly website traffic report, which shows both overall engagement on **ColdwellBankerHomes.com** as well as the number of site visits and listing views for the last month and past 12 months, number of saved searches and saved properties, international traffic and more. The report also provides the number of views that Coldwell Banker listings have received on some of the top real estate websites including **realtor.com®**, **Trulia** and **Homes.com®**.

ONLINE SHOWING REPORT

You'll know our comprehensive internet marketing strategy is working when you see the InSight online showing report – it tells you how many views or click-throughs your property received on major real estate websites like **ColdwellBankerHomes.com**, **coldwellbanker.com**, **realtor.com®**, **Trulia** and more. This demonstrates that your home is presented and priced to grab buyers' attention.



FROM START TO FINISH

MORTGAGE SERVICES – If you're also interested in finding your new dream home, I can support you in your search and connect you with Guaranteed Rate Affinity, which provides mortgages across the country and features extremely competitive rates, fantastic customer service and a fast, simple process.

WARRANTY SERVICES – American Home Shield provides that extra measure of security that makes buyers feel more comfortable and confident in the purchase of your home.

TITLE SERVICES – Rainier Title can research and resolve any issues before the closing to help ensure the transaction closes smoothly and on time.

INSURANCE SERVICES – Anywhere Insurance Agency offers competitive rates on homeowners, condominium, renters, automobile, second home, vacant home and umbrella coverage.

PROPERTY MANAGEMENT – Should you need property management services, I can connect you with a property management team that offers complete support.



POPULAR SERVICES OFFERED

PAINTING

STAGING

ROOM RENOVATIONS

LANDSCAPING

JUNK REMOVAL

CLEANING

HANDYMAN SERVICES

FLOORING AND CARPENTRY

ELECTRICAL UPGRADES

PLUMBING

AND MUCH MORE

FIX IT UP WITH NOTHING UP FRONT

Coldwell Banker Bain can help you make the needed improvements and repairs to prep your home for sale with no up-front costs using the RealVitalize® program. There are no hidden fees or interest and you don't have to pay until your property sells*.

HOW IT WORKS

- 1.** We'll work together to decide which home improvement projects will showcase your home best and set an estimated budget for the work.
- 2.** I'll enroll your home in the RealVitalize program and get you connected to a dedicated Angi Project Consultant who will source and schedule local vendors from Angi's network of trusted service professionals.
- 3.** Once you approve the estimates, local top-rated professionals implement your home improvements. Home projects and services are backed by the Angi Happiness Guarantee. If you're not satisfied with your home project or service, Angi will work to make it right.
- 4.** I list your home. You don't pay anything back until closing*.



*Seller must pay for work upon earlier of closing, listing no longer being in effect, or 12 months after completion of first job. If settlement proceeds are insufficient to cover the RealVitalize project costs, seller must pay the balance within 15 days after closing.

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STEP BY STEP

Selling a home is a complicated process, but I will guide you through it every step of the way.



STEP 1 – PRICING

- Prepare comparative market analysis (CMA)
- Review market conditions
- Review other homes on the market
- Discuss your home-sale goals
- Determine the optimal listing price



STEP 2 – PREPARING

- Remove clutter and organize
- Clean and make repairs
- Stage your home for sale
- Consider a home protection plan
- Complete listing documents and disclosures
- Create a secure online account to manage documents, deadlines and tasks



STEP 3 – MARKETING

- Install distinctive Coldwell Banker® yard sign
- Promote your home on the MLS
- Syndicate your home's listing on hundreds of websites
- Respond to online buyer inquiries
- Arrange showings
- Hold open house
- Communicate feedback
- Market your property via email, direct mail and social media
- Provide market updates




STEP 4 – CLOSING

- Evaluate offers and negotiate best price and terms
- Manage all documents online for easy access by you and your agent
- Facilitate inspections
- Coordinate closing date, time, location and contacts
- Monitor buyer financing and home appraisal
- Follow up on details
- Review closing statement
- Close the sale
- Provide copies of all closing documents



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BAIN

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