

EXCLUSIVE PROPERTY MARKETING

In today's competitive real estate market, the key to success is differentiation – doing common things in an uncommon way. In fact, differentiation from the competition has become the cornerstone of outstanding real estate service.

We are proud to deliver exceptional property marketing that is designed to attract attention, showcase your property's distinctive qualities and help your home sell quickly and for the best price. From professional photography to a single-property website, brochure, direct mail and TV promotion, we ensure that your property is uniquely positioned to sell.



Professional Photography

36 professional photos perfect for print and online to make your property look its very best



Single-Property Website

Professionally designed property website that is viewable on all devices and easily shared via social media



Just Listed eFlyer

"Just Listed" announcement eBlast sent to an exclusive list of personal and professional contacts



Property Tour

Professionally produced photo slideshow with narration



Print Advertising

Eye-catching property advertisement in one of the region's prime print publications



TV and Online Promotion

Professionally produced spot featured on Coldwell Banker's® TV show, *At Home in New England*, on ABC in Boston Sunday at 1 pm and posted on Coldwell Banker's regional YouTube™ channel



Property Brochures

Beautiful, professionally printed property brochures to showcase your home



Targeted Online Advertising

Geographic targeting technology markets your property directly to local buyers online and on social media



Neighborhood Announcement

Stunning, oversized "Just Listed" postcards direct mailed to your neighborhood



Area REALTOR® Notification

Agents at local real estate companies in your area will be notified that your home has come on the market



Online Property Syndication

Your home will be displayed on hundreds of websites, including the most-visited real estate websites in the world