

REALITY CHECK



April 2020

UNCERTAIN TIMES CALL FOR UNCOMPROMISING SOLUTIONS

Just three months ago, if you heard the term "social distancing," you might think it meant avoiding an annoying person at a party. But now, it plays a huge role in our daily lives and is leading some real estate buyers and sellers to question if it's even possible to move forward with their plans. But rest assured, Coldwell Banker is well-positioned and committed to supporting you with all of your real estate needs. And in many cases, we can do so without you having to leave your home or have people enter yours.

While many brokerages are scrambling, Coldwell Banker is ahead of the curve with innovative technology that empowers agents to continue to serve their clients' needs and, ultimately, generate offers and contracts.

New Listings – Our exclusive marketing program enables agents to reach potential buyers quickly to get the news out when a new property hits the market, ranging from a property tour video and dedicated property website to online advertising, customized email distribution, social media posts, mailed property announcements and a digital area REALTOR® notification.

Property Showings – Coldwell Banker agents can show properties virtually using video and apps to keep both sellers and buyers safe while still showcasing a home's unique features.

Your Home's Value – Your Coldwell Banker agent can send you a detailed report showing your home's value as well as comparable homes that have sold nearby.

Market Updates – If you want to learn more about how real estate is doing in your area, we can send you a weekly Market Report detailing activity to keep you fully informed.

Mortgage – Interest rates are historically low, making it a great time to purchase a home. Our mortgage partner, Guaranteed Rate Affinity, offers a suite of digital tools that allows buyers to get pre-approved online, or by phone, and to complete and sign mortgage documents digitally.

In these uncertain times, you especially need a steady partner to keep you moving forward and help you achieve your real estate goals. For more than 110 years, Coldwell Banker has withstood the ups and downs of the market and emerged stronger each time. We are confident this time will be no different and welcome the opportunity to guide and support you through every step of the home buying and selling process.



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