



THE BLUEPRINT
TO SELLING YOUR

HOME





GUIDING PEOPLE HOME

The Coldwell Banker® brand is the North Star of the real estate industry, guiding people to the homes of their dreams for 119 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.





KEVIN SOUTHWICK

LIST YOUR HOME WITH CONFIDENCE

When it comes to selling your home, you want a Realtor® who combines expertise with genuine care. As a dedicated real estate professional with Coldwell Banker in the lively West Michigan region, I bring a blend of local market knowledge and personal commitment to every transaction. By choosing me as your Realtor®, you're not just hiring a professional; you're gaining a trusted advisor who will guide you with integrity and skill every step of the way.

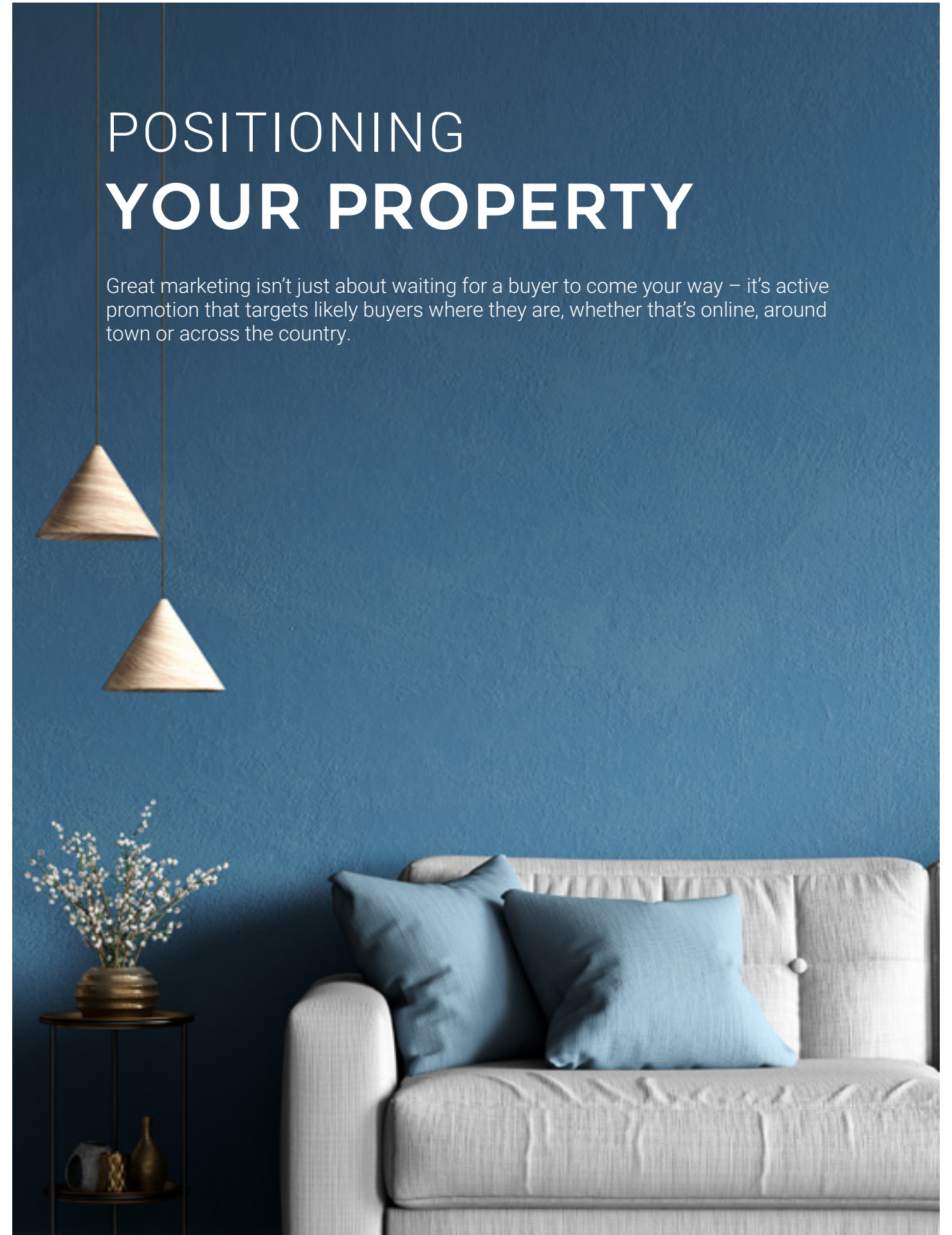
Leveraging the reputation of Coldwell Banker, I utilize cutting-edge marketing systems and awareness to ensure your home is presented to its fullest potential. From meticulous market analysis to strategically targeted advertising, I aim to attract the right buyers to your doorstep. My connections within the West Michigan community give me an insider edge, allowing me to offer you tailored advice and negotiate the best possible terms for your property.

With a passion for helping clients achieve their real estate goals, I am committed to making your home-selling experience seamless, rewarding, and successful. List your home with confidence, knowing that you have a partner who is as invested in your success as you are.

616.802.8479 | Kevin.Southwick@CBGreatLakes.com | WestMichiganMove.com
2168 Wealthy St SE, East Grand Rapids, MI 49506

POSITIONING YOUR PROPERTY

Great marketing isn't just about waiting for a buyer to come your way – it's active promotion that targets likely buyers where they are, whether that's online, around town or across the country.



THE HOME-SELLING PROCESS

1. SELLER CONSULTATION

- We'll discuss motivation, timing, and pricing strategy, and address any concerns you may have.
- We'll review comparables and our marketing action plan.

2. SIGN LISTING AGREEMENT

- I'll provide you with seller disclosures and related paperwork.

3. DISCUSS HOME'S MARKETABILITY

- Prepare the home for sale - make repairs and upgrades, enhance curb appeal, and stage interior.

4. IMPLEMENT OUR MARKETING PLAN

- Professional photography.
- Weekly social media posts and targeted paid advertising.
- Online listing marketing.
- Signage, open house, info flyers.

5. SCHEDULE SHOWINGS

- We will schedule private showings and open houses, and I'll provide showing feedback afterward.

6. OFFER RECEIVED!

- I'll explain all offers, and we'll review prices, contingencies, and closing date.

7. NEGOTIATE

- I will determine terms with the buyer's agent to either accept, decline, or counter-offer.

8. CONTRACT IS ACCEPTED!

9. BUYER CONDUCTS DUE DILIGENCE

- Buyer will order inspections: home, termite, roof, pool, etc., and reviews the property disclosure statement.

10. NEGOTIATE REQUESTS

- I will negotiate any buyer requests from inspections.

11. HOME APPRAISAL ORDERED

12. BUYER LOAN APPROVED

- Sign loan documents with escrow company.
- Escrow company will return signed documents to lender, who reviews for final approval.

13. FINALIZING

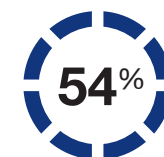
- Buyer will conduct final walk-through.
- You'll arrange for movers, and schedule disconnection of utilities and forwarding of mail.

14. CLOSE TO ESCROW

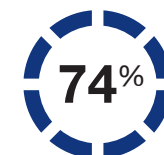
- Lender will wire funds and give county recorder the OK to record.
- Money and title will be exchanged on your behalf.

WHY GO DIGITAL

With traditional real estate marketing, you can't track anything. What good are your ads if you can't prove they work? At Coldwell Banker Schmidt Family of Companies, we utilize digital, social and video marketing to get our message out in the best way, to the most people. We highly target our audiences so only the people we want to see our ads see them; no dollar is wasted. Plus, we can track anything and everything! Marketing is changing and we're leading the way.



of senior executives share work related videos with colleagues weekly.



of all online traffic is spent watching video.



is the boost your open rate receives when using "video" in your subject line.



of people watch videos everyday.



CUSTOMERS ARE
MORE LIKELY
TO WATCH A
VIDEO ABOUT A
PRODUCT THAN
READ ABOUT IT.

The Coldwell Banker Schmidt Advantage:



90+
Offices



CB
Exchange



Mobile
First Ads



Social
Media



Global
Luxury



Listing
Syndication

ONLINE EXPOSURE

My comprehensive online marketing strategy includes detailing your property's critical selling points and posting multiple photos on the most-visited real estate websites in the world. The result? Your home gets showcased on dozens of high-traffic sites — putting it in front of potential buyers everywhere.

COLDWELLBANKER.COM HOMEFINDER.COM HOMES.COM

HOTPADS.COM TRULIA.COM REALTOR.COM ZILLOW.COM

100% OF HOME BUYERS USE THE INTERNET¹

Online exposure is critical to getting a competitive price and a fast sale for your property. Thanks to my digital marketing expertise and the Coldwell Banker® brand's top online presence, I'll get your home seen and sold.



1. National Association of REALTORS® 2023 Profile of Home Buyers and Sellers.

50% ATTEND OPEN HOUSES¹

What better way to experience your home than in person? Many buyers agree that there are distinct advantages to attending open houses to find their new home.

¹2023 National Association of REALTORS® Home Buyers and Sellers Generational Trends.



PROPERTY BROCHURES

I'll showcase your home's unique selling points with a professionally designed, professionally printed property brochure filled with high-quality photography and powerful content. These brochures leave a lasting impression and will remind buyers of all that your home offers each time they see it.

PHOTOGRAPHY

If a picture is worth a thousand words, then beautiful high-quality images could be worth thousands of dollars when selling your home. I'll make your property look its very best, thanks to professional photography that encourages buyers who are browsing online to slow down and take notice.



360° PROPERTY MARKETING

I understand that your upcoming move is a pivotal moment in your life. Given your need to sell and make a profit, I am fully committed to making the sale of your home as smooth and successful as possible.

Coldwell Banker Schmidt has a strong track record of delivering results, and our approach stands apart from the competition. Our comprehensive, full-circle approach combines the ideal elements and strategies to promote your property to the right audience effectively.

Here are a few strategies I am confident will achieve your goals:

INNOVATIVE DIGITAL & VIDEO MARKETING

We will create a comprehensive digital marketing campaign featuring at least 25 high-quality professional photos, a detailed floor plan, drone photography, an immersive walk-through video, and a compelling listing description. These assets will be utilized across online and print advertising platforms, ensuring your condo receives maximum visibility.

FOCUS ON UNIQUENESS

By focusing on the unique lifestyle and the exceptional benefits of your location, I will highlight what truly sets this property apart, beyond standard features such as the number of bedrooms and bathrooms.

EXPERTLY DESIGNED MARKETING BROCHURE

Our in-house Marketing Department will design a stunning brochure highlighting your home's unique features. This piece will attract potential buyers and showcase the property's best attributes.

TARGETED SOCIAL MEDIA CAMPAIGNS

To drive traffic and interest, we will implement Facebook-boosted ads in the first week and maintain them throughout the selling period. This targeted approach will maximize exposure and engagement.

INTERNET MARKET ADVANTAGE

Your listing will benefit from our extensive primary distribution network, ensuring it is redistributed to dozens of real estate websites. A broader reach attracts a larger, more targeted audience, boosting the chances of a quick and profitable sale.

PROVEN TRACK RECORD

Over the past decade, Coldwell Banker Schmidt agents have consistently achieved higher average sales prices compared to other agents in the MLS. Our expertise and commitment to excellence will be instrumental in securing the best possible outcome for your sale.

PRICING STRATEGY

Setting the right asking price for your home is one of the most important factors in ensuring that it draws the most attention from potential buyers and sells quickly. Even if your home is in perfect condition, you could miss out on potential buyers if the list price doesn't align with similar properties selling in your market. Price too high and it may discourage buyers from even seeing it; price too low and you risk setting yourself up to take home less than you could have.

To help you price your home optimally from the beginning, I will conduct a Comparative Market Analysis (CMA) that will feature data from the Multiple Listing Service (MLS) based on buyer and seller activity in your area. By considering the market factors and local competition, I'll determine the ideal price, so your home generates the most interest and excitement from buyers.

Key CMA data includes:

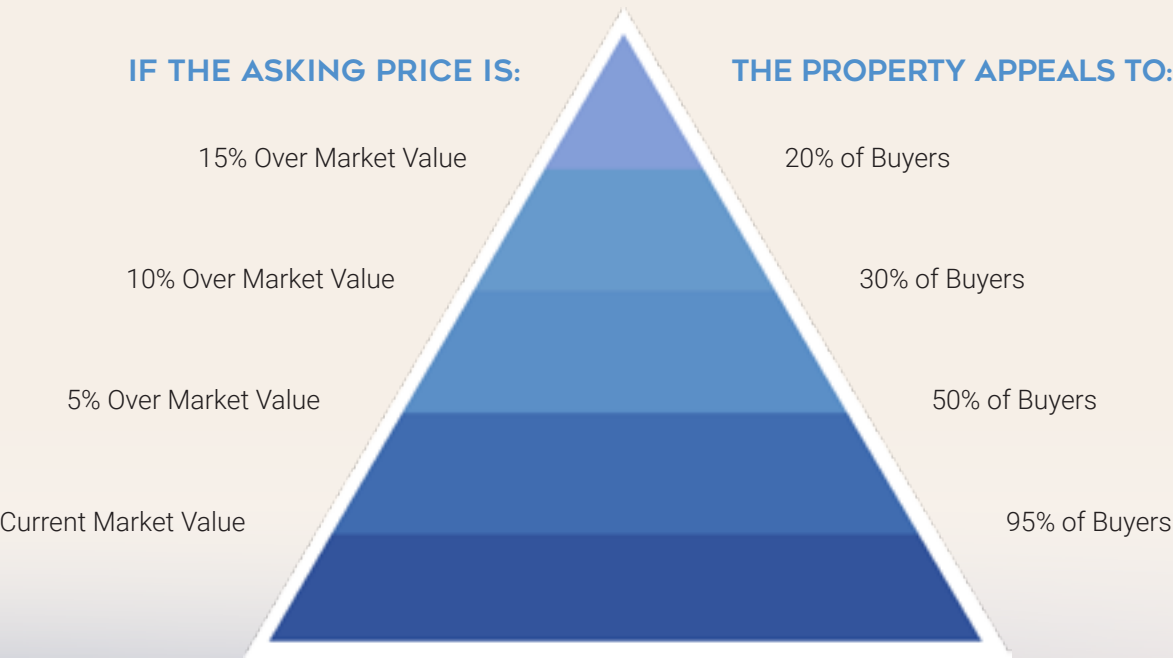
- Comparable properties in your area that recently sold
- Comparable properties in your area that failed to sell
- Pending sales in your area
- Comparable active listings in your area



PRICING RIGHT

Thanks to the Internet, home buyers are more knowledgeable than ever, with many doing their own comparison research. Which is why intelligent pricing is one of the most critical aspects of a successful sale — no matter how perfect your home is, you'll miss out on potential buyers if its price doesn't align with similar properties selling in your market.

By considering market factors and local competition, I'll thoroughly assess your home and optimally price it from the start, so it generates the most activity from real estate agents and buyers.





NEGOTIATION STRATEGIES

To get the most out of your home sale and avoid putting yourself at a disadvantage — you're going to want an agent who knows how to negotiate. It's my job to get you the best possible price, and with data from my comparative market analysis and my tried-and-tested negotiation techniques, I'll build a strong case so you get top dollar.

If your property receives multiple offers, I will help you evaluate the terms of each as price is not always the only factor to consider. Other factors may include improvements the buyer is requesting to be done and other contingencies, timing of the closing, requests for the seller to cover part of the closing fees, and if the buyer is paying cash or obtaining a mortgage. I will help you determine which offer is the best for your needs.

BREAKDOWN OF BUYER'S AGENT COMPENSATION OPTIONS

Whether to offer compensation to a buyer's agent, and the amount of compensation you may decide to offer, is purely your choice. There is no legal or other obligation to offer such compensation.

HOW A BUYER'S AGENT IS PAID IF YOU **OFFER COMPENSATION**

1. You have offered to pay the commission due to the buyer's agent. In this case, the commission obligation will be paid by you out of the funds paid to purchase your home.
2. You have offered compensation consisting of only a portion of the commission due to the buyer's agent. This would require the buyer to pay any portion of the commission not paid by you. Alternatively, the buyer could condition the purchase offer on you paying the full commission obligation.

HOW A BUYER'S AGENT IS PAID IF YOU **DO NOT OFFER COMPENSATION**

1. You have not offered to pay any portion of the commission owed to the buyer's agent. In this case, the buyer can include a requirement that you pay the commission obligation as part of the offer made on your property.
2. You do not agree to pay the buyer's agent commission, in which case the buyer would be responsible for the commission.



TIPS FOR A FASTER HOME SALE

Reducing clutter in a room can be an overwhelming task, whether you're selling your home or not. When you're trying to sell a home, what you're really seeking to sell is a *feeling* that potential buyers get about your space. By focusing on removing those items that are more of a distraction than an asset, you decrease the likelihood that a potential buyer will be unable to see past your personal belongings and envision themselves in your space, and you increase the chances of a higher sales price for your property. Here are a few of my favorite tips:

SIMPLICITY SELLS

Remove clutter and knick-knacks. Potential buyers tend to feel uncomfortable and cramped when surrounded by an abundance of someone else's belongings.

KEEP IT LIGHT

Natural sunlight creates a feeling of warmth and happiness. Take advantage of all the windows that bring in sunlight by pulling back drapes and raising the blinds. Keep all lights on — it'll (literally) highlight your home's best features and leave potential buyers with a positive first impression.

CREATE BALANCE

Place candles — unlit — and potted plants around the room to create a sense of coziness, balance, and harmony.

PACK THE PETS

To ensure everyone's comfort, safety, and peace of mind, it's best to keep your pets away from home during showings. Be sure to tuck their food and water bowls out of sight. You never know who might be put off by your pets, let alone afraid of or allergic to them!

LET THE FRESH AIR IN

Opening the windows for a few minutes every day — no matter the season — refreshes air, neutralizes odors, and promotes a feeling of positive energy. Minimize strong scents, especially synthetic ones, and avoid plugins.

REFRESH RUGS & CARPETS

Make your space sparkle even more by having rugs and carpets professionally cleaned.

PACK UP THE SHOES

A pile of shoes by the front door can be uninviting to newcomers, as it can make the space feel cramped and untidy. When prepping to show your home, collect all footwear and store them out of sight. Make sure that the walkways to and from the front door are clear and welcoming.



THE NUMBERS ARE IN:
NOBODY BEATS COLDWELL BANKER®

119 YEARS
OF GUIDING PEOPLE HOME

96,000+
DEDICATED AGENTS
ACROSS 45 COUNTRIES

#1 RATED REAL ESTATE
ADVERTISING 13
YEARS RUNNING
ACE Metrix scores 2012-2024, Real Estate Category.

OVER HALF
A BILLION
MEDIA IMPRESSIONS IN 2024
2024 Sprout Social and Media Agency Reporting.

\$243 BILLION
IN SALES VOLUME IN 2024
COLDWELL BANKER®

#1 MOST VISITED REAL
ESTATE BRAND ONLINE
Total website visits for 2024. Comscore 2024 Media Trends.

WOMEN'S CHOICE
AWARD® WINNER 8 YEARS
IN A ROW

#1 IN AGENT
LOYALTY

Coldwell Banker/Quester Real Estate Agent Research, January 2025.
Least Likely to Change Brand Affiliation

GLOBAL INFLUENCE

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.

Albania	Curaçao	Malta	Tanzania
Andorra	Dominican Republic	Mexico	Turkey
Argentina	Egypt	Monaco	Turks & Caicos Islands
Aruba	England	Northern Cyprus	United Arab Emirates
Bahamas	France	Paraguay	United States
Bermuda	Grenada	Portugal	Uruguay
British Virgin Islands	India	Saint Barth	U.S. Virgin Islands (St. Croix & St. Thomas)
Cambodia	Indonesia	Saint Martin	Zanzibar
Canada	Ireland	Saudi Arabia	
Cayman Islands	Italy	Sint Maarten	
Chile	Jamaica	Spain	
Costa Rica	Luxembourg	Switzerland	

*As of 12/31/2024

96,000+ AGENTS
45 COUNTRIES

WHY LIST WITH A LICENSED REALTOR®?

Instead of selling on your own — which is possible, even as someone not licensed to sell real estate — here are the top 5 reasons why listing your home with me is in your best interest.

- I out-market the competition, giving your property maximum exposure to the highest number of qualified buyers.
- My ability to negotiate and close the buyer on buying your home.
- I will listen and communicate effectively with you to remove the stress from selling.
- I can show your home when you aren't available, respond to inquiries from potential buyers and their agents, and get valuable feedback from visitors - all things that save you time.
- I will market your home aggressively online and offline through my network of agents, potential buyers, and my database.

I'M HERE FOR YOU!



GETTING STARTED

Your home and your home sale needs are one of a kind. Using the unmatched resources of the Coldwell Banker® brand, I will develop a custom plan to:

- Provide you with proven, powerful, and personal service
- Enable you to obtain the best possible sales price and terms for your home
- Close the sale in a smooth, timely manner

I am committed to your complete satisfaction, and will represent your interests with the utmost care, honesty, integrity, and discretion.

Let's get started!



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COLDWELL BANKER

SCHMIDT FAMILY OF
COMPANIES