

BULLETIN

JANE MENCHYK

Hampton Office

4960 Route 8

Allison Park, PA 15101

Office 412-487-0500 x.203

Cell 724-504-0865

jane.menchyk@pittsburghmoves.com

www.listwithjane.com



**COLDWELL
BANKER**

REAL ESTATE, INC.

March 2007

Coldwell Banker Boasts Recent Outstanding Results in Luxury Home Market Share

More of Greater Pittsburgh's luxury homes are being expertly marketed by Coldwell Banker Real Estate, with a recent increase of 46% in high end property listings.

"Our sales associates definitely bring a unique and effective skill set to the marketing of luxury real estate," said George Hackett, President of Coldwell Banker Real Estate, Inc.

"The use of Lead Router – technology that is exclusive to Coldwell Banker – is particularly important to our success because it enables our agents to receive a customer's email inquiry, delivered to their cell phone as a voicemail message, literally within seconds."

At Coldwell Banker Real Estate – where we handle an average of one hundred fifty three million dollars in luxury home sales every day** we know that marketing, and the ability to create prospect activity, are the key factors to a successful sale. Our objective is simple – create maximum exposure and activity through a comprehensive and aggressive Marketing Program.

In addition to PREVIEWS® customary services, a coordinated and continuous marketing effort is required to promote luxury properties. Our commitment includes a full-color, professionally written Property Brochure with



extensive distribution. We further expose your home to the discrimination buyer through local and national newspaper and magazine advertising as well as target marketing strategies. Our direct mail program boasts of nine mailings per year to 10,000 upper end households each time, assuring the frequency and distribution need for any successful marketing effort.

In addition to the increase in number of listings taken, Coldwell Banker has shown outstanding performance in closed sales. With our exclusive technology and global network, 20% of the market's luxury homes are closed by Coldwell Banker agents.*

For more information on how to put the power of this powerful combination of sales, marketing and network reach to work for you in the luxury home market, contact me, your local Coldwell Banker Sales Associate, today.

*—Data according to listing taken and properties sold in West Penn Multi List 8/1/06-8/31/06 vs. 7/1/06-7/31/06 in areas BEA, BUT, EAL, NAL, NWA, SAL, WAL, WML, and WSH, and with listing and sold prices minimum of \$500,000.

**—Sales figure is based upon a yearly average from actual closed and recorded transaction sides of homes sold for one million dollars or more as reported by affiliates in the Coldwell Banker® franchise system for the calendar year 2005.

Utilizing the Internet in Your Home Search

In the online age, information on any topic can be found at our finger tips and real estate is no different. In fact, 74% of today's home buyers use the Internet to search for a home. We would like to help you begin your online search by suggesting the following websites.

Pittsburghmoves.com - Pittsburghmoves.com is an award winning website where you can search not only Coldwell Banker listings but also offerings of other major real estate companies. Coldwell Banker listings will appear with six photos, detailed descriptions, and allow you to listen to a Guided Tour. Plan your Open House visits using the handy Open House routing feature. All searches can be saved via the My Home Finder feature and email alerts will be sent to you when new homes enter the market.

Coldwellbanker.com - Here you can find information on Coldwell Banker properties for sale and have fun with a

map feature as it unveils nearby restaurants, shopping, schools. See aerial views of the surrounding neighborhood and detailed information about the community.

OpenHouse.com - Get information about properties that are scheduled for an open house in your area! This site allows visitors to search for Open Houses and access date and time schedules. It also provides an e-mail alert function to notify you of upcoming Open House events along with a mapping function to supply you with directions.

Realtor.com - Through our exclusive partnership with Realtor.com, you will find that Coldwell Banker listings are different than most other listings on Realtor.com as they will carry six photos, expanded descriptions, scrolling marquees, and detailed agent information in order to give you an in-depth look at each home. You will also be able to easily recognize upcoming Open House events.



JANE MENCHYK
COLDWELL BANKER REAL ESTATE, INC.
 Hampton Office
 4960 Route 8
 Allison Park, PA 15101

Open House Seller Checklist

Selling your home? Utilize the following checklist to help you prepare for your upcoming Open House. Consult with me, your local Coldwell Banker sales associate, for some more home enhancement tips.

Prepare in Advance

- Sweep the street in front of your house and all steps and walkways
- Make sure the siding on your home is clean and all windows are washed
- A fresh coat of paint can be the best investment.
- Check all the lights to make sure they work; install new lightbulbs if needed

Maximize Curb Appeal

- Water and mow the lawn
- Trim the trees/rake the leaves/plant colorful flowers
- Put away bicycles and toys, gardening equipment and clean up the yard.
- Put the car in the garage, or on the street, to provide parking for buyers
- Clean up any pet droppings in the yard

Offer Fact Sheets/Brochures

- Gather previous inspection reports to have on hand
- Make a list of all home improvements, new appliances and/or fixtures

Neaten Up the Home

- Remove clutter such as small appliances, gadgets, toys and memorabilia
- Organize the kitchen cabinets to demonstrate how much room you have
- Hide or temporarily disconnect obtrusive extension cords
- Put away the newspapers and magazines
- Put away the cat litter box and store the pets' toys
- Bake cookies or burn scented candles to make the house smell pleasant
- Be sure to place valuable items in a secure place, i.e. cash, jewelry, medications, etc.

Invite the Neighbors

- Ensure your sales associate has sent communications to the neighbors informing them of the date of the open house
- Invite the neighborhood for a private showing one-hour prior to the public open house

Use Signs to Attract Potential Buyers

- Have real estate sales associate put up "Open House" signs at well-traveled intersections with directions to the house
- Ensure your sales associate has put up the "Open House" sign in the front lawn

Find Out What Your Home Is Worth

Want to put our powerful marketing to work for you in selling your home?

Before you do, find out what your home is worth with a free market analysis* from Coldwell Banker Real Estate. I will give you a thorough analysis and opinion of your home's value in today's real estate marketplace. Don't guess when it comes to pricing your home. Get professional help by calling me today! *This is not an appraisal.

