



LIST WITH THE

LEADER

THE TRUSTED CHOICE FOR LOCAL REAL ESTATE EXPERTISE





LOCALLY OWNED GLOBALLY CONNECTED

For over a century, the Coldwell Banker brand has stood for something unique in real estate. A star shining bright, Coldwell Banker has led the industry and set the standard upon which real estate has been bought and sold since it was founded in 1906.

Heritage Realtors was established more than 50 years ago and has been the top real estate company in the region since 1974. Since affiliating with Coldwell Banker in 1996, our heritage of service and trust has been enhanced by the international power, name recognition, and superior resources of Coldwell Banker.

In 2018, Coldwell Banker Heritage became the first and only brokerage in the area to surpass \$1 billion in closed home sales volume, a record we have surpassed every year since. Today, the brand remains the trusted source of innovative solutions, creating exceptional services for all.



6,104
HOMES SOLD



1.6B+
IN VOLUME



580+
SALES AGENTS



.5B+
MEDIA
IMPRESSIONS



88.9M
ENGAGEMENTS
ONLINE



#1
VISITED REAL ESTATE
BRAND ONLINE



12 YRS
AS #1 REAL
ESTATE BRAND
IN ADVERTISING



CB
GUIDED MORE HOME
THAN ANY OTHER US
REAL ESTATE COMPANY

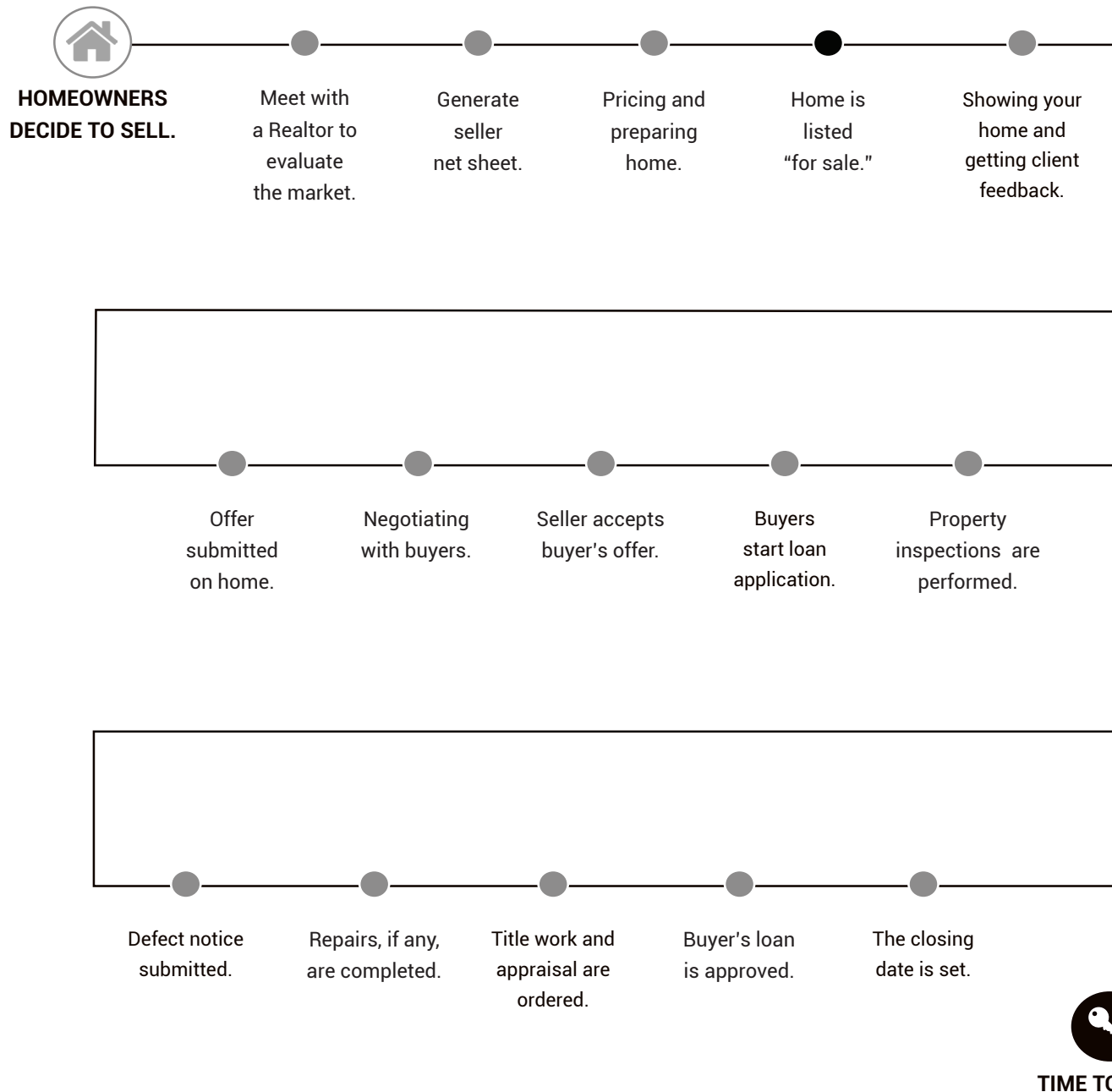


5 STARS
OUR AGENTS WERE
RATED 5-STARs BY
5,000+ LOCAL FAMILIES!

HOME SELLING PROCESS

THE STEPS YOU WILL TAKE DURING THE SALE OF YOUR HOME.

My goal is to ensure an excellent experience from the time that you decide to list, until your home has closed. I do this by working with you to understand your needs, providing honest feedback and guidance along the way.



YOUR PLAN TO SELL

MY PLAN TO SELL YOUR HOME QUICKLY AND FOR TOP-DOLLAR!



1. PRICING COMPETITIVELY

Determine a competitive price to sell your home, based on market conditions and other factors.



2. PREPARATION & PROMOTION

Provide professional preparation and marketing services to promote your home in the best light



3. POWER OF NETWORK

Utilize my global and local connections to access buyers and agents across the US and help you connect with buyers anywhere in the country.



4. POWER OF TECHNOLOGY

Utilizing our industry leading tools, we will make your home selling process easy.

PRICING COMPETITIVELY

DETERMINING THE BEST PRICE TO GET YOU THE MOST OFFERS.



Through a comparative analysis, I will determine an appropriate list price for your home. I will take into consideration your home's condition, how it compares to active and past sold homes in the area, and current market conditions. It's vital that we get this price "right" the first time for a variety of reasons:

GETTING THE MOST EXCITEMENT AND EXPOSURE

When your listing goes live, thousands of buyers will see it. Making a strong first impression is essential. Overpricing could result in making your home less competitive and may exclude it from online searches, limiting your buyer pool.

BETTER CHANCES FOR MULTIPLE OFFERS

Proper pricing will attract a greater pool of potential buyers, increasing your odds for a multiple-offer scenario. Multiple offers also increase the likelihood that your home could sell above the listed price.

FASTER SALE

Boosting your chances for multiple offers can lead to a quicker sale. If a home lingers on the market or has price cuts, buyers may view it as a distressed property.

APPRAISAL

When your home sells, it will be appraised by the buyer's lender. If the price isn't in line with other homes sold recently in the area, you or the buyer may need to make up the difference to obtain a mortgage loan.

FACTORS THAT AFFECT PRICING

HELPING YOU UNDERSTAND THE PRICING OF YOUR HOME.



COMPARABLE MARKET ANALYSIS

I use my market expertise to find comparable homes (pending or sold) to help us determine the best price for your property. Once we agree upon the list price, we will make periodic reviews to ensure that we remain competitive in the marketplace.

MARKET FACTORS THAT AFFECT PRICE

LOCATION

Location, location, location! There are a lot of factors that play into your home's value, and location is one of the most important to consider. Beyond your city and neighborhood, the location of your home on the street and its proximity to other adjacent homes or businesses can also be influential. This is one reason why determining an accurate, competitive home valuation can be complex.

MARKET

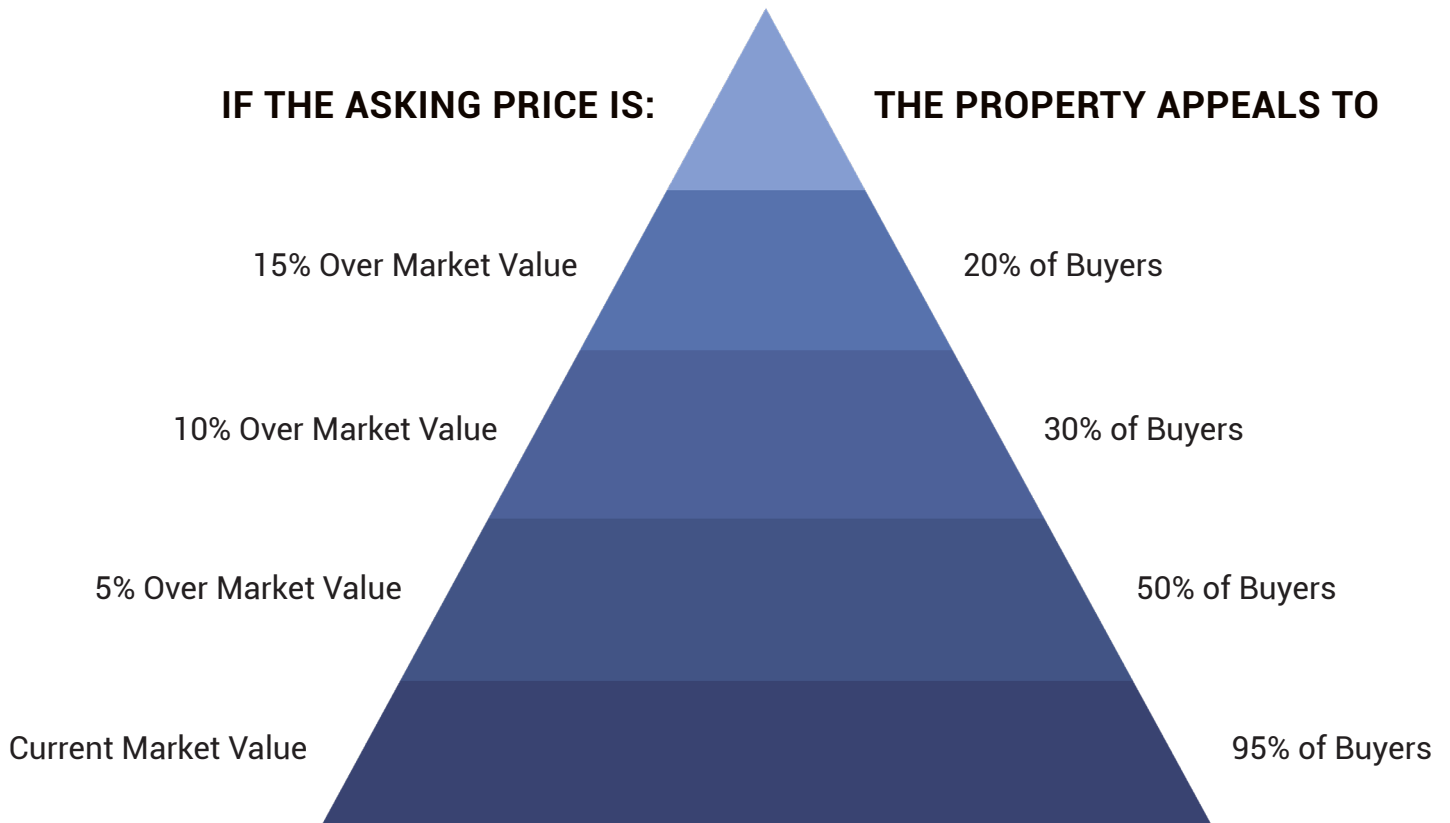
Our economy impacts interest rates, which have the power to motivate or ward off potential buyers. Beyond interest rates, the number of development projects (related to construction material costs) and the sales of existing homes influence the amount of inventory available for sale. Depending on whether inventory levels match or exceed buyer demand determines whether it's a buyers or sellers market.

CONDITION

For a home to sell at the same price as another home in the area, it must also be comparable in terms of characteristics. When you are determining a fair price for your home, consider its current condition compared to others in the area.

STRATEGIC HOME PRICING

KEY ELEMENTS IN SETTING THE RIGHT PRICE.



In today's market, where buyers have access to vast online resources and data, smart pricing is essential to attract interest and ensure a successful sale. Even the most appealing home can lose buyer attention if its price doesn't match current market trends.

Through a comprehensive assessment that considers local market dynamics, comparable properties, and buyer demand, I'll help you set a competitive price that draws the maximum interest from buyers and agents alike. Starting with the right price, positions your home to generate strong initial activity, leading to more showings and offers. Let's ensure your home stands out in the market and attracts the attention it deserves.

360° PROPERTY MARKETING

ADVERTISING YOUR HOME ACROSS ALL CHANNELS.



Coldwell Banker provides a robust global platform designed to showcase your home to its fullest potential. Our property specialists leverage a comprehensive suite of marketing tools—including online listings, social media campaigns, targeted email marketing, virtual tours, and print advertising—to highlight your home's best features and reach buyers wherever they may be.

This multi-channel approach ensures maximum exposure, connecting with local and international audiences across digital and traditional platforms. By strategically placing your home in front of a wide network of potential buyers, we help generate interest, accelerate showings, and increase your home's market appeal.

PROMOTION & ADVERTISING

USING PROVEN STRATEGIES TO MARKET YOUR HOME IN THE BEST LIGHT.

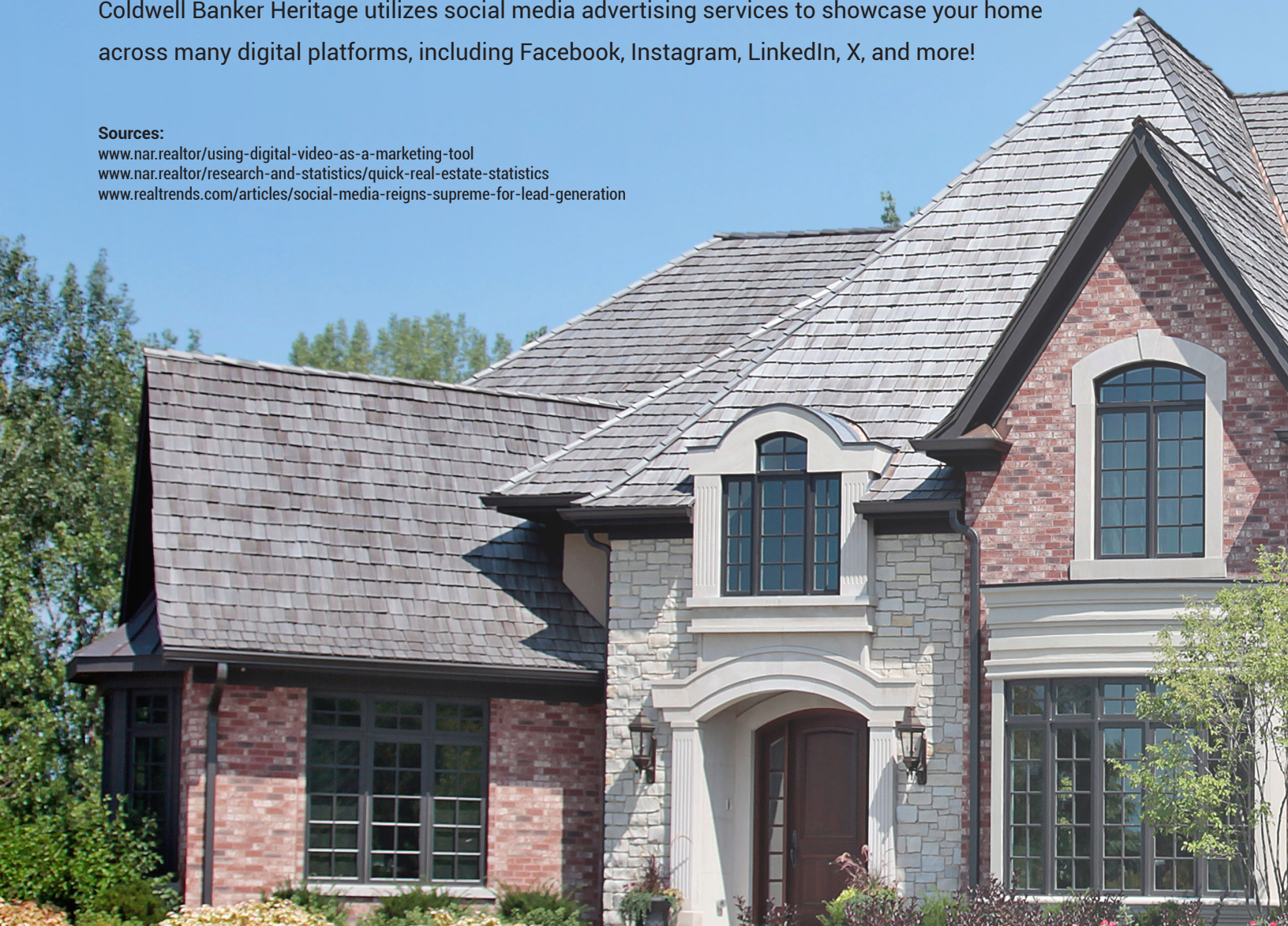
Even the nicest homes don't reach their full selling potential without the proper placement and promotion. That's why I provide you with expert staging consultation and proven marketing strategies to boost the visibility of your home to make the best first impression on buyers, including:

- Home prep and staging assistance.
- Professional photography as well as a video tour with a custom landing page.
- Beautiful listing flyers with full-color photos to provide buyers when showing your home.
- Promotion to my company of 580+ agents through our daily internal marketing network.
- Social media marketing.
- Sphere of marketing to my contacts.

Coldwell Banker Heritage utilizes social media advertising services to showcase your home across many digital platforms, including Facebook, Instagram, LinkedIn, X, and more!

Sources:

www.nar.realtor/using-digital-video-as-a-marketing-tool
www.nar.realtor/research-and-statistics/quick-real-estate-statistics
www.realtrends.com/articles/social-media-reigns-supreme-for-lead-generation



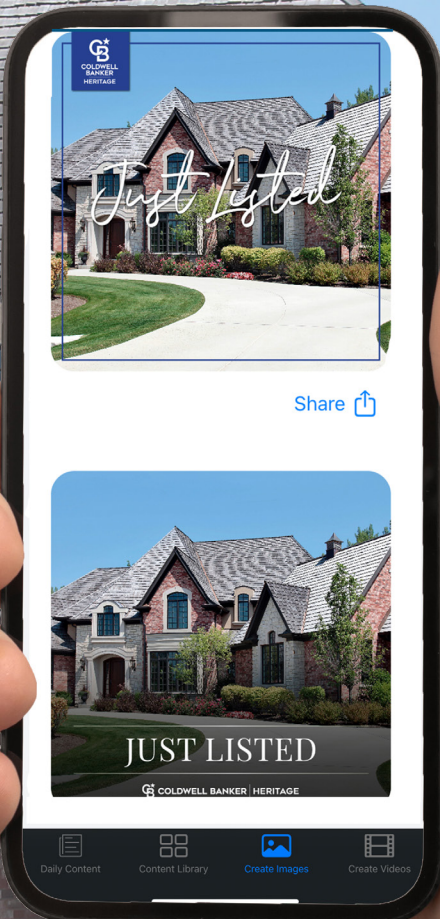
PLACES TO FIND YOUR HOME ONLINE

realtor.com® Zillow® trulia
HomeFinder.com HGTV Homes.com move

Finding a buyer for your property takes ingenuity — and an expert command of today's online arena. Coldwell Banker has mastered the art of digital marketing, ensuring your property is seen by the widest possible audience of buyers. Your home will enjoy syndication to the most-visited real estate websites like Zillow®, Realtor.com® and more!

ColdwellBankerIsHome.com

Our local site includes a "Local Luxury Listings" gallery where buyers check back often to view brand new listings.



51%

OF BUYERS
FOUND THEIR
HOME ONLINE

LISTINGS WITH
PROFESSIONAL
PHOTOS HAVE A

1,200%

INCREASE IN SOCIAL
MEDIA SHARES

LISTINGS WITH
VIDEOS GET

403%

MORE INQUIRIES

46%

OF REALTORS SAID
SOCIAL MEDIA WAS
THEIR #1 SOURCE
OF LEADS

POWER OF NETWORK

UTILIZING OUR NETWORK TO IMPROVE YOUR BUYING AND SELLING EXPERIENCE.



With 580+ Coldwell Banker Heritage agents across Dayton, Oxford, Springfield, Richmond, and Lebanon/Morrow, we're your local experts, serving more buyers and sellers than anyone else in the region.

In addition to our network of agents, we also have access to resources to make the process of your home sale or purchase easy!

LOCAL RELOCATION DEPARTMENT

Our award-winning Relocation Team assisted over 675 clients and families in 2023, facilitating more than \$167 million in sales to local buyers. Additionally, we successfully closed 74 outbound referrals totaling \$35 million. Whether you're moving in or out of state, our extensive network of agents across the U.S. is here to help you find your dream home. With connections to both local and out-of-town buyers, our network creates greater opportunities to find the right buyer for your property!

CB-PREFERRED NETWORK

Utilize our trusted service providers to help you with remodeling, inspections, clean-out services, staging, or repairs. We have providers for every stage of your home journey, whether you are in need of services to get your home ready for sale, or to make your future home feel like home.

OUR GLOBAL NETWORK

Global power with local expertise, the Coldwell Banker Network has more than 3,000 offices in 47 countries and territories.

POWER OF TECHNOLOGY

UTILIZING THE LATEST TECHNOLOGY TO MAKE YOUR HOME SELLING PROCESS SIMPLE.



Your home is your most important asset. Coldwell Banker Heritage utilizes technology to maximize every opportunity to sell your home!



SHOWING MANAGEMENT

Helps make the management of showings and open houses a breeze! Sellers can approve showing requests easily through its mobile app, and buyers' agents are promptly notified of the seller's response.

TRANSACTION MANAGEMENT

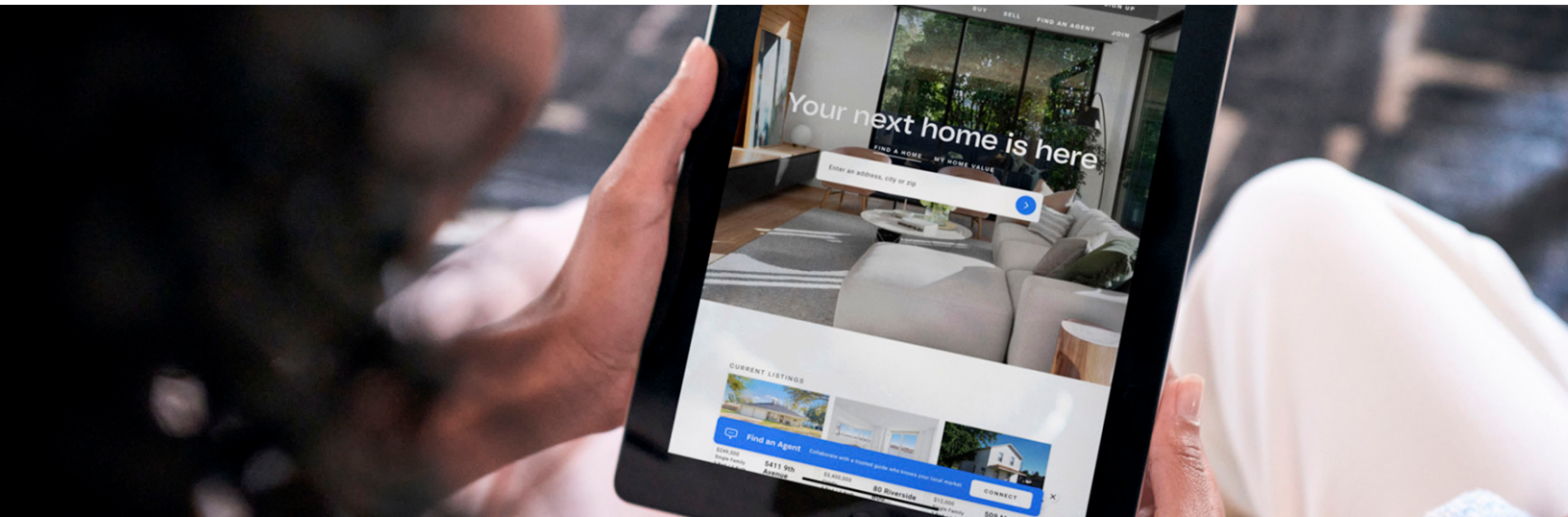
Keeps you in-the-know with what's going on in your transaction all the way through closing. It allows me to amend and submit your contract digitally, making it easy to submit an offer quickly from anywhere with an internet connection!

REMOTE-ACCESS LOCKS

Provides remote access to your home via a temporary pin code, and tracks when someone enters and exits your home for greater security.

HOW DO BUYERS FIND A HOME?

WHERE BUYERS FIND THE HOMES THEY ACTUALLY PURCHASED.



In today's market, buyers rely on multiple sources to find their future home, with preferences varying by age and lifestyle. From online listings and mobile apps to Realtors and open houses, each generation's search habits highlight different paths to home discovery. Understanding these trends allows sellers to strategically position their home on the right platforms to attract the most interested buyers.

INFORMATION SOURCES USED IN HOME SEARCHES

AGE OF HOME BUYER

	All Buyers	25 to 33	34 to 43	44 to 58	59 to 68	69 to 77	78 to 98
Real Estate Agent	88%	90%	86%	88%	87%	86%	87%
Mobile or Tablet Device	72	83	83	75	65	56	42
Open House	50	50	57	53	47	43	46
Online Video Site	38	26	32	41	48	47	43
Yard Sign	33	32	34	35	32	33	34
Home Builder	17	13	16	18	17	20	24
Newspaper Ad	6	5	5	5	6	8	9
Home Book or Magazine	5	3	4	6	6	9	5
Billboard	4	3	4	5	3	4	2
Relocation Company	2	3	3	3	2	*	1
Television	3	3	3	2	3	2	1

Source: 2024 NAR Home Buyers and Sellers Generational Trends

*Less than 1%



DRESS FOR SUCCESS

HOME STAGING TIPS TO PREPARE YOUR HOME FOR SALE.



83% OF BUYER'S AGENTS SAY STAGING HOMES MAKE IT EASIER FOR BUYERS TO VISUALIZE THE PROPERTY AS A FUTURE HOME.

To maximize its appeal, the house you are selling should not look like the house you live in. I will conduct a walkthrough with you to strategize how to attract the most online and in-person traffic and ultimately achieve the highest possible price in the neighborhood and the market.

- Clean, disinfect, and deodorize your home. If necessary, paint, repair, or replace items.
- While advance notice before a showing is appreciated, it is not always provided. While your house is on the market, ensure it is always ready for potential buyers to view.
- Buyers feel more comfortable touring a home without the owners present. We recommend stepping out during showings and letting us handle the process for you.
- When your home is shown to a potential buyer, turn on all the lights, open blinds/curtains, play soft music, and place fresh flowers in key areas.
- Neutralize your space. Don't limit your home's marketability to only those who share your tastes. Depersonalize your home and neutralize the color palette.
- Clean all windows and replace light bulbs.
- Declutter and organize. Pack as much as possible in advance and store it neatly.

CB CARES

LEADING IN THE COMMUNITY AND INDUSTRY.



BUILDING COMMUNITY

We believe it's important to utilize our network to make a difference. We are proud to support various organizations through company-wide participation in volunteer and fundraising projects.

Locally, Coldwell Banker Heritage has partnered with the Ronald McDonald House of Dayton to help raise funds so they can increase the capacity of their facility and give more families access to their resources. We also support SICSA (The Society for the Improvement of Conditions for Stray Animals) in their mission to promote the welfare and adoption of companion animals, offering programs and services that connect pets with loving families. Nationally, Coldwell Banker has teamed up with St. Jude Children's Research Hospital to help support its mission: Finding Cures, Saving Children. #CBCares



EXPERTISE

It's important to be an expert in my industry. Coldwell Banker Heritage provides me with the latest information on training, tools, and strategies to provide you with the best possible experience when you list with me.

WHAT YOU CAN EXPECT:

- Honesty and Integrity
- A Positive Attitude
- A Passion for Service

There's a reason more buyers and sellers choose us than any other brokerage!

CB PREFERRED PROVIDERS

TOP TIER SERVICE PROVIDERS FOR YOUR HOME.



Preferred Providers



Scan this QR Code to
visit **cb-preferred.com**

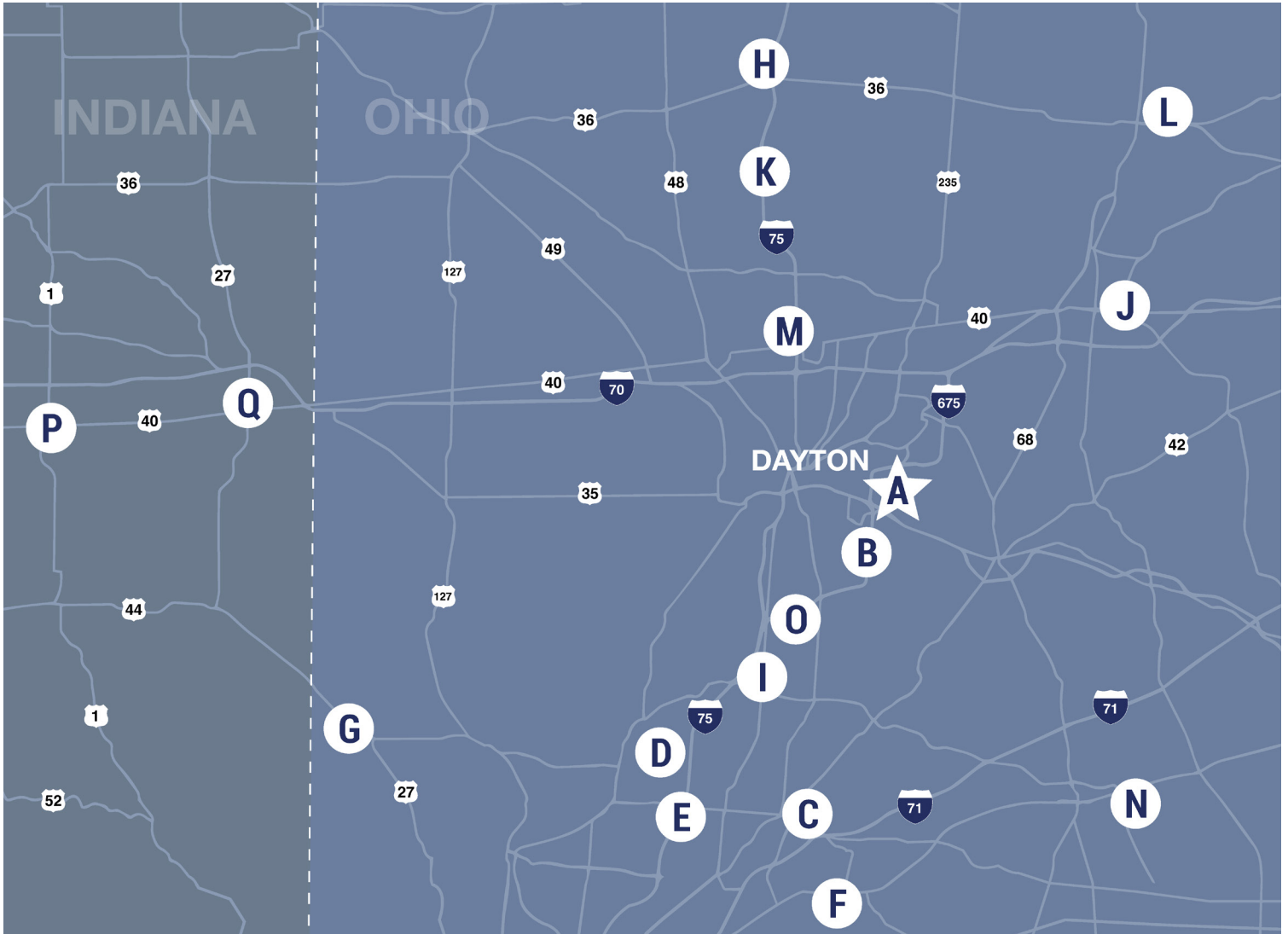
CB-Preferred Providers come with a high recommendation from the Coldwell Banker Heritage network of agents and partners. From moving services to eco-solutions, we have trusted, local providers that can help!

SERVICE PROVIDERS INCLUDE:

Apartment Moving	Duct Cleaning Services	Life Insurance	Residential Electrical Services
Asbestos Testing	Eco-Solutions	Locksmiths	Residential Inspections
Attic Insulation	Electric	Low Voltage Systems	Residential Roofing
Auto Insurance	Emergency Damage	Mold Remediation	Roofing
Awning Replacement	Restoration	Mold Testing	Septic Inspection
Basement Crack Repair	Energy Solutions	Mortgage Title Services	Short Sale / Lien Search
Basement Waterproofing	Fire / Smoke Damage	Moving	Shutter Replacement
Carpentry	Restoration	Moving Cleaning Services	Siding
Commercial Cleaning	Flooring	Painting	Solar
Services	Flooring Installation	Pest Control	Special Event Cleaning
Commercial Electrical	Gas Inspection	Pest Inspections	Services
Services	General Home Repairs	Plumbing	Storage
Commercial Inspections	Generators	Pool and Spa Inspections	Structural Repair
Commercial Insurance	Glass Doors	Preventative Maintenance	Sump Pump
Commercial Moving	Gutters	Plans	Termite Inspections
Commercial Roofing	Handyman Services	Purchase Loans	Umbrella Insurance
Construction Cleaning	Heating and Air Conditioning	Radon Gas Mitigation	Vapor Intrusion
Services	Home Inspections	Radon Inspections	Vinyl Siding
Construction Waterproofing	Home Insurance	Radon Mitigation	Wallpaper Removal
Crawl Space Cleanup	Home Mortgage Lending	Refinance Loans	Water Damage Restoration
Crawl Space Encapsulation	Home Warranty	Remodeling	Water Purification
Crawl Space Waterproofing	Indoor Air Quality	Renovation Loans	Window Cleaning
Custom Appliance Solutions	Insurance	Rental Homes	Window Replacements
Door Replacement	Junk Removal	Rental Turnarounds	
Drain Scoping	Lead Testing	Replacement Windows	
Driveway Sealant	LED Lighting Solutions	Residential Cleaning	
Drywall Repair		Services	

GUIDING YOUR WAY

SEVENTEEN OFFICES TO SERVE OUR CLIENTS WHEREVER THEY ARE.



A. CBH HOME OFFICE | 4060 Executive Dr.
Dayton, OH 45430 | 937.429.4500

B. THE GREENE | 4486 Indian Ripple Rd.
Dayton, OH 45440 | 937.434.7600

C. LEBANON | 777 Columbus Ave. Suite 7A
Lebanon, OH 45036 | 513.520.6333

D. MIDDLETOWN | 1440 S Breiel Blvd.
Middletown, OH 45044 | 513.424.2421

E. MONROE | 1311 Hamilton Lebanon Rd
Monroe, OH 45050 | 513.402.7372

F. MORROW | 500 W Pike St.
Morrow, OH 45152 | 513.899.9990

G. OXFORD | 5020 College Corner Pike
Oxford, OH 45056 | 513.523.2181

H. PIQUA | 611 N Main St.
Piqua, OH 45356 | 937.773.7251

I. SPRINGBORO | 535 N Main St.
Springboro, OH 45066 | 937.748.5500

J. SPRINGFIELD | 331 Mount Vernon Ave.
Springfield, OH 45503 | 937.322.0352

K. TROY | 19 S Weston Rd.
Troy, OH 45373 | 937.665.1800

L. URBANA | 127 Scioto St.
Urbana, OH 43078 | 937.772.4747

M. VANDALIA | 356 N. Dixie Dr.
Vandalia, OH 45377 | 937.890.2200

N. WILMINGTON | 2333 Rombach Ave.
Wilmington, OH 45177 | 937.382.4427

O. YANKEE CENTRE | 8534 Yankee St.
Suite 1B Dayton, OH 45458
937.439.4500

P. CAMBRIDGE CITY | 11 W Main St
Cambridge City, IN 47327 | 765.277.6607

Q. RICHMOND | 801 N A Street
Richmond, IN 47374 | 800.473.0072





COLDWELL BANKER
HERITAGE



ColdwellBankerIsHome.com

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