



**COLDWELL
BANKER**

VALLEY CENTRAL

By Kipp Walters

LISTING CONSULTATION

EXPERTISE



EXPERTISE & QUALIFICATIONS

How do you know you're choosing the right real estate representative?

Experience: Over 23 years real estate and mortgage loans and now 17 years with Coldwell Banker Valley Central

Reputation and Personal Service

Customer Satisfaction

Commitment to clients, I will be there !

Member of Central Valley Association of Realtors, California and National Association of Realtors.



EXPERTISE

Specialties:

Representing Sellers and Buyers in the Purchasing or Marketing and Selling of Residential Homes, Ranches, Small Commercial Properties and Smart Home Marketing.

My Marketing and sales Background:

1997 to Present Real Estate Agent in Tracy CA

1995 to 1996 Real Estate Agent and Mortgage Consultant

1993 to 1995 Mortgage Consultant

1985 to 1993 Olivera, Arnold & Walthall Insurance Marketing

1980 to 1985 Smokeeters of Northern California Salesman/Installation

TESTIMONIALS

What people are saying about me...

Carl: Sold a Single-Family home in Modesto, CA.

He was very diligent in keeping our home out front in the marketplace. He conducted several very successful open house weekends with great attendance. always kept us appraised of the market and made sure we were priced competitively

Gabriel: Bought and sold a Single Family home in Manteca, CA.

Kipp is an outstanding realtor who has worked super hard to help me get the best possible deals. I have used his talent for the last 6 years in multiple occasions and Kipp has consistently delivered on his promises. I highly recommend his services if you are purchasing or selling real estate.

Michael: Sold a Single-Family home in Bullard, Fresno, CA.

Mr. Walters first focused on the preparation of my house for sale. After living in the house for 15 years, we needed to address a few issues. After following Kipps suggestions, we completed needed repairs. When we put the house on the market, it sold in 6 days. Could not ask for more. Kipp When we put the house on the market, it sold in 6 days. Could not ask for more. Kipp followed up with making sure all requirements for sale went smoothly. We also used Kipp to buy land to build our new house. Great Job Kipp, Thanks

PROVEN. POWERFUL. PERSONAL.

Selling your home is a big deal. The company that helps you should be, too. The Coldwell Banker® brand is one of the world's best known and trusted names in real estate, giving you advantages most other brokerages can't.

- Proven Success
- Innovative Culture
- Online Impact
- Strategic Marketing
- Full Service
- Market Know-How

Your Coldwell Banker independent agent will guide you every step of the way—making sure you know what to expect, answering your questions and helping you determine the right price to attract buyers and sell your home quickly.





PROVEN SUCCESS



STRENGTH IN NUMBERS

Coldwell Banker® Worldwide

Agents	92,000
Offices	3,000
Sales Volume	\$242.6 Billion
Closed Units	730,736

Coldwell Banker Valley Central

Agents	1
Offices	1
Sales Volume	\$XX Million
Closed Units	X,XXX

GIVING BACK

Because we believe that everyone deserves a home of their own, Coldwell Banker® founded the Homes for Dogs Project in partnership with Adopt-a-Pet.com. The project uses national advertising, social media and local adoption events to generate awareness and bring pets and people together. Since the initiative began in 2015, we've helped more than 20,000 adoptable pets find loving homes. To learn more, visit coldwellbanker.com/dogs.

*Real Trends 500, 2017.

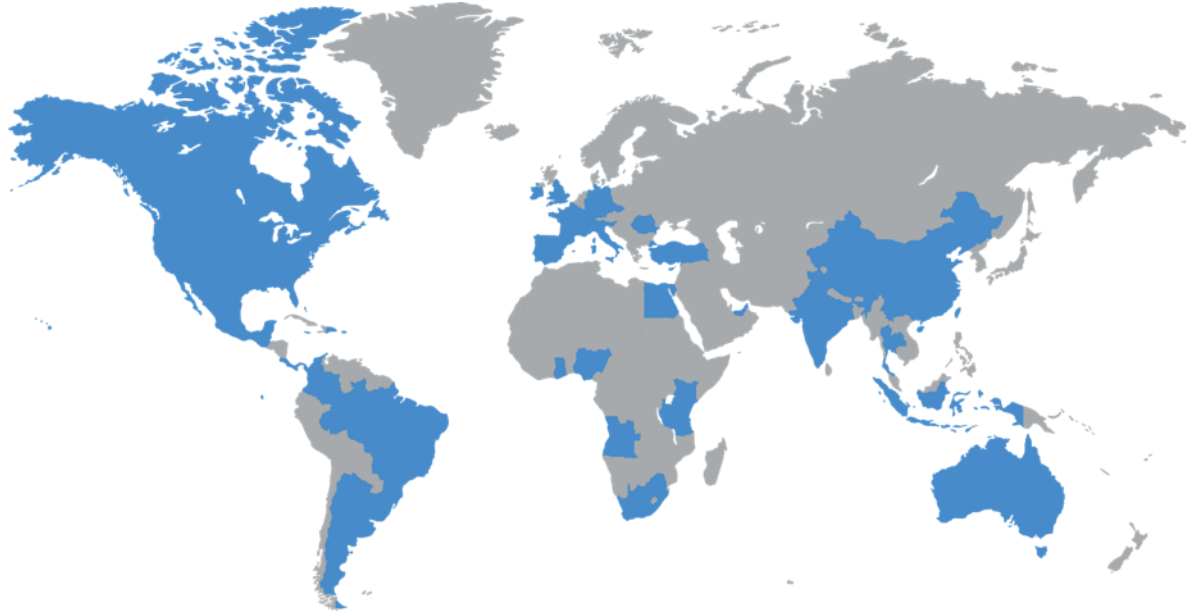


LEADING THE WAY

Coldwell Banker Real Estate practically invented modern-day real estate. Founded in 1906 on the principles of honesty, integrity and always putting the customer first, we changed the industry then and continue to do so today.

Through nonstop innovation and forward thinking, the **Coldwell Banker®** brand has grown to become one of the most well-known and trusted names in real estate around the globe. Today, there are more than 92,000 agents working out of 3,000 Coldwell Banker offices in 47 countries and territories.

Wherever your home's buyer might be, we're there, too.





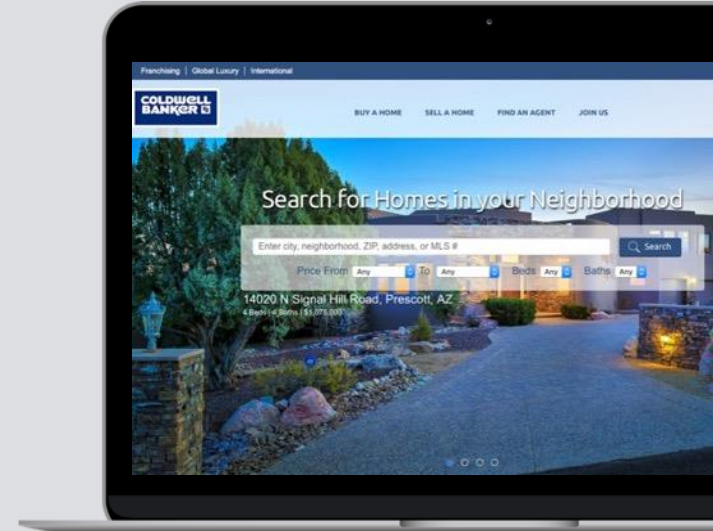
ONLINE IMPACT

WHERE THE BUYERS ARE

While buyers use a variety of resources to research properties for sale in their area, the vast majority find their new home online and with the help of a real estate professional.*

How Buyers Search for Homes

Online	95%
Real Estate Agent	89%
Mobile Sites and Apps	74%
Open House	52%
Yard Sign	48%
Online Video	39%
Print Newspaper Ad	15%



THE COLDWELL BANKER® BRAND IS THE #1 MOST-VISITED REAL ESTATE BRAND ONLINE.*

(Reflects total website visits for 2017)



69.9M

RE/MAX
56.3M

Century 21
38.1M

Weichert
7.1M

Keller Williams
4.7M

Berkshire Hathaway
3.9M

*Source: comScore 2018 Media Trends



#1 ON SOCIAL MEDIA

The Coldwell Banker® brand is the most influential residential real estate brand on social media*, with an impressive presence designed to engage, inform and connect with today's home buyers and sellers.



facebook.com/localpage



twitter.com/localpage



YouTube.com/localpage



Instagram.com/localpage



Pinterest.com/localpage



coldwellbanker.com/blog



INTERNET MARKETING ADVANTAGE

Your home will be shown on multiple websites, including the most-visited real estate websites in the world, putting it in front of potential buyers everywhere. Our comprehensive internet marketing strategy includes displaying your home with a detailed description and multiple photos on the most-visited real estate websites.



Properties listed at
\$1,000,000 or higher will also be
featured on these luxury websites



Robb Report

WALL STREET
JOURNAL

UNIQUE
HOMES

The New York Times

THE POWER TO PREDICT THE BUYER'S FUTURE

Once a potential home buyer is on my Zap® Platform, I can focus my efforts and resources on those who are poised to purchase.



Automatically track and aggregate home buyer's online behavior



Pinpoint buyer's desired

- Home style
- Neighborhood
- Price point
- Location



Buyer scoring will analyze activity and alert to make direct contact when they are ready to transact

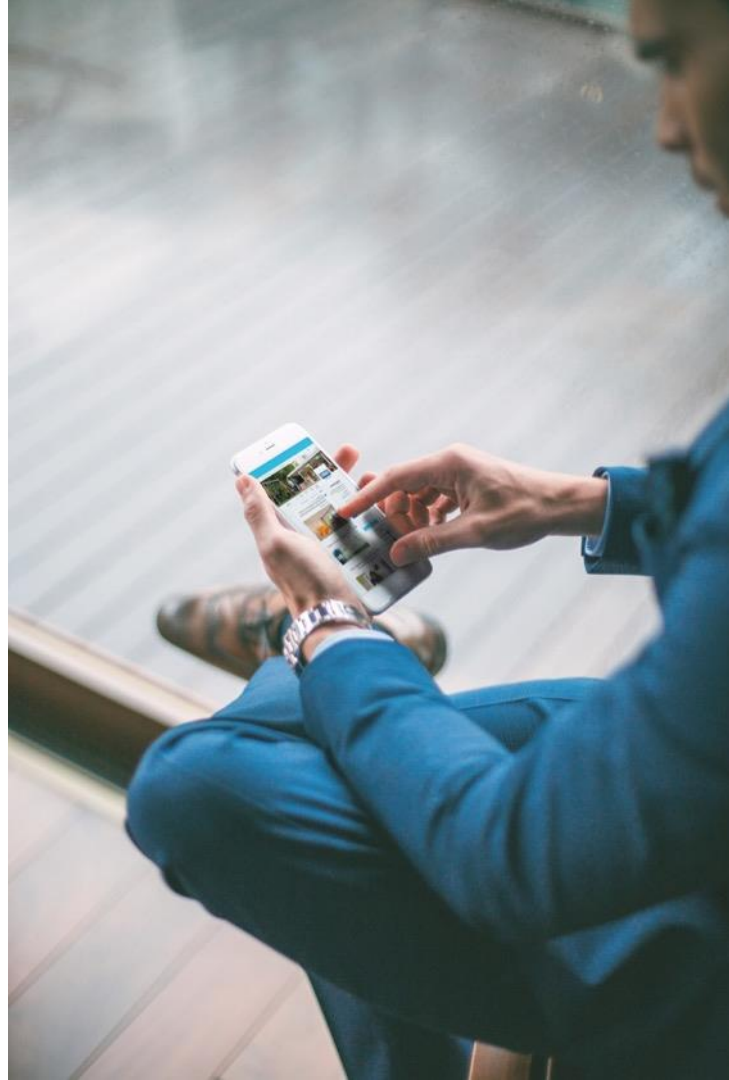


STRATEGIC MARKETING

POWERFUL PLAN

We offer one of the most powerful and comprehensive marketing programs for attracting buyers and getting homes sold. In addition to our industry-leading online strategy, we use a proven combination of traditional and cutting-edge methods to showcase your home.

- National brand advertising
- Online advertising
- Social media
- Direct print and email marketing
- Media relations/public relations
- Coldwell Banker Global LuxurySM program
- Yard signs
- MLS (multiple listing service)
- Professional photography
- Open houses/broker opens





CBx BUYER PROFILE

For your home's marketing to be effective, it needs to reach the right audience. That's where CBx comes in. An innovative tool developed exclusively for the Coldwell Banker® network, CBx uses big data to analyze your market, your neighborhood and more—then presents a profile of the most likely buyer for your home.

CBx Data Includes:

- Median Age
- Average Education Level
- Homes with Children
- Average Family Size
- Median Commute Time
- Average Household Income
- Median Mortgage Debt
- Increase in Residents' Income

PRINT ADVERTISING

While online advertising remains the most effective way of reaching home buyers today, in some instances it may be beneficial to incorporate print advertising as well. We have relationships with key regional and local publications that enable us to showcase your property in the most effective way and generate maximum interest.





BRING MORE BUYERS

Have you ever wondered who handles transferring employees when a corporation needs to move them? We do! Our dedicated relocation department helps thousands of relocating, transferring and other special groups of buyers each year.

Cartus Broker Network

Cartus Relocation is one of the largest relocation service providers in the world, providing services in 165 countries and to more than half of Fortune 500 companies. As a principal broker in the Cartus Broker Network, we receive thousands of incoming buyer referrals annually.

USAA Real Estate Reward Networks

Thousands of active and former military members and their families rely on us for real estate services through our status as a preferred USAA Real Estate Rewards Network broker.



FULL SERVICE

STEP BY STEP

Selling a home is a complex process, but your Coldwell Banker® affiliated agent will guide you through it every step of the way.



Step 1 – Pricing

- Your agent prepares a comparative market analysis (CMA)
- Review market conditions
- Review other homes on the market
- Discuss your home-sale goals
- Determine the optimal listing price



Step 3 – Marketing

- Install distinctive Coldwell Banker® yard sign
- Promote your home on the MLS
- Present your home's listing online
- Respond promptly to buyer inquiries
- Arrange showings
- Hold open house
- Communicate feedback
- Market your property via email, direct mail and social media
- Provide market updates



Step 2 – Preparing

- Remove clutter and organize
- Clean and make repairs
- Stage your home for sale
- Consider a home protection plan
- Complete listing documents and disclosures



Step 4 – Closing

- Evaluate offers and negotiate best price and terms
- Facilitate inspections
- Coordinate closing date, time, location and contacts
- Monitor buyer financing and home appraisal
- Follow up on details
- Review closing statement
- Close the sale
- Provide copies of all closing documents



MARKET EXPERTISE



STAGING TO SELL

A home that looks its best is more likely to sell faster and for a better price. Here are a few tips from the experts for preparing your home for market and staging it for showings.

Outside

- Repaint or touch up trim
- Make needed repairs
- Wash windows and screens
- Trim trees, hedges and shrubs
- Weed and feed lawn and maintain mowing

Entrance

- Check doorbell and replace light bulbs
- Put out new welcome mat
- Clean/repair/repaint front door
- Sweep walkway

General

- Replace burned-out light bulbs
- Clear out closets
- Eliminate clutter
- Neutralize and depersonalize



Rooms

- Touch up or repaint walls, trim and ceilings
- Clean or replace carpeting
- Clean curtains, shutters and blinds
- Clean fireplace, mantle and surrounding areas
- Update décor: throw pillows, bedspreads, towels

Kitchen and Bath

- Clean appliances inside and out
- Clear out and clean cabinets, drawers and pantry
- Clean, repair or replace faucets and fixtures
- Declutter counters
- RegROUT sinks, tubs and showers

Before Each Showing

- Pick up toys and clutter
- Clear off counters and tabletops
- Turn on lights
- Make beds
- Make sure home smells inviting

POSITION YOUR HOME TO SELL

In real estate, knowledge is power, and your **Coldwell Banker®** agent is a local-market expert. By sharing current market data, trends and a comparative market analysis (CMA), they'll help you make an informed decision about your home's market value and ideal asking price.

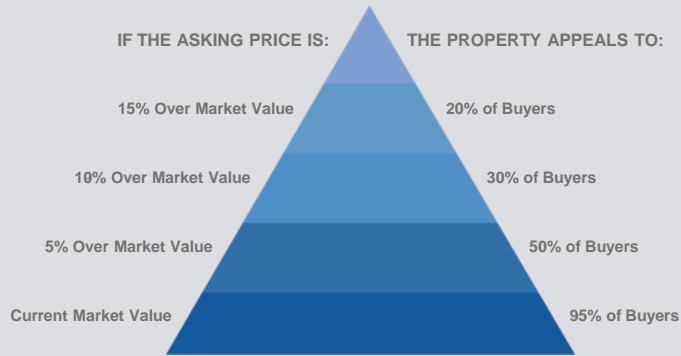
Factors That Impact Your Home's Value:

- **Market Conditions:** the current supply (or inventory) of homes for sale, buyer demand, interest rates and availability of financing, prices of recently sold properties, economic factors and seasonal demand
- **Your Home's Condition:** location, age, size of the home and lot, floor plan and architectural style
- **The Competition:** the number of similar properties for sale and their prices, condition, location and financing terms

Factors That Do Not Impact Your Home's Value:

- **Original Price:** what you paid for your house
- **Needed Proceeds:** the net cash proceeds you want or need
- **Opinions:** what friends and neighbors say your home is worth





PRICING RIGHT

While you and your agent will set your home's *asking* price, the buyer will set the *sales* price. If you price your home too high, you'll miss out on potential buyers. Pricing your property at fair market value from the start will generate the most activity from real estate agents and home buyers. The price must attract enough attention to result in showings and offers.

FIRST IMPRESSIONS

The largest number of potential buyers will view a newly listed home within the first 14 days on the market, and the number will decrease as the days on the market increases. This pool of buyers includes home buyers just entering the market and, more importantly, buyers working with Realtors® who have already seen the existing inventory and have not found a home, making them eager to make an offer.

To take advantage of this increased level of traffic and buyer interest, your property should be priced to sell at fair market value from the very start.

Peak Selling Activity





YOUR HOME'S VALUE

CMA

A comparative market analysis, or CMA, is a report that pulls data from the multiple listing service (MLS) based on buyer and seller activity in your area. Information included in your CMA 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

Your agent will use this information to develop a pricing and positioning strategy that creates a perception of value, makes your property competitive and generates excitement among buyers.



COMPETITIVE PRICE LINES

Recently Sold



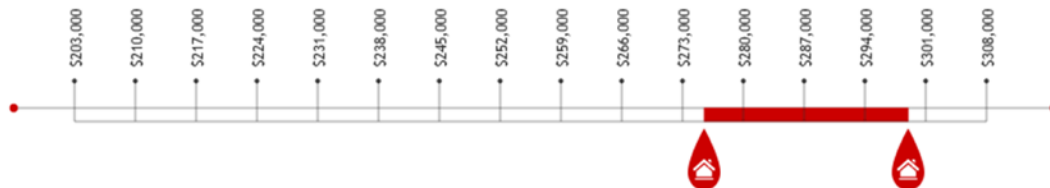
Listing Price

Currently For Sale



Selling Price

Did Not Sell



Listing Price

COLDWELL BANKER SMART HOME

Coldwell Banker Real Estate is always finding new ways to market and sell homes, and has become the dominant real estate force in the rapidly growing smart home arena. Why does this matter? According to a recent Coldwell Banker Real Estate Smart Home Marketplace Survey, nearly half of consumers surveyed think smart home technology is important for their current home or next home purchase, and 60% said they would be willing to pay more for a home with smart home tech installed.

Not only that, 33% of Coldwell Banker® affiliated agents surveyed said homes with smart home technology sell faster than those without, and homes designated as smart homes on coldwellbanker.com receive two times the conversions of similar non-smart home properties*.

It's a meaningful trend, and we got there first.

Among our smart home innovations:

- In collaboration with tech giant CNET, established the industry standard definition of the term “smart home.”
- Created the first-ever smart home certification course exclusively for Coldwell Banker affiliated agents.
- Developed the industry's first Smart Home Staging Kit, giving sellers an easy and affordable way to upgrade their home to a smart home.

*Coldwell Banker Real Estate Smart Home Marketplace Survey: A conversion in this instance is a click-through requesting more information on the property from an agent or a request for an appointment to view the listing.



SMART HOME STAGING KIT

A recent survey conducted by the Coldwell Banker® brand and CNET indicate that homes with smart technology are selling faster than those without.



AMAZON ECHO DOT

The Echo Dot is a hands-free, voice-controlled device that uses Alexa to play music, control smart home devices, make calls, send and receive messages, provide information, read the news, set alarms, read audiobooks and more. Control lights, fans, switches, thermostats, garage doors, sprinklers, locks and more with compatible connected devices; such as those from August, Nest and Lutron.



NEST LEARNING THERMOSTAT

The Nest Learning Thermostat programs itself and automatically helps save energy when you're away. And you can control it using your phone, tablet or laptop.



NEST CAM INDOOR (SECURITY CAMERA)

Nest Cam Indoor helps you stay connected to what matters to you. It looks for motion and listens for sound. If something's up, it sends an alert to your phone.



AUGUST CONNECT

Lock and unlock your August Smart Lock from anywhere, right from your smartphone. Accessory to August Smart Lock.



NEST PROTECT

(SMOKE AND CARBON MONOXIDE ALARM)

The Nest Protect looks for fast-burning fires, smoldering fires and carbon monoxide. It tells you where the danger is and alerts your phone in case you're not home.



AUGUST SMART LOCK

Your smartphone is now a smart key—and more. Lock and unlock your door, create virtual keys for guests, and keep track of who comes and goes all from your smartphone.



CASÉTA WIRELESS BY LUTRON

Simple products that control lights and wireless shades. Provides solutions to real, everyday problems.

- **Never enter a dark home.** Turn lights on as you approach your home from your phone—great for showings!
- The movie begins when the lights start to dim.
- Set the perfect light and ambiance to show the house in its best light.
- **Don't get out of bed to turn the lights off at bedtime.** The Pico remote can turn lights off right from your night stand.

PRICING RECOMMENDATION

Anticipated Selling Price: **\$000,000**

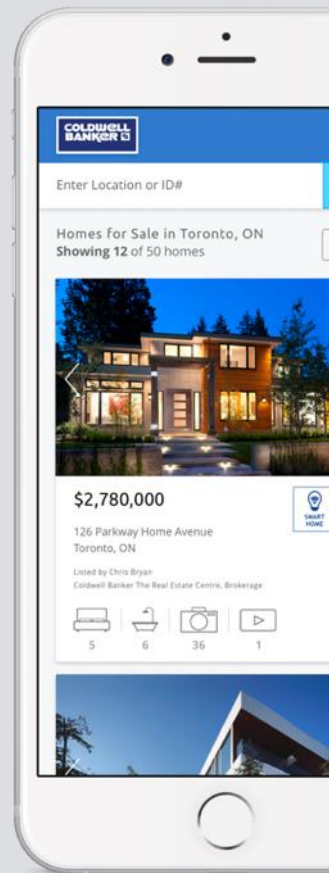
Recommended Selling Price: **\$000,000**

Recommended Financing Terms:

- Copy
- Copy

Other Recommendations:

- Purchase Home Protection Plan
- Copy
- Copy





Kipp Walters
Realtor

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Kippwalters.com

GETTING STARTED

Your home and your home sale needs are one-of-a-kind. Using the unmatched resources of the Coldwell Banker® network, 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

We are committed to your complete satisfaction and will represent your interests with the utmost care, honesty, integrity and discretion. Let's get started!



CB DISCLAIMER:

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