

SELLER'S GUIDE

DESIGNED TO SELL **YOUR** HOME




COLDWELL BANKER

ST. CROIX REALTY



Selling on *St. Croix*

Selling your home can be a significant undertaking, but rest assured, we're here to make the process as smooth and stress free as possible. Whether you're relocating, downsizing or simply ready for a change, we understand that selling your home is a major decision. That's why we're committed to providing you with the professional resources and expertise needed to take care of all of the details. From pricing your home competitively to staging, marketing and negotiating offers, we'll work tirelessly to ensure a successful sale that meets your needs and exceeds your expectations. With our dedicated team by your side, you can trust that your home sale is in capable hands, allowing you to focus on the next chapter of your life with confidence and peace of mind.



How powerful is the Coldwell Banker® brand?
The proof is in the results:
Affiliated agents handled 608,728 transaction
sides in the U.S. in 2022.*

*Year-end Coldwell Banker numbers based on Coldwell Banker financial data as of Dec. 31, 2022.

*PROVEN.
POWERFUL.
PERSONAL.*

Selling your property is a big deal, and the company that helps you should be, too. In 2022, the Coldwell Banker® brand closed \$295 billion in sales volume.* This is a brand committed to empowering agents like me with the innovative technology, strategic marketing, and powerful network I need to market your property in the best possible way.

*Year-end Coldwell Banker numbers based on Coldwell Banker financial data as of Dec. 31, 2022.



Pricing *Strategy*

With my comparative market analysis (CMA) taking the entire market into consideration including off, on, and pending properties, I'll develop a competitive pricing strategy that signals your property's value and generates buyer excitement.

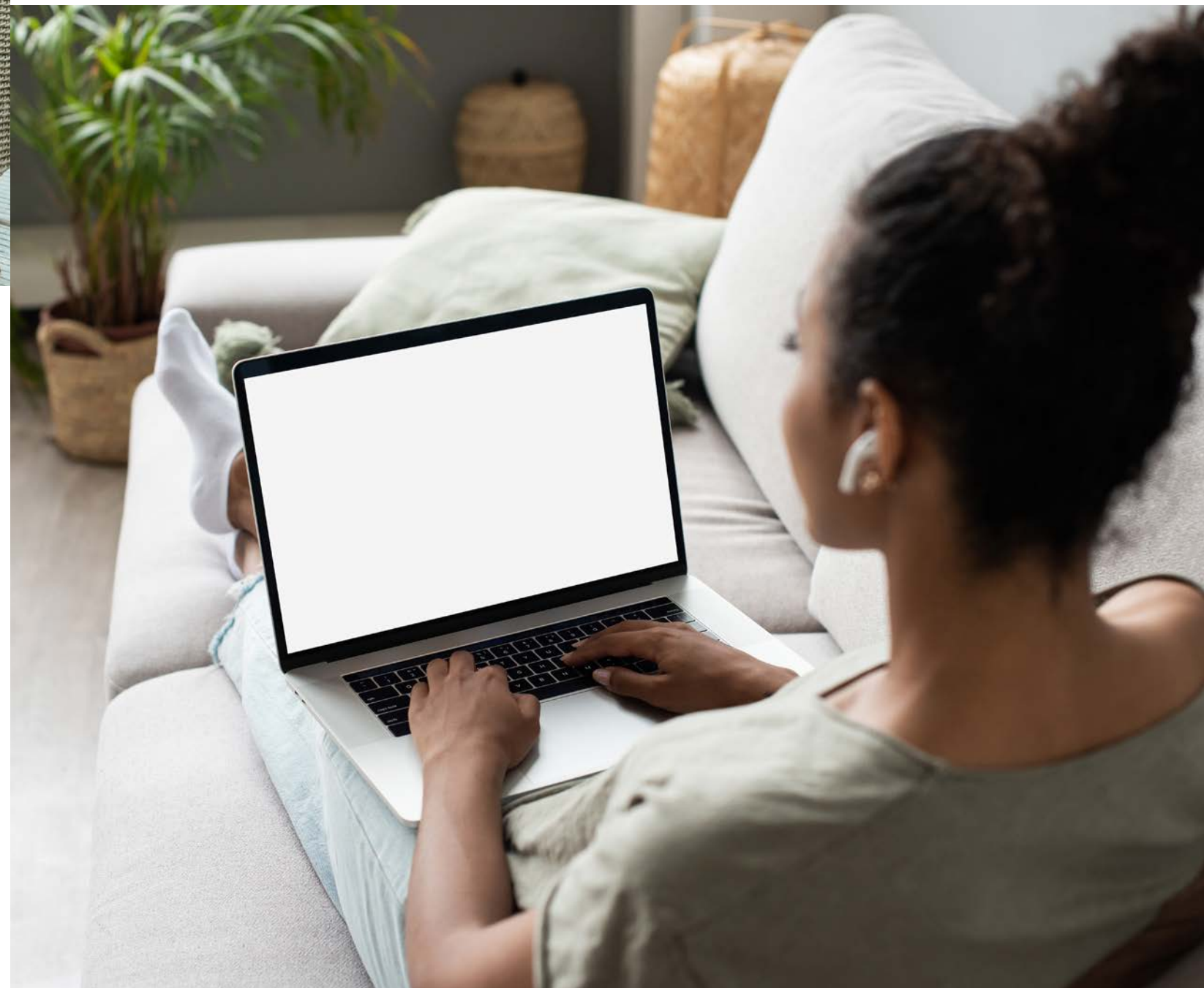
Getting *Started*

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



Comparative Market Analysis

A comparative market analysis is a report that pulls data from the multiple listing service based on buyer and seller activity in your area. I'll use this intelligence to establish an ideal listing price for your property that's competitive and appeals to 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. This is why intelligent pricing is one of the most critical aspects of a successful sale — no matter how perfect your property is, you'll miss out on potential buyers if its price doesn't align with similar properties selling in your market.

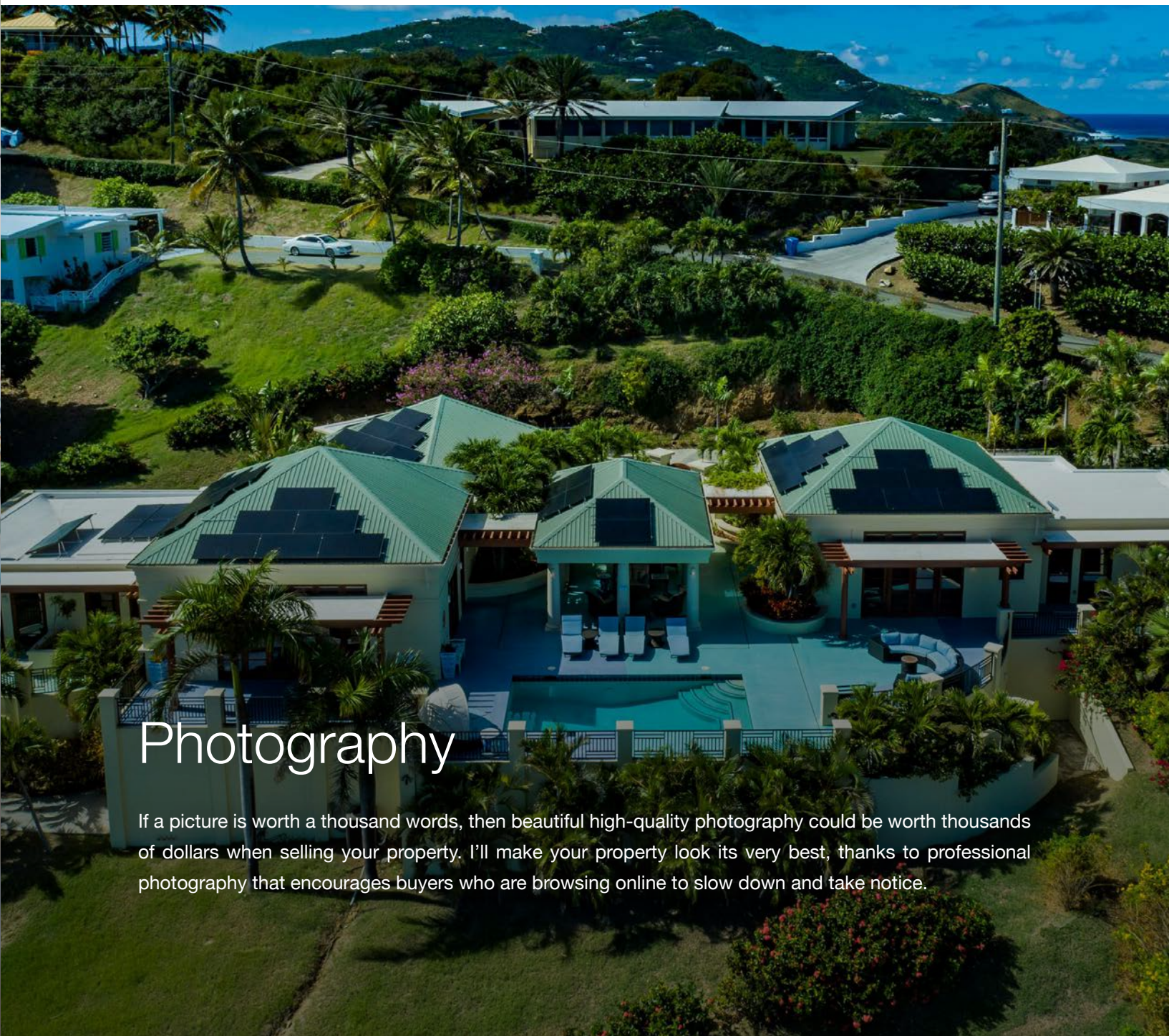
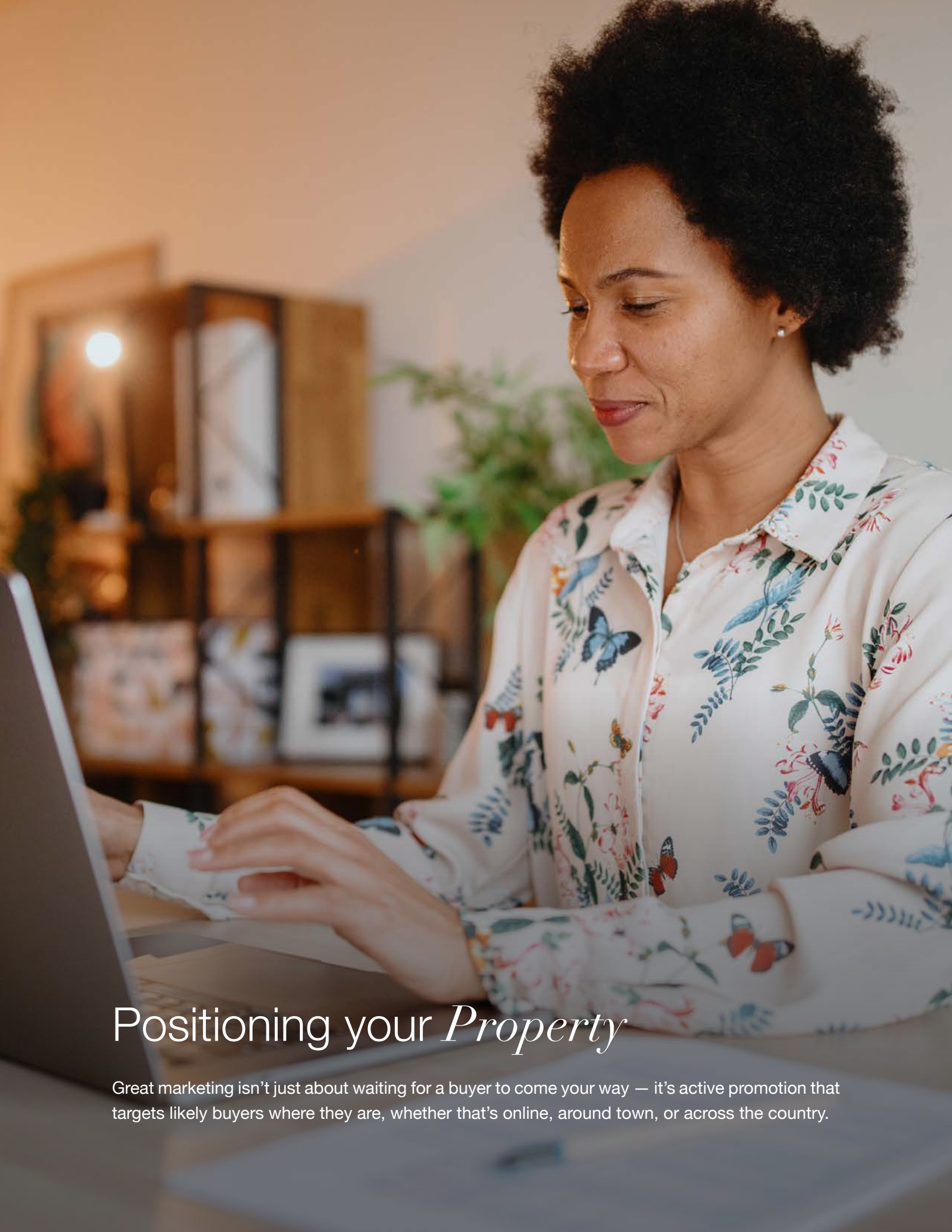
By considering market factors and local competition, I'll thoroughly assess your property and optimally price it from the start, so it generates the most activity from real estate agents and buyers.



Negotiation Strategies

To get the most out of your property 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.





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.

Photography

If a picture is worth a thousand words, then beautiful high-quality photography could be worth thousands of dollars when selling your property. 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*



Social Media

Today's buyers are active on social media, which is why I'll heavily promote your property on social to generate buzz and attract the attention of potential buyers.

Coldwell Banker® social media channels reached millions of consumers in 2022:

- 623M+ Impressions^{1,2}
- 33.8M+ Engagements¹
- 5.7M+ Link Clicks²
- 99.5M+ Video Views^{1,2}
- 718K+ Followers¹
- 99K+ Paid Media Leads²

COLDWELL BANKER US VIRGIN ISLANDS RDMP REPORT 2023 YTD (JAN 1 - NOV 27)

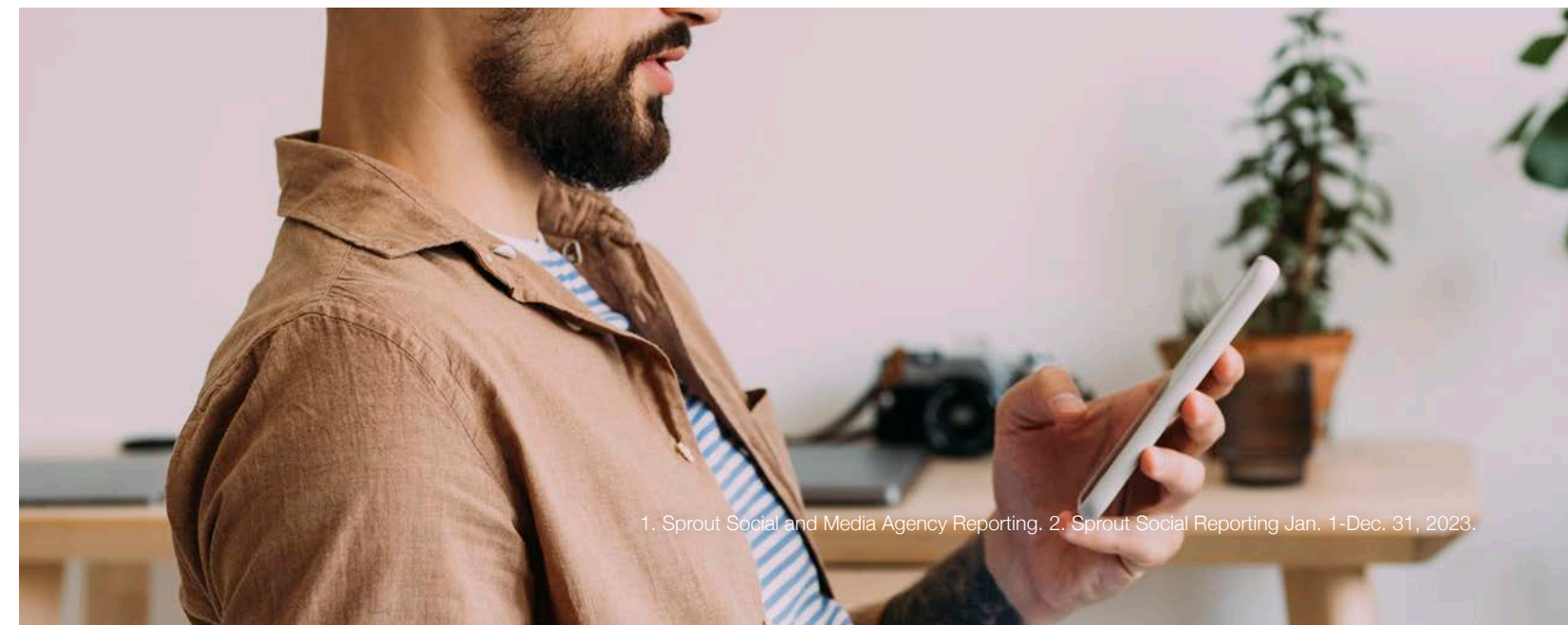
111,257
FACEBOOK/INSTAGRAM
REACH

12,239
FACEBOOK/INSTAGRAM
LINK CLICKS

90,612
FACEBOOK/INSTAGRAM
ENGAGEMENT

1,465,845
GOOGLE AD IMPRESSIONS

25,121
GOOGLE AD CLICKS



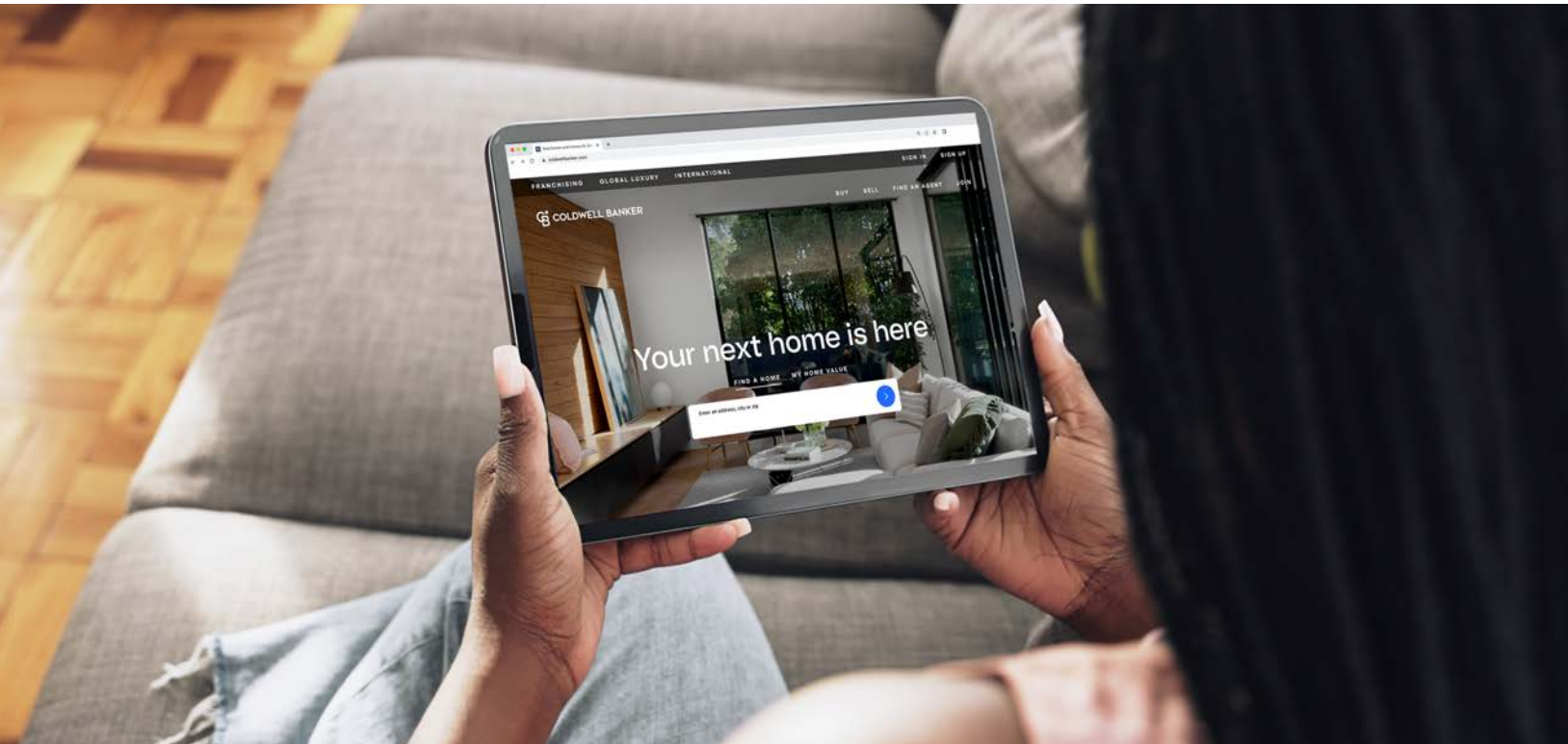
Online Exposure

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? You will be showcased on dozens of high-traffic sites — putting your property in front of potential buyers everywhere.

- COLDWELLBANKER.COM
- COLDWELLBANKERVI.COM
- COLDWELLBANKERINTERNATIONAL.COM
- COLDWELLBANKERISLANDS.COM
- REALTOR.COM
- HOTPADS.COM
- ZILLOW.COM
- TRULIA.COM

Single Property Websites

Show buyers that your property is worth the investment with a single-property website. Unlike listing sites where your home is forced to compete for attention with similar properties, ads, and other distractions, a single-property website keeps the focus on your property. I will promote this unique site to potential buyers throughout the property marketing campaign and on social media.



Publisher Network

We pride ourselves on having your property listed in many areas online in order to place it in front of potential buyer’s wherever they may be looking. Two specific examples for Coldwell Banker US Virgin Islands are:



With Coldwell Banker St. Croix Realty and Coldwell Banker St. Thomas Realty, we list your home with listglobally which advertises on 100+ portals in 60+ different countries reaching 71+ million potential buyers.



As well as on ListHub which syndicates your listings on 80+ websites targeting buyers in the United States.



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The *numbers* are in.

Nobody beats the Coldwell Banker® brand.

Plenty of real estate companies talk a good game, but when the rubber meets the road, few others stack up to the bona fides at the Coldwell Banker brand. Whether it's having over \$295 billion in sales volume,¹ leading the social and digital media environment, contributing to local communities and causes, or activating the power of a global network for referrals, the Coldwell Banker network has the competition's number. Which means so do our agents.

128 YEARS
OF GUIDING PEOPLE HOME.

WE ARE THE
#1 COLDWELL
BANKER
FRANCHISE
*in the world by
number of offices
SCHMIDT FAMILY OF COMPANIES

100,000+
AGENTS ACROSS 40 COUNTRIES
COLDWELL BANKER®

WE CLOSED
\$295 BILLION
IN SALES VOLUME IN 2022
COLDWELL BANKER®

WOMEN'S CHOICE AWARD®
WINNER 6 YEARS IN A ROW

AGENTS AND TEAMS WHO
USE PRODUCTS WITHIN OUR
TECHNOLOGY SUITE ARE 3.5X
MORE PRODUCTIVE

- Based on production of agents and teams that performed an action in at least one of the following products between 10/01/2021 and 09/30/2022: Prospect Square, Listing Concierge, MoxiPresent, HomeSpotter, Exclusive Look, BrandSrv, and Market Quest. Results not guaranteed.

1,900+
AGENTS ACROSS MI, OH, FL, & USVI
SCHMIDT FAMILY OF COMPANIES

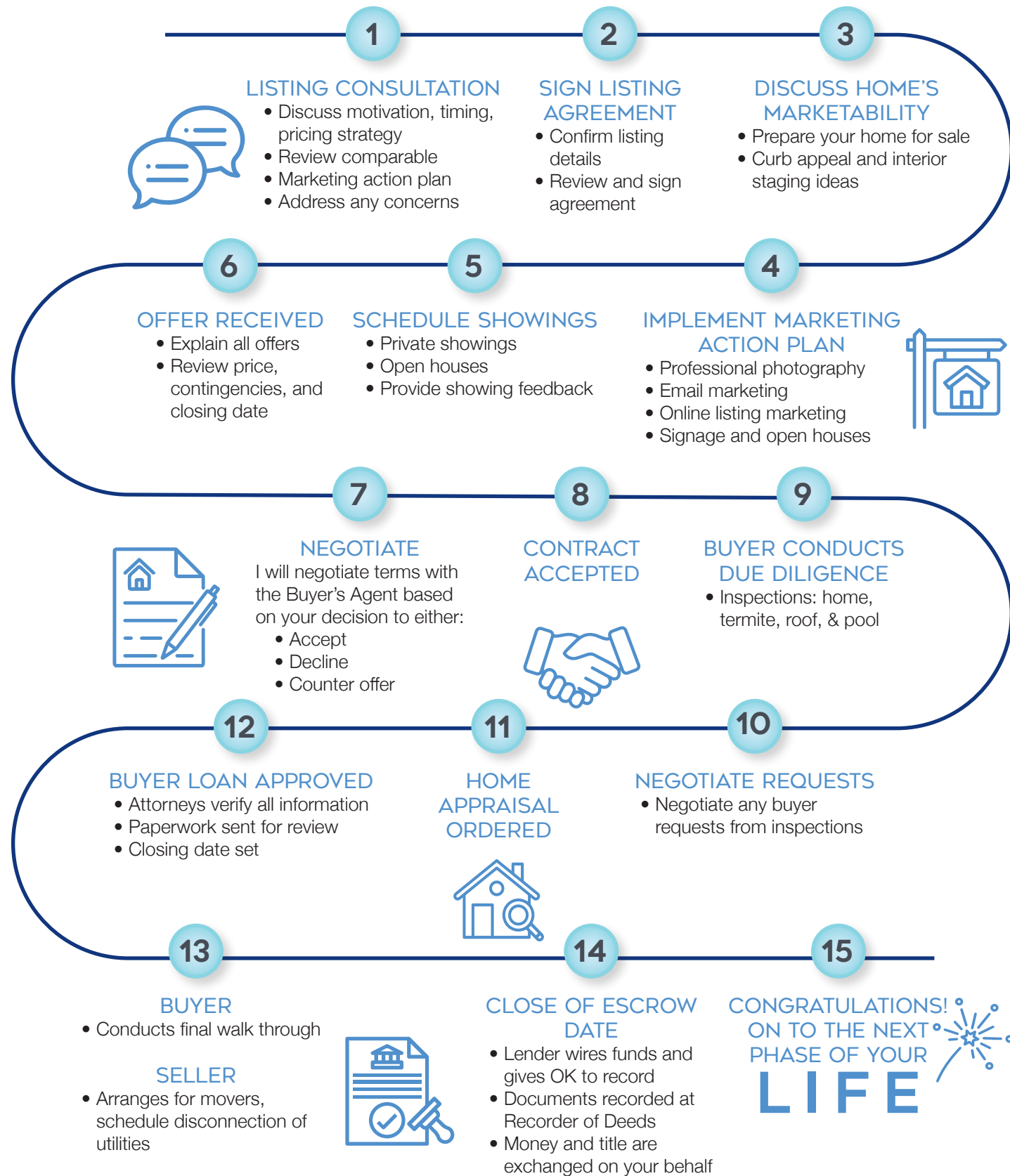
WE ARE THE
#3 COLDWELL
BANKER
FRANCHISE
*in the world by sold
transactions
SCHMIDT FAMILY OF COMPANIES

WE CLOSED
\$5 BILLION+
IN SALES VOLUME IN 2022
SCHMIDT FAMILY OF COMPANIES

¹ Based on Coldwell Banker Financial Data 01/01/2022 - 12/31/2022



HOME SELLING PROCESS





OUR SCHMIDT *family* STORY.

Schmidt Family of Companies is the parent company to its whole Coldwell Banker franchise. We are a fifth generation, full-service brokerage firm founded in 1927 specializing in residential, luxury and commercial real estate, property management, mortgage, and title services.

H. F. Schmidt Real Estate, as the firm was originally known, was based on the principles of honesty, integrity, and an unwavering commitment to outstanding service. Harold Schmidt's adherence to these standards of excellence earned him the trust and confidence of his clients, building a solid foundation for what was to become one of the most respected and largest real estate brokerage firms in the Midwest.

Harold's son, Joseph Schmidt, joined the company in 1946 and under his leadership the company experienced unparalleled growth. His sons, Fred and Ken, entered the company in 1962 and 1968, respectively. Today, Ken's son, Mike Schmidt, is the Chairman and CEO of the firm, Steve Bell is the President and CFO, and Tom Gray is the COO. The firm joined Coldwell Banker Corporation as a franchisee in 1983.

Our Coldwell Banker franchise is the largest in the Coldwell Banker network based on the number of offices and third based on units sold. Coldwell Banker Commercial named us the number one affiliate in North America. Coldwell Banker St. Croix Realty joined the Schmidt Family of Companies in 2018, and we expanded our ability to serve the US Virgin Islands community with the opening of Coldwell Banker St. Thomas Realty in 2021.



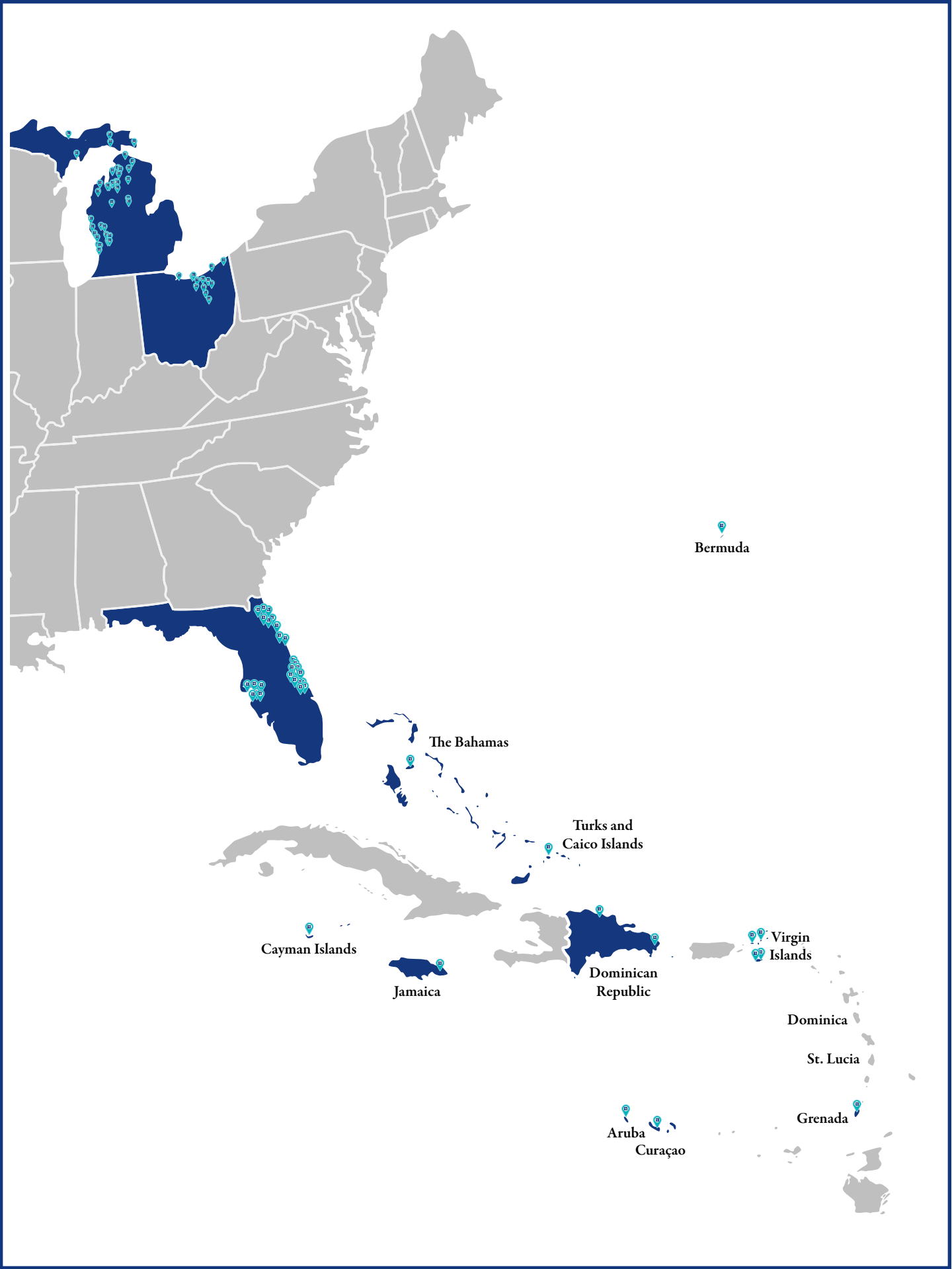
COLDWELL BANKER US VIRGIN ISLANDS

Coldwell Banker has a diverse group of agents, some of whom have been lucky enough to have lived on island their entire lifetime. Others moved here for a better quality of life. We are ambassadors for St. Croix and St. Thomas and experts in the local real estate markets.

At Coldwell Banker St. Croix Realty and Coldwell Banker St. Thomas Realty, we are dedicated to guiding you through every step of the home-buying process with expertise and personalized attention. From your initial inquiry to the moment you receive the keys to your new home, our team will work tirelessly to ensure a smooth and successful transaction. We'll start by listening carefully to your needs, preferences, and budget to help you find the perfect property that meets your criteria. Our experienced agents will provide valuable insights into the local market trends, neighborhood amenities, and available properties, empowering you to make informed decisions. We'll handle all the paperwork, negotiations, and logistics, leveraging our extensive network and resources to streamline the buying process. Whether you're a first-time homebuyer or a seasoned investor, you can trust Coldwell Banker to be your trusted partner in achieving your real estate goals.

COLDWELL BANKER ISLAND AFFILIATES

Coldwell Banker Island Affiliates was created in 1997 when Coldwell Banker began pursuing their vision of a global real estate company. The vision was, and is today, to grow the presence of the Coldwell Banker franchise brand by carefully selecting and awarding exclusive franchises to the preeminent real estate firms in each country partnering their local expertise with the Coldwell Banker systems and resources. Since 1997 they have successfully expanded to Aruba, Bahamas, Barbados, Bermuda, British Virgin Islands, Cayman Islands, Curacao, Dominican Republic, Jamaica, Freeport/Grand Bahama Island, Grenada, Puerto Rico, Nevis, St. Kitts, St. Croix, St. Thomas, French St. Martin, Dutch St. Maarten and the Turks and Caicos Islands and have 38 office locations.





COLDWELL BANKER
**SCHMIDT FAMILY OF
COMPANIES**

COLDWELL BANKER | St. Croix Realty

COLDWELL BANKER | St. Thomas Realty

COLDWELL BANKER | Schmidt Realtors

COLDWELL BANKER | Woodland Schmidt

COLDWELL BANKER | AJS-Schmidt

COLDWELL BANKER | Schmidt Family Of Companies

COLDWELL BANKER | Schmidt Realty

COLDWELL BANKER | Routh Realty

COLDWELL BANKER | Sunstar Realty

COLDWELL BANKER | Paradise

COLDWELL BANKER | Premier Properties

COLDWELL BANKER | The Amelia Group

U.S. VIRGIN ISLANDS | ColdwellBankerVI.com

MICHIGAN | CBGreatLakes.com

OHIO | CBSchmidtOhio.com

FLORIDA | CBFloridaHomes.com | FLColdwellBanker.com
ColdwellBankerPremierProperties.com



COLDWELL BANKER
ISLAND AFFILIATES

COLDWELL BANKER | Amber Coast Realty

COLDWELL BANKER | Aruba

COLDWELL BANKER | AJS-Schmidt

COLDWELL BANKER | Bermuda Realty

COLDWELL BANKER | BVI

COLDWELL BANKER | Cayman Islands Realty

COLDWELL BANKER | Curacao Real Estate

COLDWELL BANKER | Grenada

COLDWELL BANKER | Jamaica Realty

COLDWELL BANKER | Premier Realty

COLDWELL BANKER | Prime Realty

COLDWELL BANKER | Real Estate Turks & Caicos

COLDWELL BANKER | St. Thomas Realty

COLDWELL BANKER | St. Croix Realty

COLDWELL BANKER | St. Lucia Homes

COLDWELL BANKER | Lightbourn Realty



COLDWELL BANKER
U.S. VIRGIN ISLANDS