

Coldwell Banker®
**VIRTUAL
EDUCATION
EXPO**



 COLDWELL BANKER

 COLDWELL BANKER

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Scripts - Any sample dialogue or script contains suggestions and is not intended to be used verbatim. The sample dialogue is designed to offer you suggestions for what you might say in some of the most common situations you may encounter as a real estate agent. These words are only a guide, however. The most effective dialogue will be the one that is authentically your own..

GENERAL GUIDELINES AND REMINDERS

Each affiliated sales representative and broker is responsible for complying with any consumer disclosure laws or regulations.

Wire Fraud - Wire fraud scams continue to affect the real estate industry. Given the ongoing risks of wire fraud previously shared by the Federal Trade Commission and the National Association of REALTORS®, it is imperative that brokers and agents continue to be vigilant to this very real threat.

Advertising Guidelines - Claims in advertisements should be truthful, should not be deceptive or unfair, and should be fact-based.

Website considerations - If you have a website, you may consider Privacy Policies about how you intend to use any data you might collect over the Internet, and incorporating terms of use.

Copyright and Trademark Issues - Be mindful of using materials including but not limited to photos, videos, and music that may be copyrighted or trademarked. You must obtain permission to use any copyrighted or trademarked materials before using them.

General Guidance - The information herein is intended for informational purposes only and is not intended, nor shall it be deemed, to provide or offer legal or financial advice or guidance. We recommend you consult with your own advisor when dealing with any of the issues visited herein.

Do Not Call Registry - The FTC's Telemarketing Sales Rule helps protect US-based consumers from fraudulent telemarketing calls and gives them certain protections under the [National Do Not Call Registry](#). Companies also need to be familiar with rules banning most forms of robocalling. If you or someone working on your behalf is telemarketing, know the do's and don'ts before you plan your strategy, including but not limited to the following:

1. Before making a sales call, you or a third party vendor you hire should determine whether the consumer's phone number has been included on the National Do Not Call Registry and your company specific Do Not Contact list. We recommend that you speak to your broker about compliance with these rules.
2. Any sales calls or communications to consumers must follow the requirements of the Telephone Consumer Protection Act ("TCPA"), state and local telemarketing laws, including but not limited to requirements that messages or calls may not be sent using an automatic telephone dialing system or an artificial or prerecorded voice unless you have express written consent from the consumer.

We recommend that you review your local MLS rules and regulations regarding the proper use of listing data for other commercial purposes such as soliciting new clients, contacting expired listings, or recruiting.

Similar laws may apply outside of the United States, including, but not limited to the CAN-SPAM Act, by way of example.



WELCOME TO THE EDUCATION EXPO

Guiding You Home Since 1906

The **Coldwell Banker**[®] brand is proud to support real estate professionals from across the entire industry through our Virtual Education Expo series. Featuring some of the brightest and most renowned guests in the business, these events enable agents to expand their sales and business development skills through effective education, coaching and support.



COLDWELL BANKER EDUCATION EXPO CENTRAL





EDUCATION EXPO REMINDERS



CBA AND CBR AUDIENCE

We have a mixed group of Coldwell Banker® Affiliates and Coldwell Banker Realty.

Thank you for your patience as we try to strike a balance.



LIVE CHAT

Use the Teams Live chat feature to ask questions during the meeting. They will be answered during Q&A.



RECORDINGS

The presentation and recording will be distributed after each meeting:

- Follow-up email to the network within two business days
- Posted to [CBEducationExpo.com](https://www.CBEducationExpo.com)




#CBGOODNEWS



Coldwell Banker Realty - Southeast Central Ohio Office
April 6 at 6:50 PM · 🌐

Mark your calendar for the 2nd Annual World's Largest Diaper Drive! Let's fill the trailer with diapers. The goal is 500,000 diapers in one day. Let's help Bottom's Up Diaper Drive achieve their goal. #diaperdrive #coldwellbankerrealty #bebetter #diapersforallbabies #bottomsupdiaperdrive #cbgoodnews




JOIN US!

World's Largest Diaper Drive

May 7, 2022
10 AM - 4 PM

Coldwell Banker Realty
176 Clint Drive
Pickerington OH 43147

Come donate diapers and/or wipes to help Coldwell Banker Realty and Bottom's Up Diaper Drive to reach our goal of 500,000 diapers collected in one day!



COLDWELL BANKER REALTY

The Morgan Real Estate Team - Coldwell Banker Tomlinson is at Julius M. Kleiner Memorial Park.
April 9 at 11:13 AM · Meridian, ID · 🌐


At the MS Walk this morning supporting the Local 208 MS'ers. Really cool to see people in wheelchairs, walkers, scooters getting out and supporting the cause and celebrating a beautiful morning, wind and all! It's not too late to donate- no amount too small- Thank you!!
<https://l.facebook.com/l.php...>

#mswalk2022 #CBTDoersOfGood #ServiceMatters #GoDo #208MSers #CBGoodNews



Coldwell Banker Realty - Southeast Central Ohio Office
April 5 at 2:43 PM · 🌐

We celebrated our 2021 office Charity BrockStrong today! Thanks to the charitable hearts of our agents, and our wonderful community we raised \$2000. We added \$3129 from the Coldwell Banker Foundation and presented a total of \$5129 to BrockStrong! The money will be used to do a room makeover for a four year old little boy battling cancer. #bebetter #coldwellbankerrealty #BrockStrong #givingback #realestate #cbgoodnews





TODAY'S TOPIC:

**NEXT LEVEL FARMING
WITH ROSE SKLAR**





A SPECIAL Q&A WITH:



Wendy Crane
Vice President of Learning



Rose Sklar
Coldwell Banker Realty
Weston, FL



FIX IT UP WITH NOTHING UP FRONT



The Realitalize[®] program covers the upfront costs of home renovations to prepare your listings for sale.



Access to top-rated service providers from Angi, which harnesses both HomeAdvisor and Angie's List networks, to help your clients make the needed improvements and repairs to prep their home for sale.



No hidden fees, interest charge or markups for you or your sellers!



Execution of program agreements is required. RealVitalize is not available in all states and available only at participating offices. Void where prohibited by law. Additional terms and conditions apply. Results not guaranteed. Agents in New Jersey cannot use RealVitalize to prospect for a listing. If listing doesn't sell within 12 months after first project completion, seller must pay back the full amount of program services.

CB★ MOST COMMON REALVITALIZE® PROJECTS ...

- Painting
- Flooring
- Light fixtures
- Countertops
- Hardware
- Bathrooms
- Staging





HOW TO APPROACH A SELLER ABOUT THE REALVITALIZE[®] PROGRAM



- **Provide hard information** (articles and data) about what buyers are looking for.
- **Approach from a place of empathy.** Are they older? Sentimental with their collections and clutter?
- **Prepare for pushback.** *Most buyers can't see themselves using what you have. They need to fall in love with the space and their belongings, not be distracted by yours.*



SKLAR TEAM PROPERTY CONDITION CHECKLIST



STEP 1: CURB APPEAL

- Does the front door need fresh paint or hardware?
- Is the roof in good condition?
- Does the exterior need a power wash?
- Is the landscaping in need of mulch and trimming?



CB **BEFORE AND AFTER: CURB APPEAL** ...



BEFORE



AFTER



SKLAR TEAM PROPERTY CONDITION CHECKLIST



STEP 2: USE YOUR SENSES

SMELL – Walk in, breathe deep. Does it smell?

- Determine culprits. Carpets? Drapes? Animals?

TOUCH – Are furnishings in disrepair?

SEE – Are light fixtures and hardware outdated?

- Are colors dark and dingy?





THE REALVITALIZE[®] PROGRAM



BEFORE



AFTER



SKLAR TEAM PROPERTY CONDITION CHECKLIST



STEP 2: USE YOUR SENSES

- Walk and move through the space
- Is furniture very large and blocking space?
- What are the best parts of the home?
- Is the house clean?
- How lit are the rooms? Add LEDs!





THE REALVITALIZE[®] PROGRAM





SKLAR TEAM PROPERTY CONDITION CHECKLIST



STEP 3: QUESTIONS FOR SELLER

- When was the last time you painted?
- Are there repairs that we can tackle in advance of inspection?
- Do you need assistance with sorting (donate, sell, keep), especially “collections”?





THE REALVITALIZE[®] PROGRAM



BEFORE



AFTER



SKLAR TEAM PROPERTY CONDITION CHECKLIST



“WOW” ROOMS

YOU CAN ONLY MAKE A FIRST IMPRESSION ONCE

- Living Room
- Dining Room
- Kitchen
- Primary Bedroom/Owner's Suite
- Patio/Outdoor living space





THE REALVITALIZE[®] PROGRAM





CHOOSING A GEOGRAPHIC FARM



- Start small but be the expert
- Be branded
- Be visible
 - Go to the parks, gym, pickle ball court
 - Walk your dog
 - Wear swag
- Create a community newsletter
- Become the expert





FARMING TIPS



- Direct mail
- Digital
- Be consistent
- Write content for articles
 - Engagement
 - Entertain
 - Educate
 - Inspire





SKLAR FARMING POSTCARD



REALVITALIZE®

Increase your home value



BEFORE



AFTER



"Rose is one of our top-producing agents in South Florida. She is so agile with RealVitalize, and has used the program over a dozen times within the past 12 months. She has on-boarded her own trusted service providers into the program, and they are constantly working"

Angela Tsal
Senior Program Manager, RealVitalize

WESTON HILLS CC · Weston, FL
Staged & Sold using RealVitalize Multiple Offers **\$1,100,000**
► **Paint, new flooring, and staging.** We were able to raise the price by **\$50,000** with **\$25,000** in renovations and received Multiple offers = **HAPPY BUYER & SELLER**



BEFORE



AFTER

WESTON HILLS CC · Weston, FL
Closed using RealVitalize · Multiple offers **\$932,000**
► **Paint & Install new floors.** Because the house was original, by replacing the flooring and neutralizing the paint, we were able to raise the asking price up **\$50,000** with **\$20,000** in renovations = **SOLD**



SKLAR FARMING POSTCARD



INTRODUCING
Coldwell Banker Residential Real Estate

REALVITALIZE

Maximize selling price and sell your home faster!

The RealVitalize program, powered by Home Advisor, is an exclusive offering for Coldwell Banker Residential Real Estate clients that helps with home improvements and repairs to prep your home for sale. **We cover your upfront costs and get paid back when your home sells.** No hidden fees, interest charges or markups!

Choose from these popular projects, including:

- ▶ Staging
- ▶ Appliance purchasing and installation
- ▶ Kitchen and bathroom upgrades
- ▶ Carpentry
- ▶ Carpet cleaning
- ▶ Landscaping
- ▶ Painting
- ▶ Electrical upgrades and more!

This program is designed to prepare your home for the market to help elevate your home's value and improve your selling experience.



**COLDWELL BANKER
REALTY**



**Rose & Dean Sklar,
REALTORS**

Ranked #1
Coldwell Banker Team
in Broward County 2018,
2019 & 2020



OVER A BILLION
IN CLOSED SALES
REAL TRENDS TOP 1000
TEAMS IN AMERICA



READ OUR BLOG



1. Are you ready to leave the family home?
2. Want top dollar when you sell your home?
3. Tips to find the perfect adult community



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THE REALVITALIZE[®] PROGRAM BEST PRACTICES ...

- Be prepared – know the program
- Practice (use scripts)
- Bring assets/materials
- Be knowledgeable about staging
 - Watch HGTV (because your sellers and buyers are!)
- Use a RealVitalize presentation
- Understand and prepare for the paperwork (RealVitalize Program)



CB[★] WORK YOUR CRM



- Having a CRM is essential for optimal growth
- Organize your contacts
- Start and end every day in your CRM
- Targeted drip campaigns
- Provide relevant info



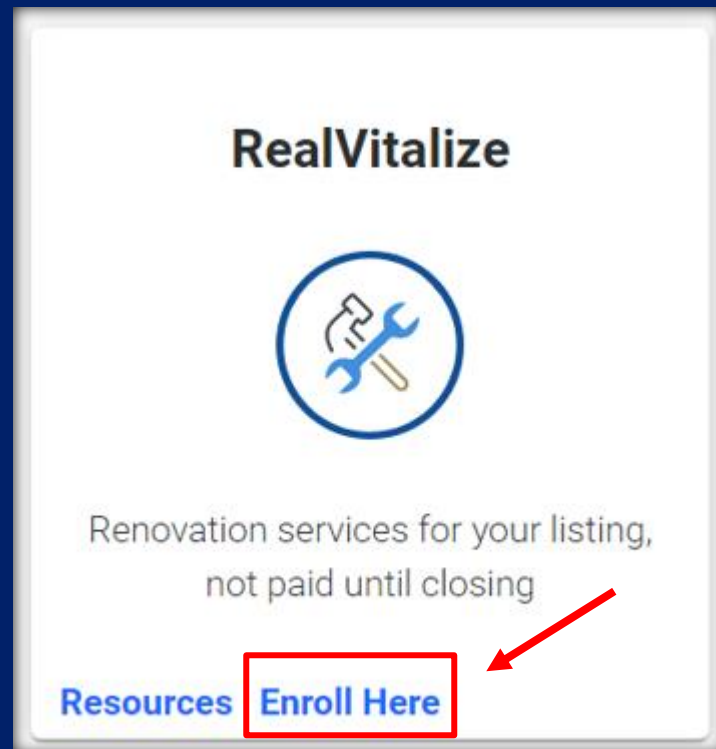
CB SKLAR TEAM – SECRETS TO SUCCESS ...

- You have to do the work – real estate is simple but it's not easy
- Video – do it immediately
- Get educated – never stop learning
- Practice, practice, practice
- Work your CRM every day
- Put systems into place
- This is a job – treat it that way
- Attend your office meetings
- Make sure you have balance





THE REALVITALIZE[®] PROGRAM ON DESK



• **NEW! On-Demand eWebinar Training!**

- Participation Agreements
- Program FAQ
- Quick Start Guide

- Marketing Material Overview
- Competitive Comparison
- Onboard Your Vendors
- MUCH MORE!

Enroll your listing in the RealVitalize[®] program by clicking the **Enroll Here** link!

Once submitted, you'll receive a confirmation from our team and will be connected with your project consultant!

**DID YOU
KNOW**

RealVitalize enrollments are no obligation!

Get your sellers enrolled, schedule walkthroughs and receive estimates, and then decide with your sellers if they'd like to use RealVitalize!.

A photograph of a woman from behind, wearing a white button-down shirt, with her right hand raised in the air. She is in a crowd of people, some of whom are also raising their hands. The background is blurred, showing other people in various clothing. The text 'Q & A' is overlaid in the center in a white, sans-serif font.

Q & A



UPCOMING WHAT MOVES HER EVENT



LEADERSHIP SKILLS FOR BUSINESS
Featuring Crystal Khalil and Dr. Nicole LaBeach

Thursday, June 16
2 PM ET/ 11 AM PT

Visit ColdwellBankerWomen.com





EXCEPTIONAL LIVING SERIES WITH TY PENNINGTON



IN CASE YOU MISSED IT

Ty Pennington is known for his popular HGTV shows *Trading Spaces*, *Extreme Makeover: Home Edition* and *Rock the Block*, currently in its third season. He explores how to express your personality and passions in your design, while getting the most out of small spaces and limited time.

**View the recording for a limited time –
Desk>Company>Events>Exceptional Living Series**





DESIGN CONCIERGE CUSTOM LOGO GIVEAWAY



Entry Options Include:

- Scan the QR Code below
- Click the link in the chat now
- Go to CBExceptionalLiving.com



THANK YOU



Execution of program agreements is required. RealVitalize is not available in all states and available only at participating offices. Void where prohibited by law. Additional terms and conditions apply. Results not guaranteed. Agents in New Jersey cannot use RealVitalize to prospect for a listing. If listing doesn't sell within 12 months after first project completion, seller must pay back the full amount of program services. All property enhancement services are provided by the applicable service providers affiliated with Angi. Neither Coldwell Banker Real Estate LLC nor any of its respective franchisees or affiliated companies is providing any property enhancement product or service in connection with the RealVitalize program. Each affiliated agent and broker is responsible for complying with any consumer disclosure laws or regulations arising from participation in this program. Company materials, programs or meetings that are not for compliance purposes are optional for your use as an independent agent affiliated with a Coldwell Banker® franchised office or a company owned Coldwell Banker® brokerage. Your use is not required for your continued affiliation with the Coldwell Banker brand. ©2022 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Realogy Brokerage Group LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. 