

LISTING CONCIERGE

INNOVATION PILOT PACKAGES



We are thrilled to introduce the Listing Concierge Innovation packages, designed with a digital-first strategy to help you maximize the potential of the modern media marketplace. Through Listing Concierge, you'll receive targeted online ads along with advanced performance analytics and lead-capture opportunities. And with the next generation of program features, you'll have even greater flexibility to tailor your Listing Concierge packages to suit your individual needs.



LAUNCH PACKAGE

Retail Value: \$730 | Sales Associate Cost: \$209

(see box for optional add-ons and upgrades available at time of order)

Professional standard photography (*up to 35 photos*) or a \$50 credit to use your own photographer

Digital

- Professionally produced 30-second listing ad shown before a YouTube video that will receive 1,000+ views by a targeted audience
- Listing ad will also be posted on the Coldwell Banker Realty Florida YouTube channel
- Professionally designed single-property website
- Geographically targeted marketing for seven days to a local audience online and on social media via Boost
- "Just Listed" and "Just Sold" eBlast to sales associate's contacts
- New listings distributed via email in The Update to all active members of your MLS (*four weeks*)
- Social media assets
- Photo slideshow
- Downloadable property flyers (*PDF format*)
- Client report



REACH PACKAGE

Retail Value: \$1,005 | Sales Associate Cost: \$399

(see box for optional add-ons and upgrades available at time of order)

Professional standard photography (*up to 35 photos*) or a \$50 credit to use your own photographer

Digital

- Professionally produced 30-second listing ad shown before a YouTube video that will receive 2,100+ views by a targeted audience
- Listing ad will also be posted on the Coldwell Banker Realty Florida YouTube channel
- Professionally designed single-property website
- Geographically targeted "Just Listed" marketing for 14 days and "Just Sold" marketing for seven days to a local audience online and on social media via Boost
- "Just Listed" and "Just Sold" eBlast to sales associate's contacts
- New listings distributed via email in The Update to all active members of your MLS (*four weeks*)
- Social media assets
- Photo slideshow
- Downloadable property flyers (*PDF format*)
- Custom domain name to market your property
- Client report

Print With Trackable QR Code

- 25 professionally printed property brochures (*8"x8", 8.5"x11" or 11"x17"*)
- 25 trifold property announcements with silver envelope (*printed and mailed*)
- 25 super jumbo "Just Sold" postcards (*printed and mailed after closing*)

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LUXE PACKAGE

Retail Value: \$1,814 | Sales Associate Cost: \$939

(see box for optional add-ons and upgrades available at time of order)

Upgraded photography/video package *(or an \$80 credit to use your own photographer)* with up to 35 photos plus virtual twilight photography and your choice of one of the following:

- Drone photography
- Interactive floor plan
- Matterport 3D tour *(options dependent on local vendors/availability)*

Digital

- Professionally produced 30-second listing ad shown before a YouTube video that will receive 3,300+ views by a targeted audience
- Listing ad will also be posted on the Coldwell Banker Realty Florida YouTube channel
- Professionally designed single-property website
- Geographically targeted “Just Listed” marketing for 21 days and “Just Sold” marketing for seven days to a local audience online and on social media via Boost
- “Just Listed” and “Just Sold” eBlast to sales associate’s contacts
- New listings distributed via email in The Update to all active members of your MLS *(four weeks)*
- WSJ | Real Estate featured placement for \$1M+ listings *(30 days)*
- Mansion Global featured placement for \$1M+ listings *(30 days)*

- Social media assets
- Photo slideshow
- Downloadable property flyers *(PDF format)*
- Custom domain name to market your property
- Client report

Print With Trackable QR Code

- 50 professionally printed property brochures *(8"x8", 8.5"x11" or 11"x17")*
- 50 trifold property announcements with silver envelope *(printed and mailed)*
- 50 super jumbo “Just Sold” postcards *(printed and mailed after closing)*

Optional Add-Ons and Upgrades

Add the following to selected package or increase quantities at time of order.

Photography

(options and pricing dependent on local vendors/availability)

- Virtual twilight photography
- Drone photography
- Interactive floor plan
- Matterport 3D tour

Luxury Media

- WSJ | Real Estate and Mansion Global featured placement for \$1M+ listings *(30 days)* – \$125

Online Presence

- Custom domain name *(12 months)* – \$20

Social Media

- “Just Listed”/“Just Sold” Boost ad extension *(seven days/4,500 views)* – \$31

Print Materials

- “Just Listed” silver envelope mailer *(includes standard postage)* – \$2.21/piece
- “Just Listed”/“Just Sold” postcards *(includes standard postage)* – \$0.97/piece
- Property brochures – \$2.02/piece

YouTube

- Targeted view increase for YouTube ad *(coming soon!)*

Ready to place an order?

Go to [Desk > Listing Concierge](#) to get started.



COLDWELL BANKER | REALTY

Company reserves the right, in its discretion, to provide substitute products or services of comparable value based upon modifications to the program, scheduling conflicts or space limitations. Company materials, programs or meetings that are not for compliance purposes are optional for your use as an independent agent affiliated with the Company. Your use is not required for your continued affiliation with the Company. ©2023 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker logo 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 Anywhere Advisors 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. 🏠 2323J7_East Central Florida_3/23