

A man with a beard and a woman are sitting on a couch outdoors at night. They are both smiling and looking towards the right. The man is holding a large bowl of popcorn. They are covered with a thick, white, knitted blanket. The couch has several pillows, including a large brown one and a white one. In the foreground, there is a small table with a white mug and a bowl. The background shows a tree and some foliage, suggesting a backyard or patio setting.

# MAKE YOUR DREAM A REALITY

If you could live anywhere, where would it be, and what would it be like? With today's home values and market conditions, this is the perfect time to sell -- and make those dreams a reality.

The Coldwell Banker® brand is the North Star of the real estate industry -- guiding people to the homes of their dreams for 116 years. It's a passion and pursuit I take deep pride in: Creating and exceeding impeccable standards in every aspect of your real estate experience.

So, it's never been more true -- your dreams don't have to be just dreams.



## TAMRYN PETERSON

Coldwell Banker

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RE #6501445529

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402 E Front Street

Traverse City, MI 49686

## ABOUT ME

I have over 25 years of experience in the real estate industry and a genuine passion for sharing my knowledge and expertise. My technical acumen, state-of-the-art marketing strategies, and financial background will allow you peace of mind knowing that you are represented by the very best. Furthermore, camera know-how is essential in today's market, and I have been a professional photographer for over two decades.

The home selling process can be complicated with multiple parties involved. I will be your representative in the transaction, looking out for your best interests, from understanding your real estate goals to ultimately a timely and successful closing. The power of Coldwell Banker Schmidt and my level of service combine to offer our clients an unmatched experience.

As a Coldwell Banker affiliated agent, I vow to represent you with integrity and compassion, negotiating the best deal possible. That's my ultimate aim – to achieve the very best for you!



# PROVEN SUCCESS

How powerful is the Coldwell Banker® brand? The proof is in the results:  
The average Coldwell Banker property sells for 20.7% higher than the National  
Association of REALTORS® average price\*.

\*National Association of REALTORS® 2021 Average Sale Price: \$368,400.

# PROVEN. POWERFUL. PERSONAL.

Selling your home is a big deal and the company that helps you should be too. In 2021, the Coldwell Banker® brand closed \$335 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 home in the best possible way.

\*Year-end Coldwell Banker® numbers based on Coldwell Banker financial data as of 12/31/21.



# GLOBAL REACH

Through my affiliation with the Coldwell Banker® brand, I have access to a national and global network of well-connected real estate agents, allowing me to capture more leads and sell your home faster.

100,000+

AGENTS

2,900

OFFICES

41

COUNTRIES & TERRITORIES

Andorra

Argentina

Aruba

Bahamas

Bermuda

Cambodia

Canada

Cayman Islands

Chile

Costa Rica

Curaçao

Cyprus

Dominica

Dominican Republic

Egypt

England

France

Grenada

India

Indonesia

Ireland

Italy

Luxembourg

Jamaica

Malta

Mexico

Monaco

Netherlands

Portugal

Singapore

Sint Maarten

Spain

St. Kitts/Nevis

Thailand

Turkey

Turks & Caicos

United Arab Emirates

United States

Uruguay

Virgin Islands (British)

Virgin Islands (U.S.)

# LOCAL REACH

Home buyers aren't just evaluating how your house will fit their needs, they're checking out your neighborhood, too. Thanks to my local market expertise and relationships with offices and affiliated agents across our region, I create more opportunities to show off your home and your neighborhood's local charm to a greater number of buyers. Coldwell Banker is a leader in Northern Michigan:

1,900  
AGENTS

90+  
OFFICES

\$5.52B  
SALES VOLUME

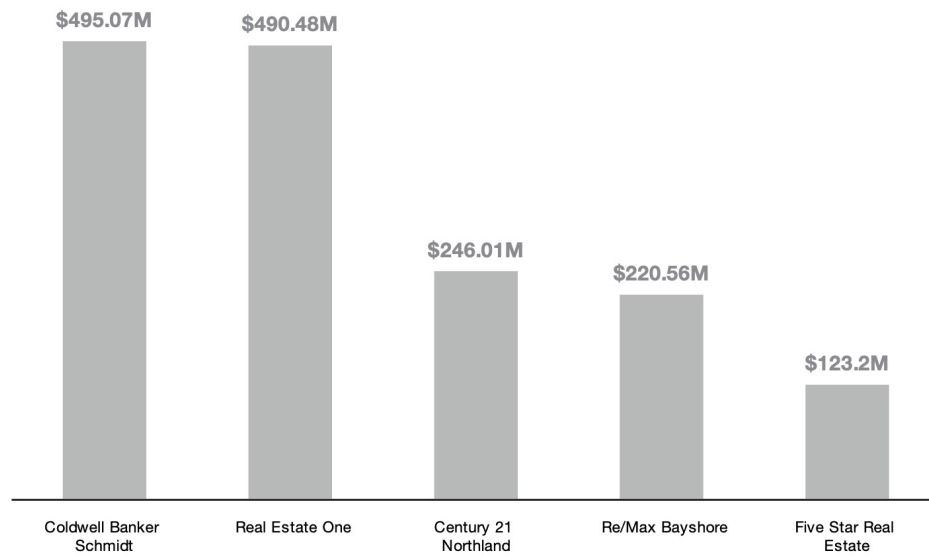


# #1 IN NORTHERN MICHIGAN

Locally, nationally, globally – we have the reach to market properties to interested buyers.

## 2022 SALES VOLUME

LEADING BROKERAGE BY TOTAL VOLUME (01/01/2022 - 12/31/2022)



Based on closed sales volume information from Northern Great Lakes REALTORS MLS for All Locations in price range from \$0 - \$999999999 for property type(s) Single Family, Townhome, Condominium as reported on 2/26/2023 for the period of 01/01/2022 - 12/31/2022, calculated by multiplying the number of buyer and/or seller sides by sales price. Source data is deemed reliable but not guaranteed. Real estate agents affiliated with undefined are independent contractor sales associates, not employees. ©2023 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 Realty 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.





# 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 images could be worth thousands of dollars when selling your home. I'll make your property look its very best, thanks to my professional photography that encourages buyers who are browsing online to slow down and take notice.



# 360° MARKETING



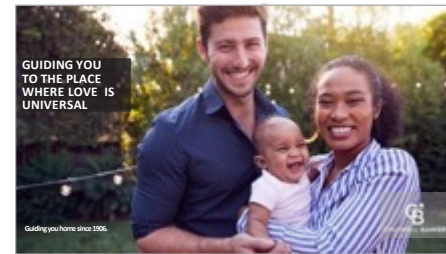
TV ADVERTISING



AGENT PROMOTION



OPEN HOUSE



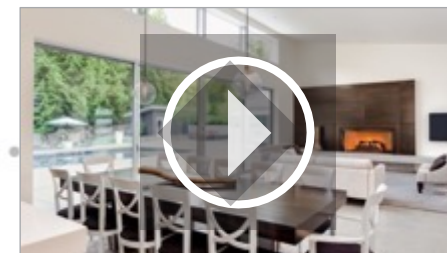
PRINT ADVERTISING



YARD SIGNS



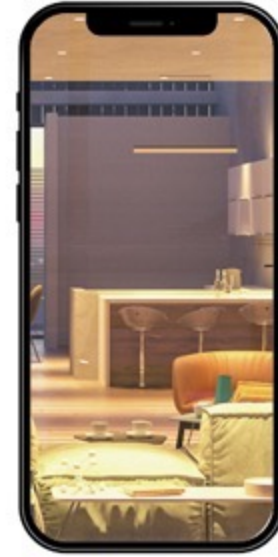
EMAIL MARKETING



VIDEO



ONLINE

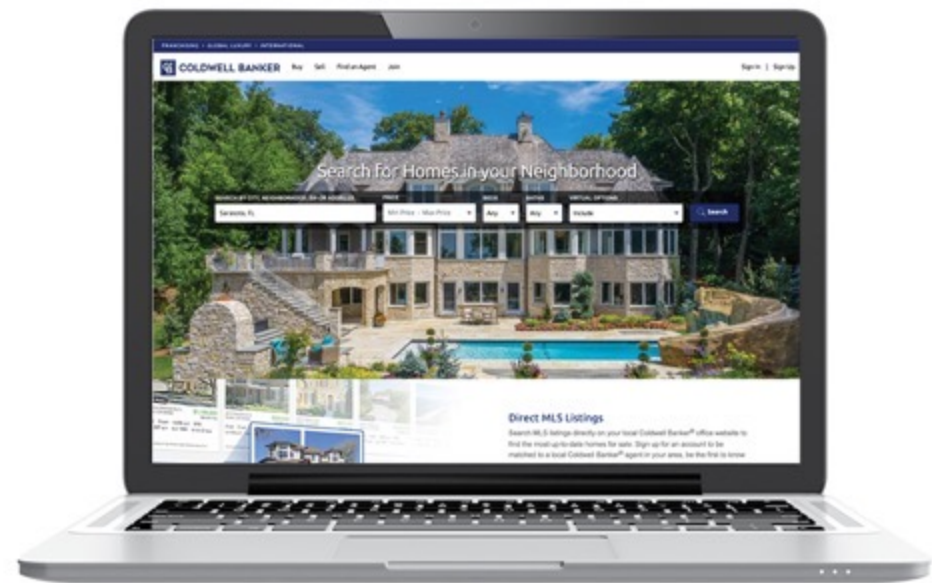


97%  
OF HOME BUYERS  
USE THE INTERNET

Online exposure is critical to getting a competitive price and a fast sale for your property. Thanks to my digital marketing expertise and the Coldwell Banker® brand's top online presence, I'll get your home seen and sold.

# THE #1 MOST-VISITED RESIDENTIAL REAL ESTATE BRAND ONLINE\*

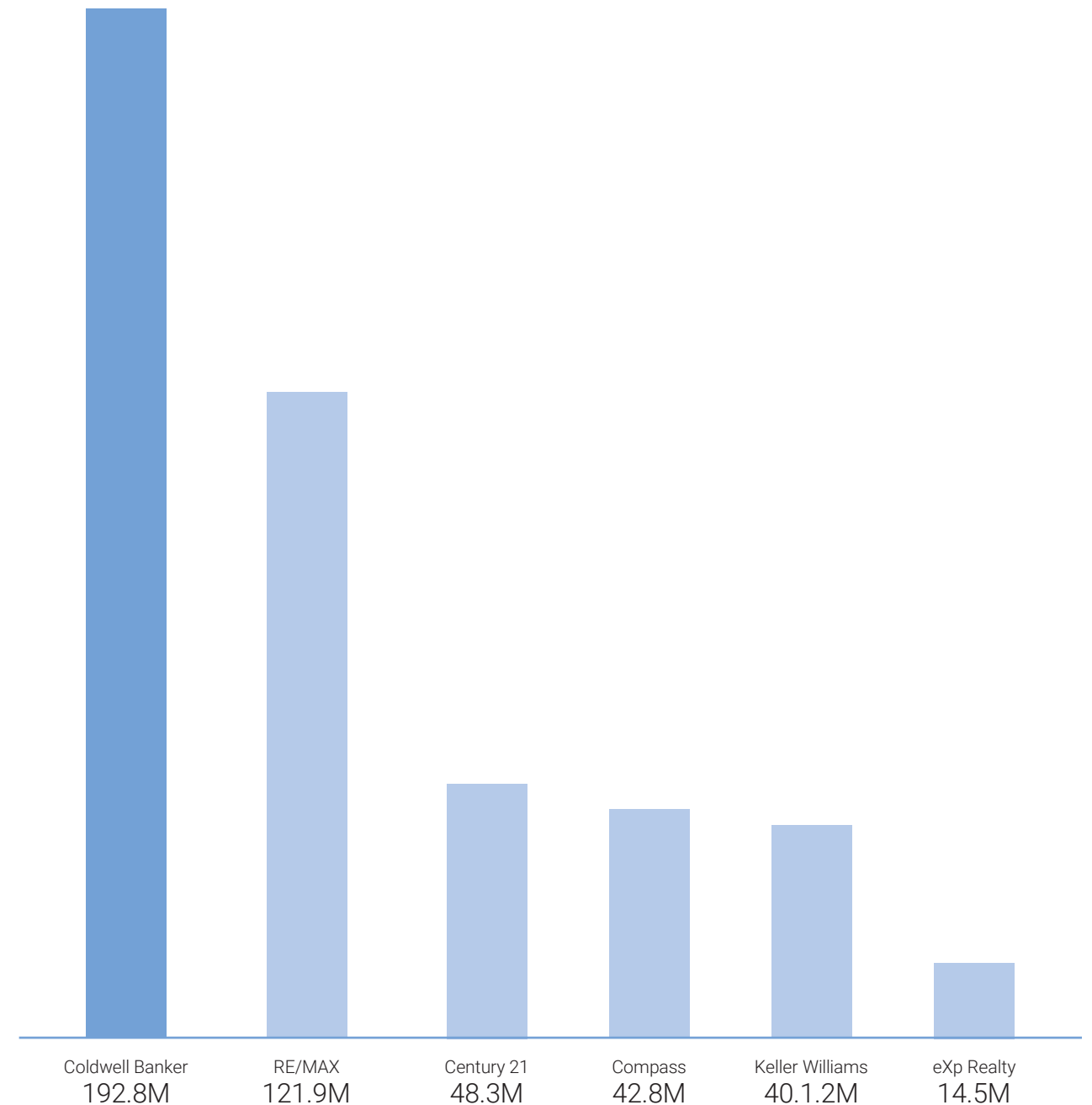
Home buyers are online, and more consumers visit a Coldwell Banker® digital platform than any other national real estate brand.



192.8M\*

Site visits to Coldwell Banker websites

\*Reflects Total Website Visits For 2021. Source: ComScore 2021 Media Trends



# 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? Your home gets showcased on hundreds of sites – putting it in front of potential buyers everywhere.

[COLDWELLBANKER.COM](http://COLDWELLBANKER.COM)

[COLDWELLBANKERHOMES.COM](http://COLDWELLBANKERHOMES.COM)

[HOMEFINDER.COM](http://HOMEFINDER.COM)

[HOMES.COM](http://HOMES.COM)

[HOTPADS.COM](http://HOTPADS.COM)

[REALTOR.COM](http://REALTOR.COM)

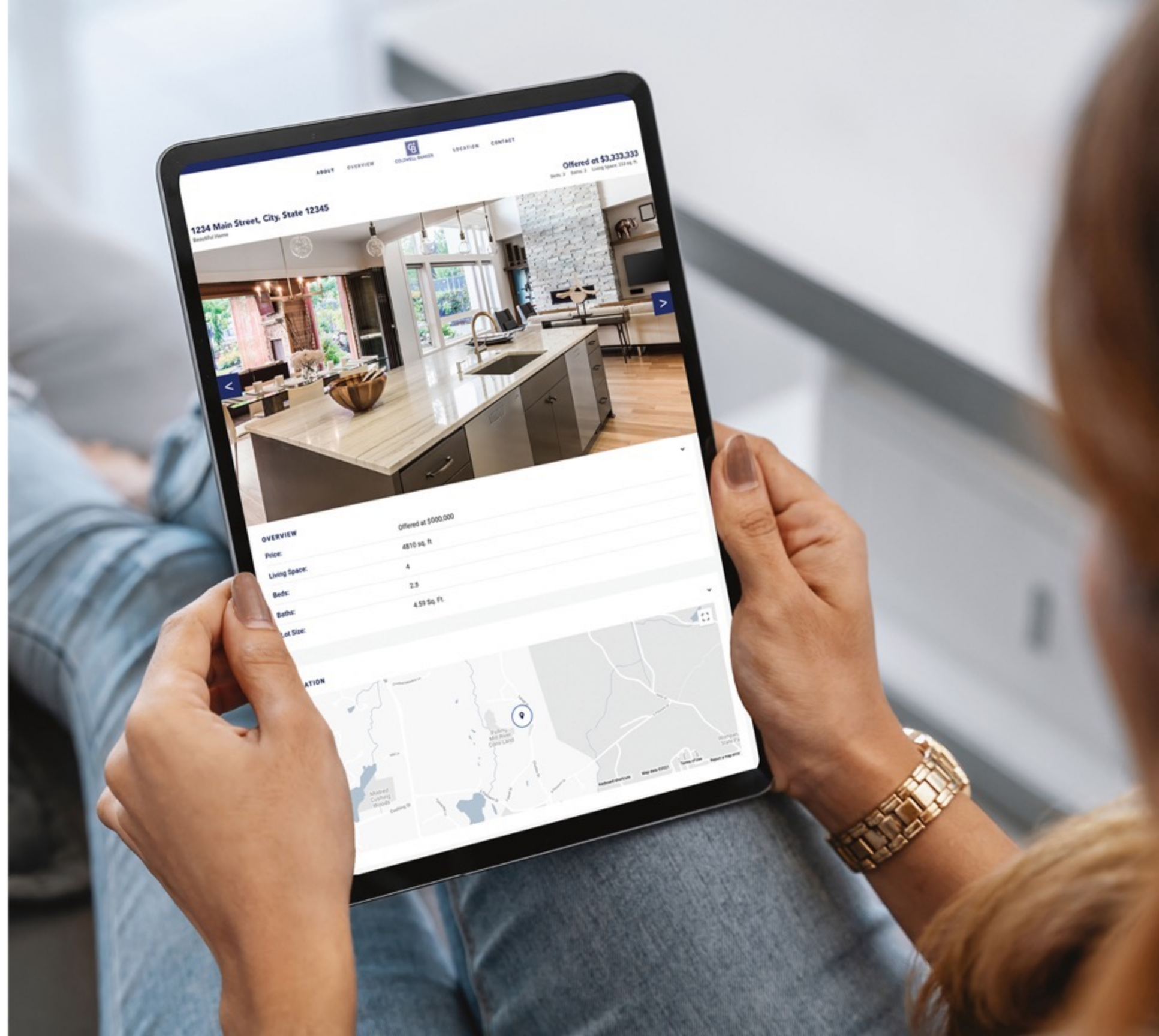
[TRULIA.COM](http://TRULIA.COM)

[ZILLOW.COM](http://ZILLOW.COM)



# SINGLE PROPERTY WEBSITES

Show buyers your home 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 home. I will promote this unique site to potential buyers throughout the property marketing campaign and on social media.



# 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.





87%  
RELY ON AGENTS\*

For many people, buying a home is one of the largest financial transactions they'll make, which is why 87% of them rely on an agent to be their guide\*.

\*2021 National Association of REALTORS® Home Buyers and Sellers Generational Trends



# GAIN MORE EXPOSURE

Your home will be shared with our national network of Coldwell Banker® affiliated agents and may be featured as an exclusive sneak peek on [coldwellbanker.com](http://coldwellbanker.com), creating even more opportunities to match your home with interested buyers.

By engaging with my network early on, we take advantage of the initial buzz around new property availability – increasing buyer interest and driving your home's value perception for a faster sale.



# EMAIL MARKETING

My property announcements will reach a targeted segment of my exclusive email list and is an easy, yet effective way to connect with buyers, agents and their networks.



# BROKER OPEN HOUSE

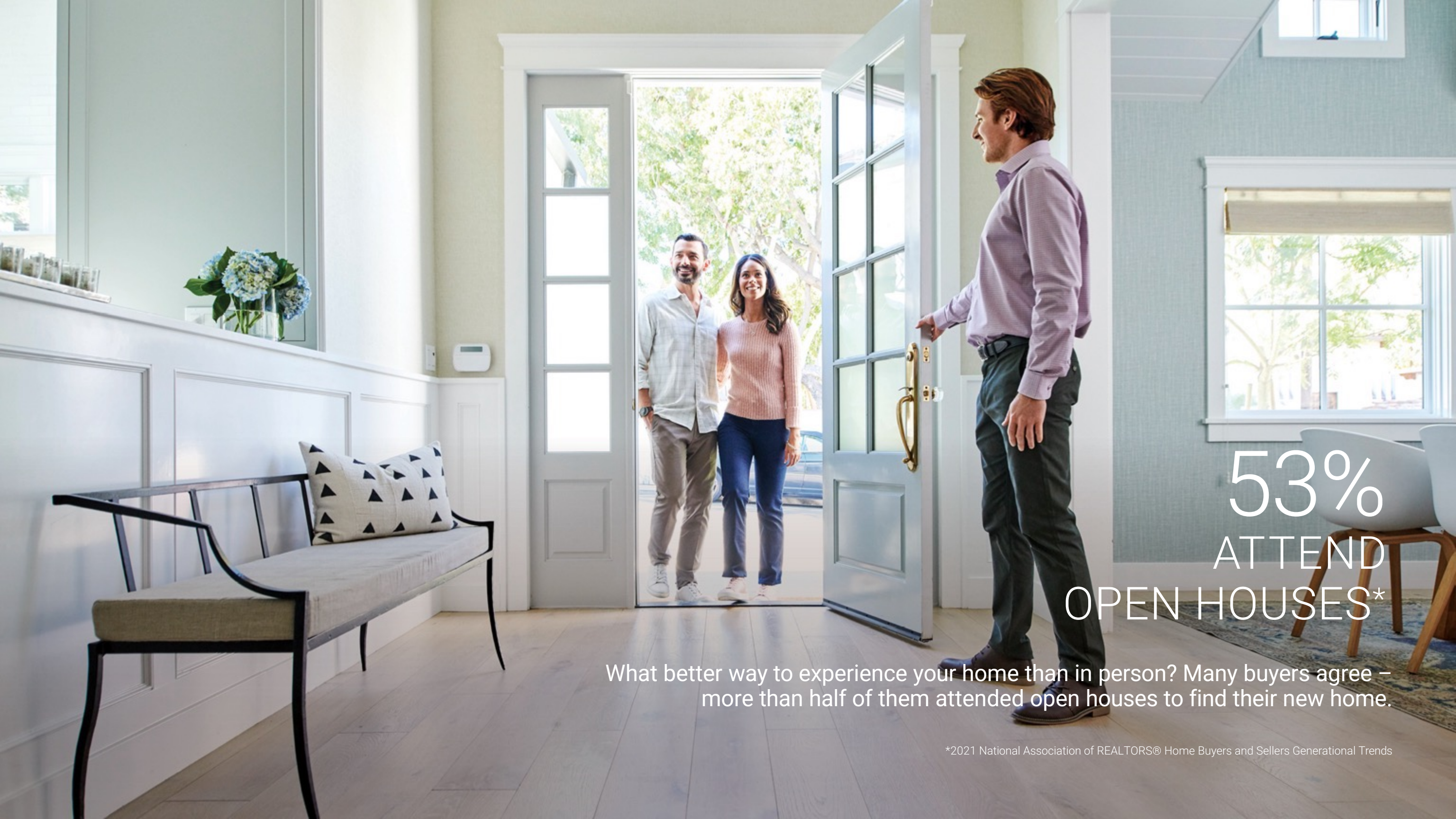
One of the most powerful ways to debut your home is by hosting a broker's open house, where I invite my network of real estate industry contacts to tour your property. The sooner other brokers and agents know about your home, the sooner they can match it to their current buyers. It's word-of-mouth marketing at its best.



# AREA REALTOR® NOTIFICATION

I will notify agents at local real estate companies once your property hits the market. By mobilizing the real estate community for your benefit, I create more opportunities for agents to connect their buyer clients to a hot new property – further advancing the sale of your home.





53%  
ATTEND  
OPEN HOUSES\*

What better way to experience your home than in person? Many buyers agree – more than half of them attended open houses to find their new home.

\*2021 National Association of REALTORS® Home Buyers and Sellers Generational Trends



### **VIRTUAL OPEN HOUSE**

Most buyers shop for homes online, and with a virtual open house I can access your target audience quickly, wherever they are.

### **PRIVATE SHOWINGS**

With your permission, serious buyers and their agents can schedule an appointment with me so they can explore your home without the distraction of other buyers.

### **TRADITIONAL OPEN HOUSE**

With proper safety measures and precautions in place, open house events are a fantastic way for buyers to connect with the space and the neighborhood.



10834

  
COLDWELL BANKER  
**123-456-7890**  
coldwellbanker.com

41%  
USE YARD SIGNS\*

The yard sign's role in selling your home remains as important as ever, effectively broadcasting to neighbors, buyers and any passerby a new property is available.

\*2021 National Association of REALTORS® Home Buyers and Sellers Generational Trends



41%

WATCH PROPERTY VIDEOS\*

A fantastic way to introduce buyers to your property, videos help connect buyers to the space quickly, easily and at their own schedule, whether they're across town or across the country.

\*2021 National Association of REALTORS® Home Buyers and Sellers Generational Trends.



# PROPERTY VIDEO TOUR

In creating a professionally produced photo slideshow of your home with narration, I can engage buyers with sight and sound, wherever they are.



A man with dark hair, seen from the back, is wearing a grey suit jacket over a maroon shirt. He is looking at a real estate brochure held by a woman's hand. The brochure features a photograph of a residential development. In the background, another person is working at a computer in a modern office environment with large windows and indoor plants.

# 1 IN 5 USE PRINT MEDIA AS A RESOURCE\*

Based on data from my comparative market analysis, I'll develop a targeted strategy that showcases your property in key print publications that effectively reach your most likely buyers.

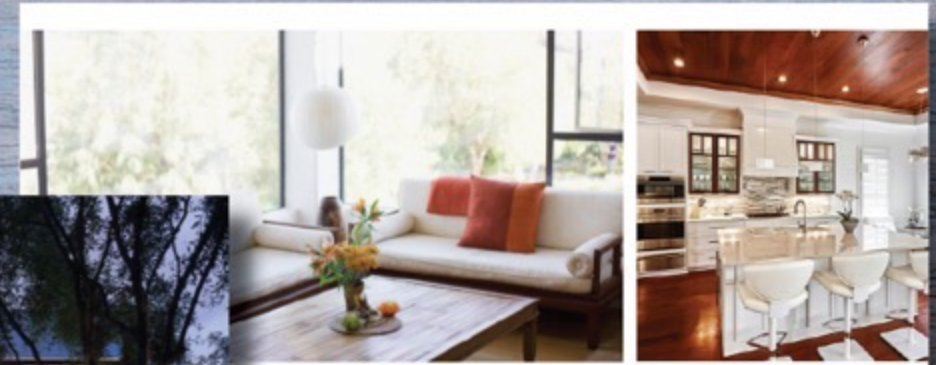
\*2021 National Association of REALTORS® Home Buyers and Sellers Generational Trends.

# PROPERTY BROCHURES

I'll showcase your home's unique selling points with a professionally printed property brochure filled with photography and powerful content.



SPACIOUS MODERN HOME



## Live A Prestigious Lifestyle

Thoroughly remodeled five bedroom home located on one the most desirable streets, offering an open floorplan and top-of-the-line finishes. The outdoor entertaining quarters - replete with a pool, a spa, seating and a firepit - is accessed by way of disappearing and bifold doors in every part of the main level.

The extended kitchen supplies sprawling counters, abundant cabinetry, a walk-in pantry, a wine fridge, a massive marble island with prepping sink and an expansive breakfast bar and sits adjacent to the formal dining room and formal living room. Additional rooms include: a fully equipped gym with mirrored walls and a built-in bar; a massive game room with a full wet bar and soaring ceilings; a family room with lavish built-ins and a large fireplace; secondary bedrooms with viewing balconies; two laundry rooms, one on each level and one cedar-lined; and three-car garage with built-in storage.

Located on the main floor, the master wing has a retreat area with a fireplace, dual walk-in closets and a spa-like master bath with designer tile, a marble shower, marble counters, abundant storage and a cosmetics vanity. The home is within close proximity to spectacular parks and recreation, elite schools and renowned beaches.

# DIRECT MAIL MARKETING

When paired with digital marketing, specialty marketing, like direct mailers, serves to set your listing apart and remains an effective add-on for directly connecting with buyers in your area. It's also a resourceful way to tap into your neighbors' networks – creating an opportunity for them to notify their family and friends who are looking for a home.





# REACHING BUYERS THROUGH TV

Thanks to HD channels and original programming, television continues to attract loyal viewers.

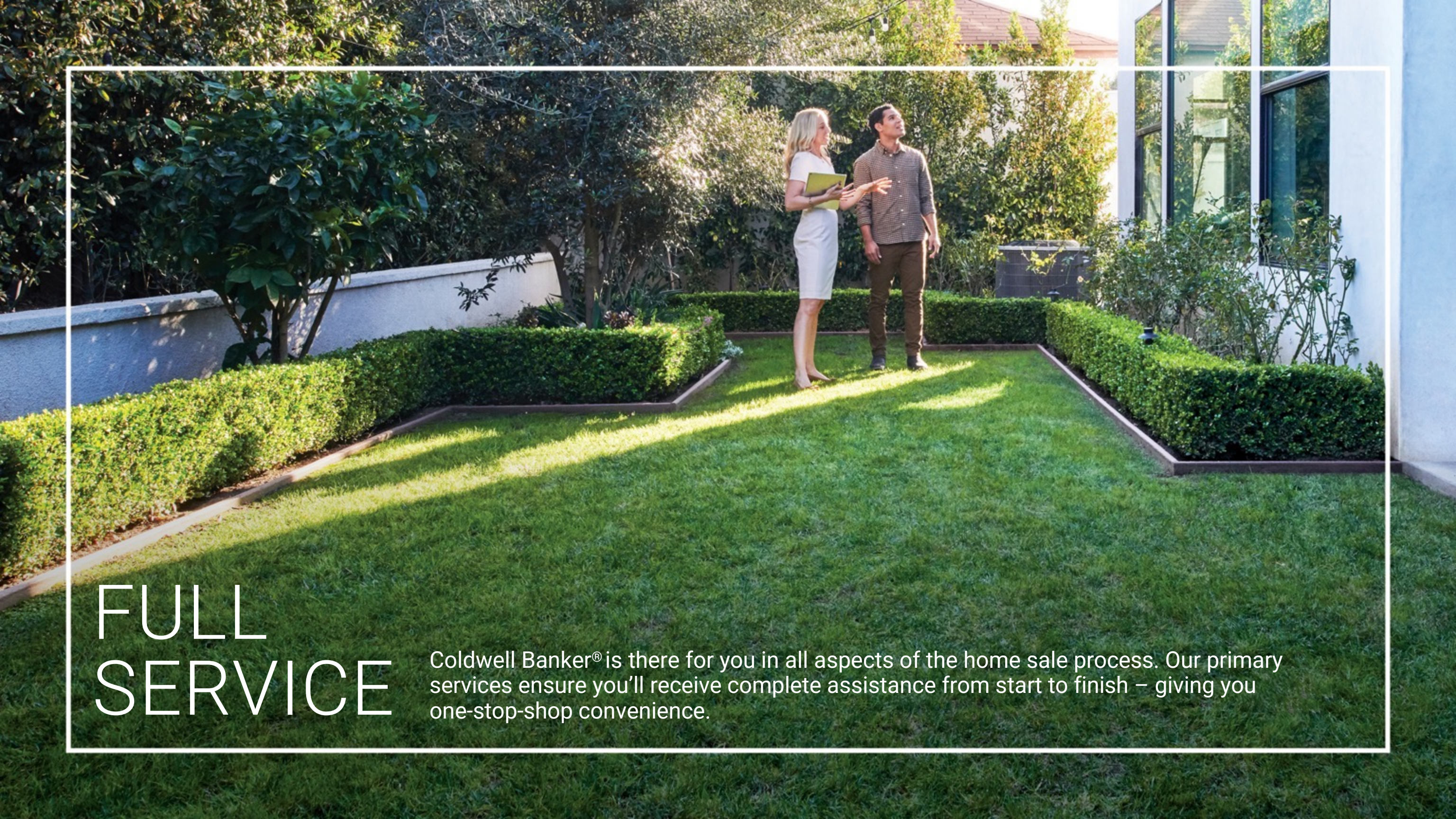
\*2021 National Association of REALTORS® Home Buyers and Sellers Generational Trends.

# #1 RATED REAL ESTATE AD 10 YEARS IN A ROW\*

Year after year, the Coldwell Banker® brand is proud to deliver the national network advertising that connects with viewers and leads the industry in effectiveness. By partnering with Coldwell Banker, I leverage one of the strongest and most recognized names in real estate to make the right impression and attract buyer interest in your property.

\*Ace Metrix 2012-2021





# FULL SERVICE

Coldwell Banker® is there for you in all aspects of the home sale process. Our primary services ensure you'll receive complete assistance from start to finish – giving you one-stop-shop convenience.

# FROM START TO FINISH

**MORTGAGE SERVICES** – I can connect you with a mortgage broker that offers incredibly low rates, fantastic customer service and a fast, simple process.

**TITLE SERVICES** – I can recommend a title provider that will research and resolve title issues before the closing to help ensure your transaction closes smoothly and on time.

**WARRANTY SERVICES** – A home warranty provides that extra measure of security that makes buyers feel more comfortable and confident in the purchase of your home.

**COMMERCIAL SERVICES** – Highly skilled Coldwell Banker Commercial® brokers offer a full spectrum of office, industrial, retail, multi-family and hospitality services.

**INSURANCE SERVICES** – I have connections with a variety of insurance companies that offer competitive rates on homeowners, condominium, renters, automobile, second home, vacant home and umbrella coverage.







# PRICING STRATEGY

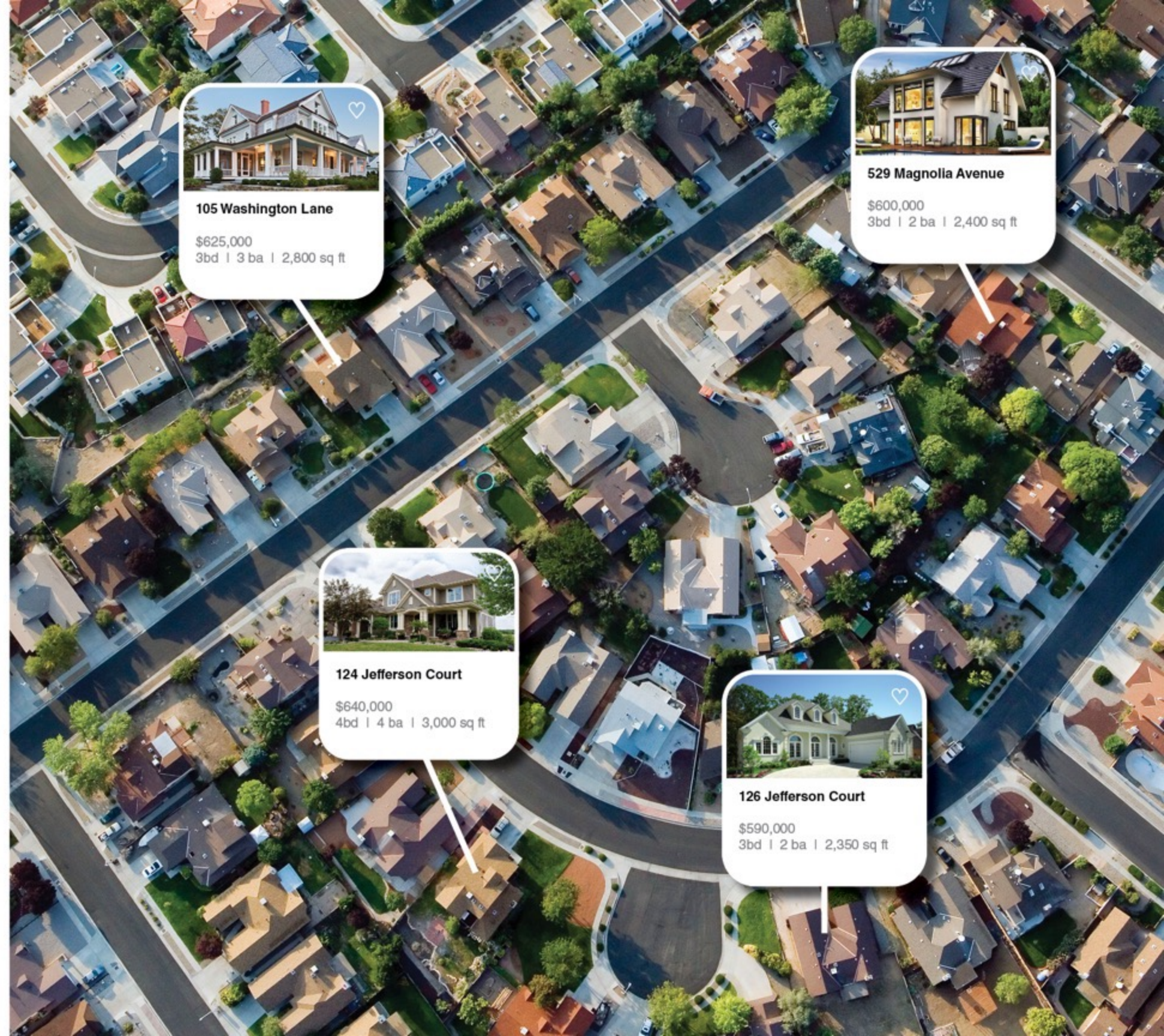
With my comparative market analysis (CMA), which includes intelligence on homes like yours off, on and pending in the market, I'll develop a competitive pricing strategy that signals your home's value and generates buyer excitement.

# COMPARATIVE MARKET ANALYSIS

A comparative market analysis, or CMA, 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 home that's competitive and appeals to buyers.

## KEY CMA DATA INCLUDES

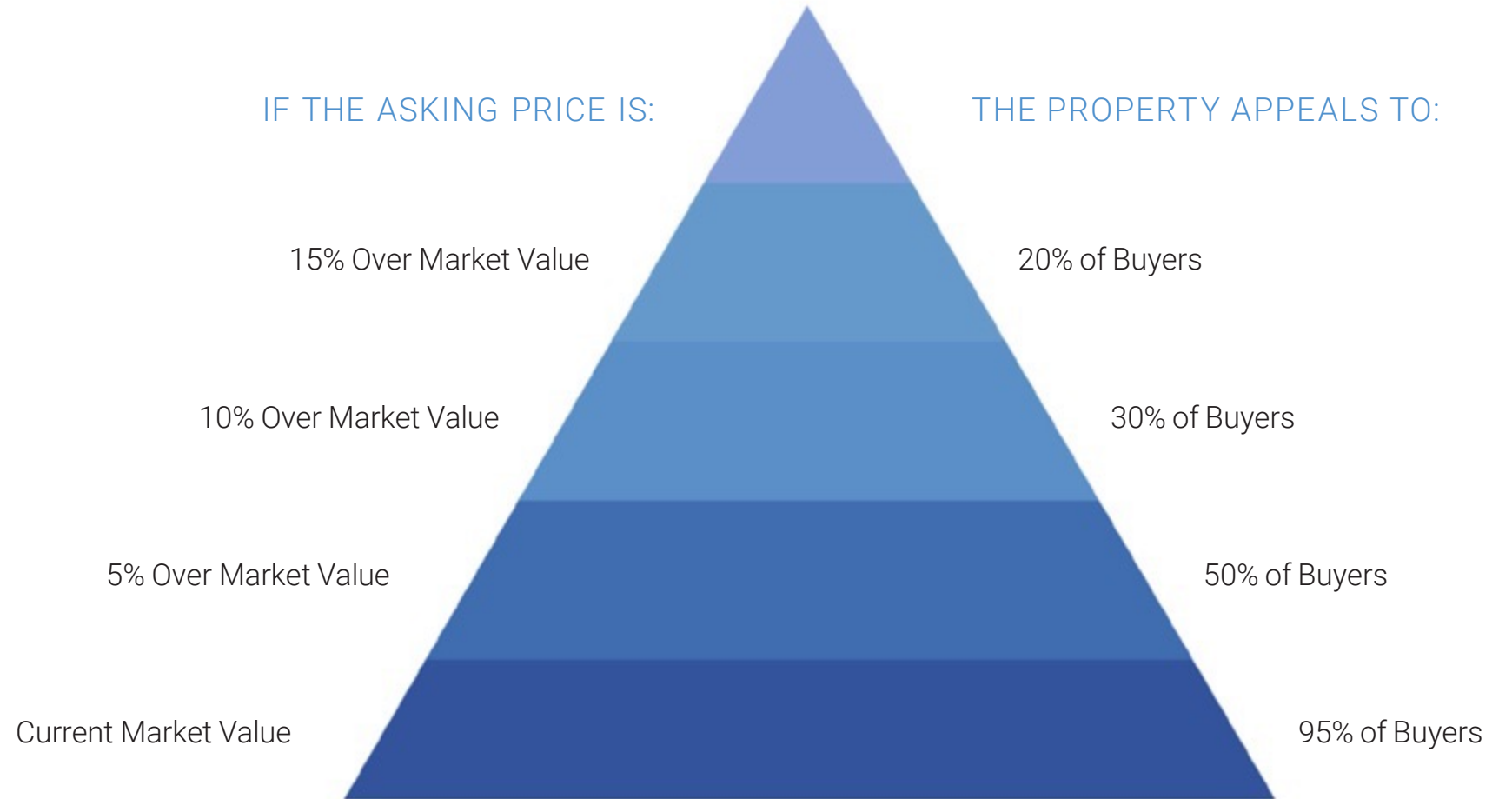
- Comparable properties in your area that recently sold
- Comparable properties in your area that failed to sell
- Pending sales in your area
- Comparable active listings in your area



# PRICING RIGHT

Thanks to the internet, home buyers are more knowledgeable than ever, with many doing their own comparison research. Which is why intelligent pricing is one of the most critical aspects of a successful sale – no matter how perfect your home 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 home 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 home 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 (CMA) and my tried-and-tested negotiation techniques, I'll build a strong case so you get top dollar.



# 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 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!



The property information herein is derived from various sources that may include, but not be limited to, county records and may include approximations. Although the information is believed to be accurate, it is not warranted and you should not rely upon it without personal verification. Affiliated real estate agents are independent contractor sales associates, not employees. ©2021 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. 🏠 21LZ1G\_NAT\_6/21

