

# Sign me up!

Here is the information you need to include my home in the Coldwell Banker 10-Day Sales Event!

Name: \_\_\_\_\_

Property Address: \_\_\_\_\_

Current Price: \_\_\_\_\_

Revised Price: \_\_\_\_\_

Effective Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

- I would also like information about the “Homebuyer Ready” program
- Please have the Concierge contact me about a service referral



HEARTHSIDE, REALTORS

Submission of this form authorizes Coldwell Banker Hearthiside Realtors to reduce the price of your home for the duration of the term of your listing contract and enrollment in the 10-Day Sales Event. All information and materials provided in connection with the sales event are subject to errors, omissions and changes and properties are subject to varying degrees of promotion. While it is our belief that promotional events may increase overall awareness and activity, there is no guarantee that any particular property will be sold as a direct result of this promotional event.  
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*Now's the Time...  
But are you ready?\**



**The COLDWELL BANKER® 10-Day Sales Event**  
**October 10-19, 2008**

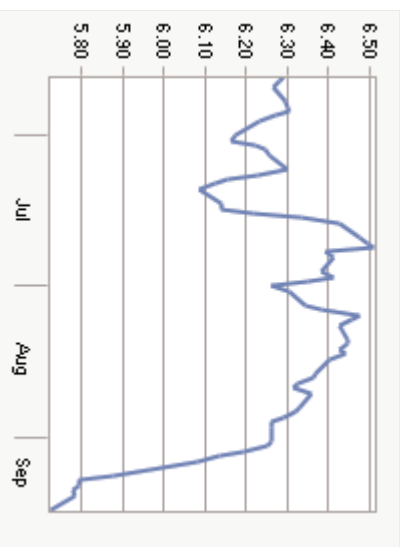


## WHAT IS IT?

Quite simply, it is the best opportunity available to “re-introduce” your home to the market with the national support of Coldwell Banker. It is the chance to capture new prospects and make new connections, and the chance for our company to reenergize the market in light of new economic data that makes buying a home a better proposition for many consumers.

## WHY OCTOBER 10-19?

Each year the real estate market sees a traditional uptick in business during the springtime (well known as the “spring market”) and again in the fall after the start of the school year. Coldwell Banker Hearthside has always tried to capture new buyer prospects during this time. The Coldwell Banker 10-Day Sales Event, however, will not only work to capture this traditional increase in activity, but will also attempt to spur new activity by advertising just how changes in mortgage rates (shown at right) and changes in Federal tax laws have made real estate more appealing to buyers throughout the area.



*Conventional 30 yr fixed mortgage rates June-Sept*

*Graphic by Bankrate.com  
Rates believed accurate but not guaranteed.*

## WHY ONLY 10 DAYS?

The 10 days is just the period of heightened promotion, which was designed after reviewing available advertising opportunities and evaluating sales patterns of prior years. Coldwell Banker Hearthside will continue to push its inventory to the buying public well after the 10-Day initiative comes to a close.

## WHAT DOES PRICE HAVE TO DO WITH THE PROMOTION?

Price has everything to do with the promotion. The concept of the Coldwell Banker 10-Day Sales Event is that we are “re-introducing” properties to an eager buying public that are priced according to today’s market figures. In order to be included in the 10-Day Sales Event, a home must have had a price reduction after October 1st of at least two percentage points.

Studies show that properties are being sold at a consistent rate in our market and in others, but that buyers are adamant that they don’t want to see pricing based on past sales that don’t factor in new market conditions. With inventory levels at some of their highest levels in years, willing buyers are looking for properties that are newly priced.



## WHAT SORT OF PROMOTION

### WILL ACCOMPANY THE EVENT?

Coldwell Banker is making the 10-Day Sales Event a national push and planning a national advertising strategy to accompany their efforts. In keeping with the statistics presented by the National Association of Realtors® that show Internet advertising to be the most effective in marketing homes, Coldwell Banker will promote all the properties participating in the 10-Day Sales Event with special banners on ColdwellBanker.com. Additionally, they are designing radio ads that will run on both FM and AM channels throughout the United States (including on about 20 stations in our market area) during top-tier segments of the day. Key Coldwell Banker personalities will be promoting the event during their meetings with opinion leaders (Coldwell Banker CEO Jim Gillespie is a frequent contributor to CNBC and Fox Business News) and in print/web news releases too.

Locally, Coldwell Banker Hearthside will work to promote homes participating in the 10-Day Sales Event through its newspaper and web site outlets, and will also be working with our mortgage partners to help new buyers interested in taking advantage of financing and tax law changes find the mortgage products that best suit them in this market.