

**COLDWELL
BANKER** 

LAND-de WILDE REALTY

INTEGRITY



**How We Market
Your Property**

VISION

coldwellbankervi.com
stcroixvacationhomes.com

COMMITMENT

Coldwell Banker
Concierge.

Coldwell Banker Land-de Wilde Realty is one of the largest and most respected real estate firms in the U. S. Virgin Islands. The experienced agents are carefully selected and consistently dominant in the market. The mission of Coldwell Banker Land-de Wilde Realty is to anticipate every one of your needs and surpass all of your expectations. You can count on a wide array of services to help you every step of the way. The Buyer and Seller Services Guarantees© promise you, in writing, that our performance will be nothing short of exceptional. We market your property both locally and internationally using the global strength and resources of the Coldwell Banker network. With three staffed offices and over 100 years of combined experience in St. Croix real estate, Coldwell Banker Land-de Wilde Realty is the company to choose when buying or selling property on St. Croix. Contact us today and work with an agent who is devoted to helping you have the best real estate experience ever.

WE GUARANTEE TO

- ◆ Provide you with the exclusive Coldwell Banker Seller Service Guarantee, our written commitment and guarantee of how we will represent your property
- ◆ Provide you with a current Competitive Market Analysis and assist you with determining the most effective listing price for your property
- ◆ Recommend methods to enhance your property's features to attract buyers, and improve the salability of your property as described in the Coldwell Banker Home Enhancement Guide
- ◆ Provide the top producers in our market with information about your property
- ◆ Enter the listing in the Multiple Listing Service (MLS) so it is known to all agents throughout the island
- ◆ Arrange for the installation of our distinctive "For Sale" sign on the property when appropriate
- ◆ Extensively photograph your property and where appropriate do a virtual tour
- ◆ Mail targeted prospects of the "just listed" status of the property as well as contact prospects via email and regular mail
- ◆ Keep in touch with you by notifying you of showings or activity on your property as well as market trends
- ◆ Follow up all leads from marketing efforts
- ◆ Screen and qualify all interested prospects
- ◆ Present all offers and counter-offers and help you analyze the feasibility and desirability of each one
- ◆ Assist in the negotiating process to insure that you receive the best possible price and terms for your property
- ◆ Place the Buyer's earnest money in an escrow account for your protection
- ◆ Estimate the net proceeds you can expect from the sale of your property
- ◆ Keep you informed on the progress of the settlement activities, including financial approval, property inspections, surveys and utility transfers, all the way to closing of the transaction
- ◆ Provide our exclusive Coldwell Banker Concierge service to assist you with all the details of moving

INTERNATIONAL EXPOSURE

Exceptional Island Properties
Coldwell Banker Island Affiliates



Goldeneye, Jamaica
See details on page CB14 14



By listing your property with Coldwell Banker Land-de Wilde Realty, you will not only receive local marketing and advertising efforts but the efforts of a corporation that is a century old and counting. The marketing efforts of Coldwell Banker International include, but are not limited to:

- ◆ National television advertising campaigns
- ◆ International publications
- ◆ International internet listings

THE INTERNET*

Your property will be viewed by thousands monthly through exposure on the websites listed below. We will list your property with full descriptions and a variety of photos that will feature the best of your property. Virtual tours and slide show presentations are available for Preview Properties. We also send out a monthly e-newsletter, St. Croix Real Estate Reviews.

- ◆ coldwellbankervi.com
- ◆ coldwellbankerpreviews.com
- ◆ coldwellbankerislands.com
- ◆ stcroixvacationhomes.com
- ◆ coldwellbanker.com

ON LINE PARTNERS**



Online partner network as of 4/20/09 - subject to change. Listings from NY, NJ and CT are excluded from The New York Times & The New York Times GREAT HOMES websites.

* All listings \$1 Million Plus ** All listings \$750,000 Plus *** All listings \$450,000 Plus † Condos and Townhomes only

1. Listings from Puerto Rico and Virgin Islands Only 2. Excludes listings from Cayman Islands and Virgin Islands 3. Listings from Mexico only

PUBLICATIONS*

Coldwell Banker Land-de Wilde Realty believes in the power of advertising. Your property will be marketed in a multitude of publications. These include, but are not limited to:

- ◆ The monthly *Houses Magazine*
- ◆ The monthly *The Real Estate Book*
- ◆ *St. Croix This Week*
- ◆ *Island News*
(A subscription-only newsletter mailed to parties interested in real estate in the U.S. Virgin Islands)
- ◆ Nationally and internationally distributed *Unique Homes Magazine*
- ◆ *The Wall Street Journal Global Edition*, special Coldwell Banker Previews section
- ◆ *St. Croix Showcase Properties*

By selectively choosing publications that offer digital editions, your property may appear on these additional websites:

- ◆ nytimes.com (New York Times)
- ◆ boston.com (Boston Globe)
- ◆ IHT.com (International Herald Tribune)
- ◆ herald-tribune.com (Sarasota Herald Times)
- ◆ pressdemo.com (Santa Rosa Press Democrat)

*Website and ad placement varies per listing and placed where appropriate.

coldwellbankervi.com



Why Coldwell Banker?

Coldwell Banker® was named the #1 real estate brand by Franchise Times – for the 9th year in a row.

NETWORK

- 105,000 Sales Associates
- 3,500 offices
- Presence in 47 countries
- 49 of the top 200 agents in the 2008 Real Estate Top 200 Professionals list, more than 50% higher than the closest competitor¹
- 17 of the top 50 agents by side in the 2008 Real Estate Top 200 Professionals (RealTrends/Wall Street Journal/lore)¹
- 13 of the top 50 agents by sales volume in the 2008 Real Estate Top 200 Professionals (RealTrends/Wall Street Journal/lore)¹
- 25% of the 2008 RealTrends 500 (sales volume)⁴ – 76% higher than the nearest competitor
- 23% of the 2008 RealTrends 500 (sides)⁴ – 44% higher than the nearest competitor
- 29% more sides than the nearest Realogy-owned competitor including ERA, Century 21 and Sotheby's International

BRAND POWER

- 96% brand awareness³
- Oldest and most experienced real estate brand
- The first real estate brand to provide listings through a mobile Web site for the iPhone and Blackberry, in the US, Canada and abroad
- Coldwellbanker.com gives consumers access to over 3 million listings
- Robust online marketing in “known fishing holes” like msn.com & Yahoo
- Premium online partnership with HGTV's Designed to Sell
- Powerful public relations presence on CNBC, Fox News, USA Today, New York Times, Wall Street Journal, CNN.com, etc.
- Industry leading innovative tools on coldwellbanker.com like Home Tracker, Online Video, and Satellite Mapping

LEADERSHIP

- The Coldwell Banker brand has more unique Web visitors than any other real estate brand, Jan-Dec 2008; Jan 2009 (Nielsen Net Ratings)²
- #1 real estate brand (Franchise Times) for 9 straight years⁶
- #1 in reputation and trust (BrooksRose Brand Tracking)³
- \$373,000 per transaction (RealTrends) which is 20% higher than the industry average⁴
- Jim Gillespie – leading industry spokesperson
- Jim Gillespie, Steve Bright, Frank Lindsey, Nelson Bennett John Geha and Michael Fischer have more than 100 years of combined Coldwell Banker experience
- Habitat for Humanity

TOOLS & RESOURCES

- Coldwell Banker Works named one of the top 10 intranet sites in the world!⁵
- Free localized versions of coldwellbanker.com and coldwellbankerworks.com
- LeadRouterSM leads from coldwellbanker.com deliver 68% higher closing rates than from local broker sites
- Education – online and in-person with more than 400 courses offered annually
- Recruiting/Retention programs
- Preferred Alliances program
- Niche marketing programs
- Outstanding support from: Executive Business Consultants and Regional Marketing Director



LAND-de WILDE REALTY



Buccaneer Hotel.....340.773.7000 • Gallows Bay Marketplace.....340.778.7000 • Gentle Winds Condominiums.....340.719.2002
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¹Wall Street Journal/REALTrends 2008 Real Estate Top 200 Professionals, November 2008. ²Nielsen/Net Ratings Report for real estate Web sites, Jan--Dec 2008; Jan 2009.

³Research study conducted in July 2007 on behalf of Coldwell Banker® Real Estate LLC by Brooks Rose Marketing Research LLC. ⁴Real Trends 2008 Survey of Top 500 Brokers (poll of over 700 respondents). ⁵Nielsen Norman Group's 2008 Intranet Design Annual. ⁶Franchise Times Top 200 issue dated October 2008.