

How The Homebuyer Ready Program Can Benefit Your Company

Today's consumers demand superior service from all industries, and real estate is no exception. COLDWELL BANKER® has continually found innovative ways to satisfy the ever-increasing expectations of home buyers and sellers, with programs such as the COLDWELL BANKER Buyer and Seller Services Guarantees, our industry-leading encouragement of seller disclosure and the COLDWELL BANKER ConciergeSM program.

Yet, in the eyes of the consumer, buying or selling a home can still seem unnecessarily complicated and burdensome, with more unhappy delays and problems than they seem to experience with other kinds of business transactions.

- Today a customer can walk onto a showroom floor and in a matter of minutes drive away in an expensive automobile that is fully warranted. Why, then, should the purchase of a home take weeks, only to fall through when an inspection reveals an unsuspected problem?
- Even in the best of markets, sellers dread the prospect of keeping their property in showcase condition for weeks or even months before they receive an acceptable offer. What can sellers do to help their house stand out from the competition, in order to attract top-quality buyers, in a reasonable period of time?
- Buyers face the daunting task of sifting through countless available properties. How can they be confident of finding a prime property with “no surprises”?

With the Homebuyer Ready program, COLDWELL BANKER provides you with an industry-leading process that gives the sellers' house a marketing advantage, helps the buyers select the very best properties and streamlines the entire transaction to help ensure a successful closing.

The Homebuyer Ready program can help you achieve your business goals in many ways:

- Increases customer satisfaction.
- Builds your image as an innovative, consumer-oriented company in your market.
- Differentiates your company from your competitors.
- Provides a focus for company-wide marketing, listing and selling activity.
- Helps build market share.
- Reduces transaction fall-through ratio.
- Shortens time on market for your listings.
- Helps increase your Sales Associates' ratio of listings taken to presentations.
- Gives you a powerful recruiting and retention advantage.
- Enhances your Corporate Farming efforts by offering important advantages to transferees.
- Helps create customers for life for your company.