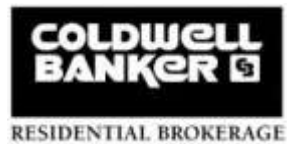




# Noah Seidenberg

Toll-Free: (800) 858-7917

*Exceeding Expectations*



## Seller Marketing Packet

Deciding to sell your home is an enormous decision and the selling process can be quite demanding.



I am determined to make the sale of your home quick, easy, and profitable by implementing unique and efficient initiatives, starting with the latest **Internet Technology**.

My commitment as your Realtor® is to provide the specialized real estate marketing you deserve.

**Read on to learn more...**

# My Mission

*Exceeding Expectations*

As a local area expert with knowledge of the communities, my objective is to work diligently to assist you in meeting your real estate goals. When selecting a Realtor®, strong knowledge of the community, strong negotiation skills, and a commitment to providing excellent service are all crucial elements.

I chose real estate sales as a profession because I love houses and I love dealing with people. For many years I found myself always looking at different homes and admiring their style. The vintage houses made me think about how grand they were as I studied the way in which they were built. What always went through my mind was how they were built at that time and how they compare with what we have today. Many were breath taking to walk through. The homes of the North Shore moved me so much that I wanted to figure out a way that I could become involved.

NO ONE knows the North Shore market better than a life-long resident! I grew up on the North Shore and have been an Evanston resident for the past 25 years. Who better to find you a new home or sell your existing house than a person such as myself who is so engrossed in the profession? I am a firm believer in the notion that if you love your job it shows. My enthusiasm will become evident upon our first meeting and you will see that there is nothing more enjoyable to me than helping you find your dream home or attracting the perfect new owner for your existing house. I am a valuable resource in helping you choose the absolute best when making such a monumental decision in life.

**Noah Seidenberg**

Toll-Free: (800) 858-7917

[noah.seidenberg@cbexchange.com](mailto:noah.seidenberg@cbexchange.com)

[www.noahseidenberg.com](http://www.noahseidenberg.com)

Blog with us at [www.TheEvanstonian.com](http://www.TheEvanstonian.com)!

**When you work with Noah you are signing on for more than *just a real estate agent*.  
With this relationship comes:**

A knowledgeable expert who is a proud member of the National Association of Realtors® and subscribes to a strict code of ethics.

A dedicated professional who can provide objective opinions and information. I can provide local community information on utilities, zoning, schools, and more. I can provide detailed information on any properties that interest you, as well as encouragement in choosing the property that best suits *your* needs.

The benefit of well-honed negotiating skills. Not all negotiation is centered around price, but also incorporate financing terms, date of possession, and inclusion or exclusion of repairs, furnishings, fixtures, or equipment. I am trained to ensure that no detail has been overlooked.

**Second-to-none marketing!** Few agents take the Internet as seriously as I do when it comes to reaching buyers and promoting sellers. From pay-per-click advertising to enhanced property listings on over 30 of the top Real Estate sites, I understand the importance of technology in today's competitive real estate market.

Noah Seidenberg

Toll-Free: (800) 858-7917

[noah.seidenberg@cbexchange.com](mailto:noah.seidenberg@cbexchange.com)

[www.noahseidenberg.com](http://www.noahseidenberg.com)

Blog with us at [www.TheEvanstonian.com](http://www.TheEvanstonian.com)!

**Traditional marketing initiatives include print advertising, open houses, and direct mail. I will do all of this and more...**

84% of all home buyers initiate their search online, finding the Internet over 65% more useful than newspapers. I blog regularly and as part of my commitment to the timely and profitable sale of your home, I will ensure that your property gains the exposure it deserves:

- ✓ Multiple photos on all sites
- ✓ Detailed property information
- ✓ Interactive maps to highlight neighborhood amenities
- ✓ Direct contact to me for additional information and showings
- ✓ Exposure in over 30 Real Estate search engines
- ✓ Enhanced listings on my personal, high-traffic website

The screenshot shows a real estate website for Noah Seidenberg. At the top, there is a header with his name, a toll-free number (800-858-7917), and a tagline 'Exceeding Your Expectations'. Below the header is a navigation bar with tabs for 'HOME', 'ABOUT', 'SERVICES', and 'CONTACT'. The main content area features a large photo of a brick house with a red door. To the right of the photo is a search bar with fields for 'Address', 'City', and 'State', and a 'Search' button. Below the search bar are three columns of text, each with a 'View Details' button. The bottom section of the page has a heading 'Please Pardon Our Dust!' followed by a paragraph of text. Below that is a section titled 'Features and Highlights' with a large graphic that says 'There is still time to get the Homebuyer Tax Credit!' and 'Claim your tax credit today!'. The graphic includes a clock icon and the number '8000'. To the right of the graphic is a small text box with a link to 'CLICK HERE' to learn more.

**Noah Seidenberg**  
Toll-Free: (800) 858-7917  
noah.seidenberg@cbexchange.com  
www.noahseidenberg.com  
Blog with us at [www.TheEvanstonian.com!](http://www.TheEvanstonian.com)

# Advertising Dollars

*Exceeding Expectations*

Not only does Coldwell Banker offer exceptional Online exposure, but I work hard to ensure that your property is **everywhere!** As every property is unique, the marketing of your property should be specifically tailored to your needs. I make an effort to ensure that your home is listed in the most appropriate, applicable places. To name a few...



Trulia

Realtor.com

Zillow

FrontDoor

Craigslist

Noah Seidenberg

Toll-Free: (800) 858-7917

[noah.seidenberg@cbexchange.com](mailto:noah.seidenberg@cbexchange.com)

[www.noahseidenberg.com](http://www.noahseidenberg.com)

Blog with us at [www.TheEvanstonian.com](http://www.TheEvanstonian.com)!

# Print Advertising

*Exceeding Expectations*

Direct Marketing is a highly efficient means by which to garner exposure for your property. By commissioning custom postcard and brochure design, I am able to highlight the features of your property while targeting only those buyers most likely to purchase your property.



Noah Seidenberg  
Toll-Free: (800) 858-7917  
noah.seidenberg@cbexchange.com  
www.noahseidenberg.com  
Blog with us at [www.TheEvanstonian.com](http://www.TheEvanstonian.com)!

# Rapid Response System

*Exceeding Expectations*

**The shocking truth about attracting buyers is that most agents fail to appropriately respond to their inquiries costing you, the seller, a potential sale.**

Over 50% of all real estate inquiries are never answered and those that do receive a response wait approximately 54 hours before they hear from a selling agent.

Coldwell Banker has formed an exclusive partnership with Lead Router® to ensure that this is not the standard for our buyers and sellers.

**Our Rapid Response system transfers all customer inquiries to me via:**

- ✓ Cell Phone
- ✓ Voice Mail
- ✓ E-mail



**All in less than  
15 seconds!**

Noah Seidenberg

Toll-Free: (800) 858-7917

[noah.seidenberg@cbexchange.com](mailto:noah.seidenberg@cbexchange.com)

[www.noahseidenberg.com](http://www.noahseidenberg.com)

Blog with us at [www.TheEvanstonian.com](http://www.TheEvanstonian.com)!

**I make it a regular practice to employ the expertise of a host of qualified real estate professionals. From courteous, in-house staff to independent contractors, no expense is spared when effectively marketing your property:**

**Bernadette Cork** is the backbone of our busy office. As the general manager, she handles the day-to-day details in ensuring the efficiency and productivity of our office.

**June** uses her design knowledge and computer savvy to perform a host of duties as the office's in-house marketing coordinator. From creating stellar property brochures to including our properties in print advertising initiatives across the area, she ensures that our listings are at the center of a one-of-a-kind marketing plan.

**Susan Kraut & completeREsources, Chicago** works as an independent contractor for only a select number of agents within our office. She uses desktop publishing and graphic design as a means to create a countless number of marketing initiatives tailored specifically to each advertised property. From custom direct mail campaigns to targeted online advertising, she uses her specific knowledge of the real estate market to offer the highest level of exposure for your property.

Noah Seidenberg

Toll-Free: (800) 858-7917

[noah.seidenberg@cbexchange.com](mailto:noah.seidenberg@cbexchange.com)

[www.noahseidenberg.com](http://www.noahseidenberg.com)

Blog with us at [www.TheEvanstonian.com](http://www.TheEvanstonian.com)!