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**COLDWELL
BANKER**

ALFONSO
REALTY, INC.

LISTING CONSULTATION

EXPERTISE



**Serving the Mississippi Gulf Coast
since 1987**

CERTIFICATIONS:

e-Pro - Technology Certification
Utilizing Technology to Provide Consumers with
State-of-the-Art Internet Services

Coldwell Banker Premier Agent
(1% of Coldwell Banker Associates hold this
designation)

CRS - Certified Residential Specialist
(Top 3% of all agents in the country hold this
designation)

GRI - Graduate of the Realtor Institute

**CCPS-Certified Corporate Property
Specialist**

**CRRS-Certified Residential Referral
Specialist**

**CNS - Certified Negotiation
Specialist**

CIA - Certified Internet Agent



TESTIMONIALS

My Clients Speak for Me

Tina's long list of satisfied clients adds up to more than a successful career; they attest to the heartfelt care she puts into every transaction.

Tina was beyond excellent! I could not have asked for a better Realtor. Everything I needed or could have asked for, Tina provided for me. I was informed about the 24/7 Client webpage she provided for me but I did not need it. She responded immediately and most of the time she answered and didn't even have to call me back. Tina treated me like family. Tina went above and beyond to make sure I was happy and found my first home.

H Lee

Tina recently sold my home and asked that I give her a recommendation/testimonial on her services. I had no complaints or concerns throughout the transaction and all services were provided in a timely manner. Her experience, knowledge plus our friendship was the best part of our working relationship. She has a 24/7 Client Webpage that she provides for her clients that was awesome. She kept me well informed throughout the whole process but I could always follow activities by logging in to my personal webpage at any time. Tina, thanks so much for everything.

M Leonard

Tina sold 4 house for me. 3 of those closed near appraisal value and 1 sold for full appraisal. Tina was always available and even answered while she was on vacation. She kept me up on all parts of the sale process and was available to answer all questions. You can't improve perfect. Tina represented Coldwell Banker Alfonso Realty very well.

D Verrett

[CLICK FOR MORE TESTIMONIALS](#)

PROVEN. POWERFUL. PERSONAL.

Selling your home is a big deal. The company that helps you should be, too. The Coldwell Banker® brand is one of the world's best known and trusted names in real estate, giving you advantages most other brokerages can't.

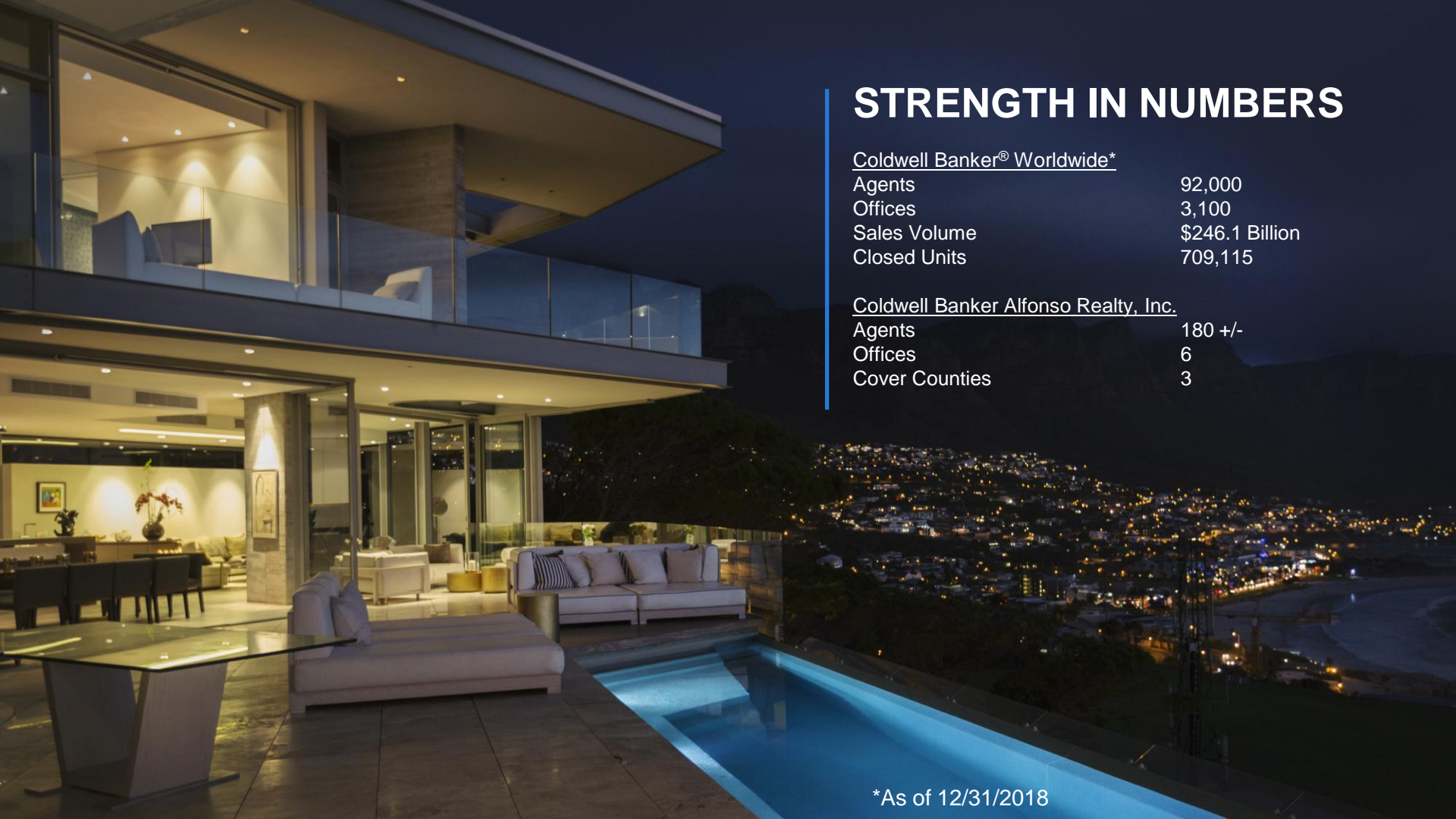
- Proven Success
- Innovative Culture
- Online Impact
- Strategic Marketing
- Full Service
- Market Know-How

Your Coldwell Banker independent agent will guide you every step of the way—making sure you know what to expect, answering your questions and helping you determine the right price to attract buyers and sell your home quickly.





PROVEN SUCCESS



STRENGTH IN NUMBERS

Coldwell Banker® Worldwide*

Agents	92,000
Offices	3,100
Sales Volume	\$246.1 Billion
Closed Units	709,115

Coldwell Banker Alfonso Realty, Inc.

Agents	180 +/-
Offices	6
Cover Counties	3

*As of 12/31/2018

GIVING BACK

Because we believe that everyone deserves a home of their own, Coldwell Banker® founded the Homes for Dogs Project in partnership with Adopt-a-Pet.com. The project uses national advertising, social media and local adoption events to generate awareness and bring pets and people together. Since the initiative began in 2015, we've helped more than 20,000 adoptable pets find loving homes. To learn more, visit coldwellbanker.com/dogs.

*Real Trends 500, 2017.

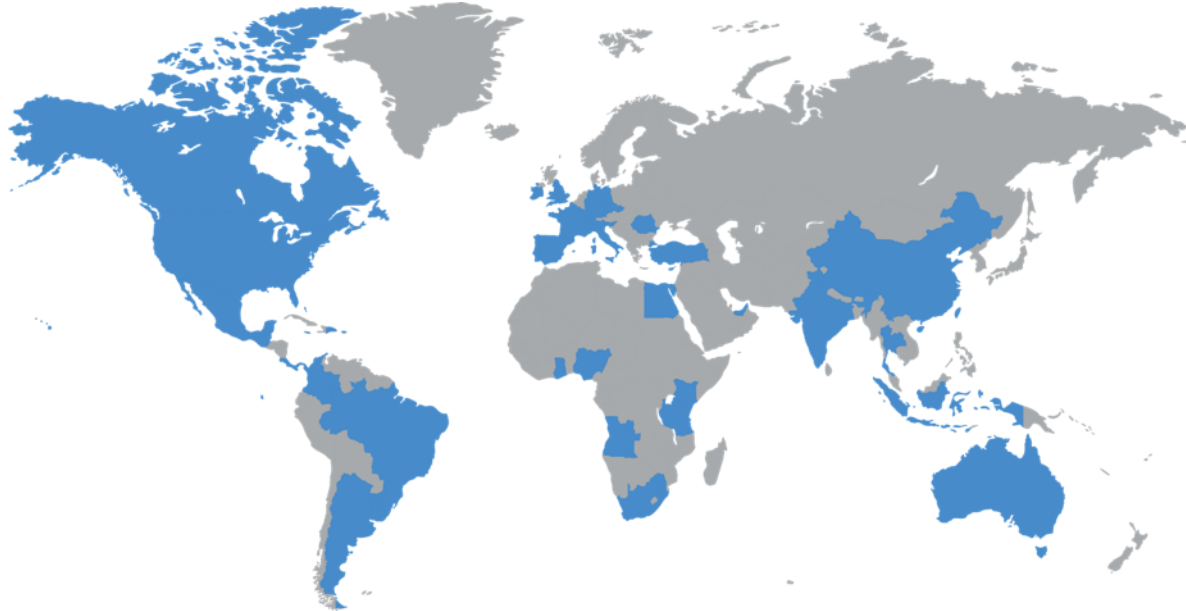


LEADING THE WAY

Coldwell Banker Real Estate practically invented modern-day real estate. Founded in 1906 on the principles of honesty, integrity and always putting the customer first, we changed the industry then and continue to do so today.

Through nonstop innovation and forward thinking, the **Coldwell Banker®** brand has grown to become one of the most well-known and trusted names in real estate around the globe. Today, there are more than 92,000 agents working out of 3,100 Coldwell Banker offices in 44 countries and territories.

Wherever your home's buyer might be, we're there, too.



We cover the Mississippi Gulf Coast

6 Offices :

Biloxi, Gulfport, Ocean Springs,
Pascagoula, Diamondhead and Bay
St. Louis/Waveland

3 Counties:

Harrison, Hancock and Jackson

LOCAL REACH

We have offices and affiliated agents all across our region actively bringing in buyers and creating more opportunities to showcase your home.



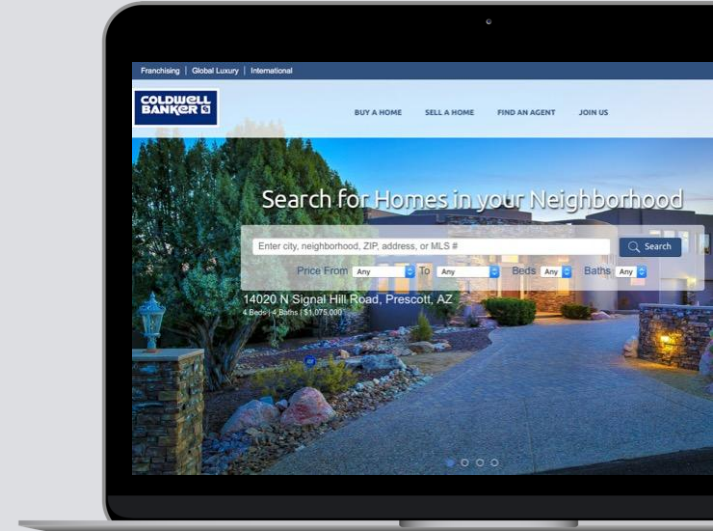
ONLINE IMPACT

WHERE THE BUYERS ARE

While buyers use a variety of resources to research properties for sale in their area, the vast majority find their new home online and with the help of a real estate professional.*

How Buyers Search for Homes

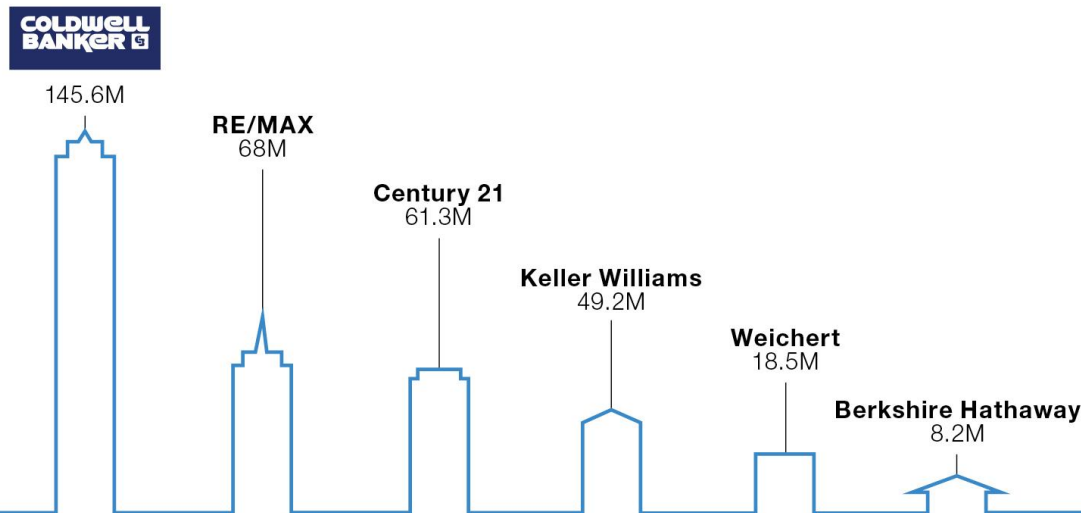
Online	95%
Real Estate Agent	89%
Mobile Sites and Apps	74%
Open House	52%
Yard Sign	44%
Online Video	39%
Print Newspaper Ad	15%



ON THE WEB

THE COLDWELL BANKER® BRAND IS THE #1 MOST-VISITED REAL ESTATE BRAND ONLINE.**

(Reflects total website visits for 2018)



*Source: Google Analytics

**Source: comScore 2018 Media Trends

SOCIAL ENGAGEMENT

OVER **500K**
SOCIAL FOLLOWERS
ACROSS ALL MAJOR
SOCIAL MEDIA PLATFORMS

14%
INCREASE IN
YOUTUBE LIKES
YEAR OVER YEAR

FACEBOOK POST REACH
MORE THAN
DOUBLED⁴
IN THE LAST YEAR



LIFETIME VIDEO VIEWS ON FACEBOOK: **17 MILLION+**⁴

(Lifetime: Total number of times the video was viewed for more than 3 seconds)

LIFETIME VIDEO VIEWS ON YOUTUBE: **95 MILLION+**⁵

(Lifetime: Total number of times the video was viewed for ~30 seconds)



Facebook Business Page



Instagram



Tina @ Coldwell Banker



LinkedIn



⁴Source: Facebook

⁵Source: YouTube

INTERNET MARKETING ADVANTAGE

Your home will be shown on multiple websites, including the most-visited real estate websites in the world, putting it in front of potential buyers everywhere. Our comprehensive internet marketing strategy includes displaying your home with a detailed description and multiple photos on the most-visited real estate websites.



Properties listed at
\$1,000,000 or higher will also be
featured on these luxury websites



Robb Report

WALL STREET
JOURNAL

UNIQUE
HOMES

The New York Times

THE POWER TO PREDICT THE BUYER'S FUTURE

Once a potential home buyer is on my Zap® Platform, I can focus my efforts and resources on those who are poised to purchase.



Automatically track and aggregate home buyer's online behavior



Pinpoint buyer's desired

- Home style
- Neighborhood
- Price point
- Location



Buyer scoring will analyze activity and alert to make direct contact when they are ready to transact

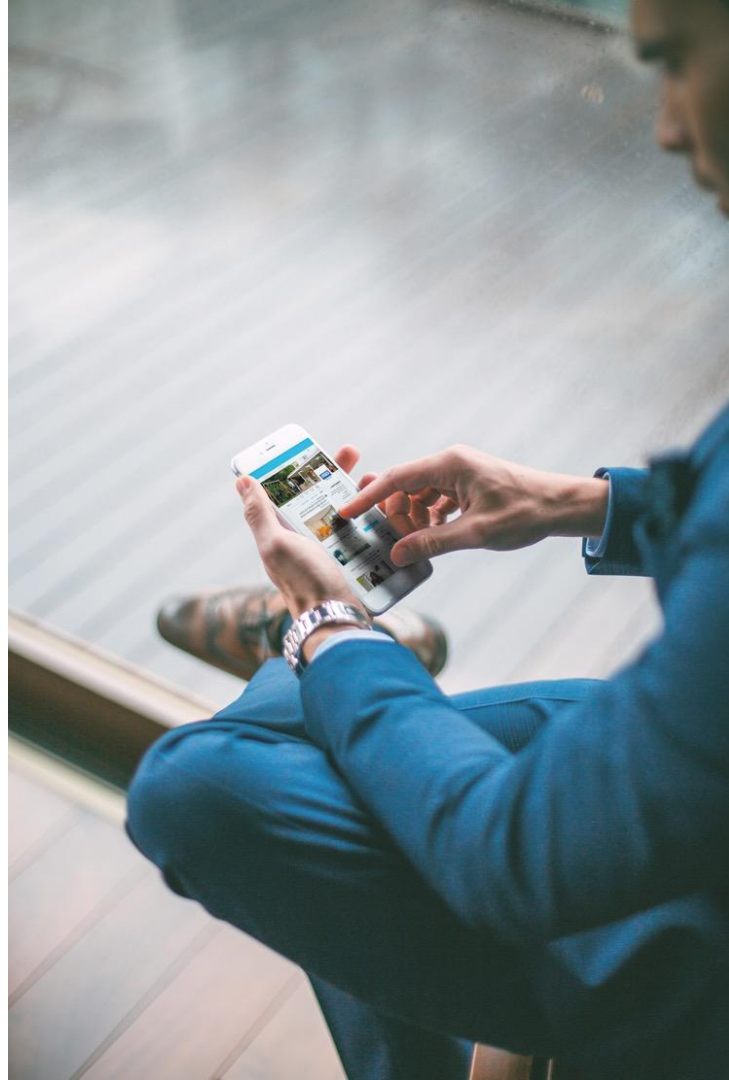


STRATEGIC MARKETING

POWERFUL PLAN

We offer one of the most powerful and comprehensive marketing programs for attracting buyers and getting homes sold. In addition to our industry-leading online strategy, we use a proven combination of traditional and cutting-edge methods to showcase your home.

- National brand advertising
- Online advertising
- Social media
- Direct print and email marketing
- Media relations/public relations
- Coldwell Banker Global LuxurySM program
- Yard signs
- MLS (multiple listing service)
- Professional photography





CBx BUYER PROFILE

For your home's marketing to be effective, it needs to reach the right audience. That's where CBx comes in. An innovative tool developed exclusively for the Coldwell Banker® network, CBx uses big data to analyze your market, your neighborhood and more—then presents a profile of the most likely buyer for your home.

CBx Data Includes:

- Median Age
- Average Education Level
- Homes with Children
- Average Family Size
- Median Commute Time
- Average Household Income
- Median Mortgage Debt
- Increase in Residents' Income



BRING MORE BUYERS

Have you ever wondered who handles transferring employees when a corporation needs to move them? We do! Our dedicated relocation department helps thousands of relocating, transferring and other special groups of buyers each year.

Cartus Broker Network

Cartus Relocation is one of the largest relocation service providers in the world, providing services in 165 countries and to more than half of Fortune 500 companies. As a principal broker in the Cartus Broker Network, we receive thousands of incoming buyer referrals annually.

USAA Real Estate Reward Networks

Thousands of active and former military members and their families rely on us for real estate services through our status as a preferred USAA Real Estate Rewards Network broker.

2018 Women's Choice Award

Coldwell Banker® is proud to serve women and their families, and honored to receive the Women's Choice Award® as a "9 out of 10 Recommended" brand for real estate.



FULL SERVICE

STEP BY STEP

Selling a home is a complex process, but your Coldwell Banker® affiliated agent will guide you through it every step of the way.



Step 1 – Pricing

- Your agent prepares a comparative market analysis (CMA)
- Review market conditions
- Review other homes on the market
- Discuss your home-sale goals
- Determine the optimal listing price



Step 3 – Marketing

- Install distinctive Coldwell Banker® yard sign
- Promote your home on the MLS
- Present your home's listing online
- Respond promptly to buyer inquiries
- Arrange showings
- Communicate feedback/Your very own 24/7 Client Webpage
- Market your property via email, direct mail and social media
- Provide market updates



Step 2 – Preparing

- Remove clutter and organize
- Clean and make repairs
- Stage your home for sale
- Consider a home protection plan
- Complete listing documents and disclosures



Step 4 – Closing

- Evaluate offers and negotiate best price and terms
- Facilitate inspections
- Coordinate closing date, time, location and contacts
- Monitor buyer financing and home appraisal
- Follow up on details
- Review closing statement
- Close the sale
- Provide copies of all closing documents



MARKET EXPERTISE



STAGING TO SELL

A home that looks its best is more likely to sell faster and for a better price. Here are a few tips from the experts for preparing your home for market and staging it for showings.

Outside

- Repaint or touch up trim
- Make needed repairs
- Wash windows and screens
- Trim trees, hedges and shrubs
- Weed and feed lawn and maintain mowing

Entrance

- Check doorbell and replace light bulbs
- Put out new welcome mat
- Clean/repair/repaint front door
- Sweep walkway

General

- Replace burned-out light bulbs
- Clear out closets
- Eliminate clutter
- Neutralize and depersonalize



Rooms

- Touch up or repaint walls, trim and ceilings
- Clean or replace carpeting
- Clean curtains, shutters and blinds
- Clean fireplace, mantle and surrounding areas
- Update décor: throw pillows, bedspreads, towels

Kitchen and Bath

- Clean appliances inside and out
- Clear out and clean cabinets, drawers and pantry
- Clean, repair or replace faucets and fixtures
- Declutter counters
- RegROUT sinks, tubs and showers

Before Each Showing

- Pick up toys and clutter
- Clear off counters and tabletops
- Turn on lights
- Make beds
- Make sure home smells inviting

POSITION YOUR HOME TO SELL

In real estate, knowledge is power, and your **Coldwell Banker®** agent is a local-market expert. By sharing current market data, trends and a comparative market analysis (CMA), they'll help you make an informed decision about your home's market value and ideal asking price.

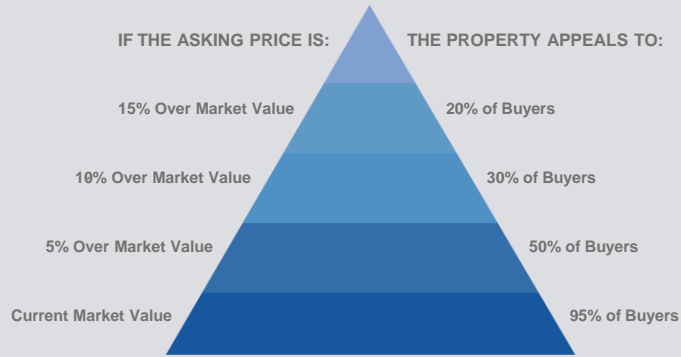
Factors That Impact Your Home's Value:

- **Market Conditions:** the current supply (or inventory) of homes for sale, buyer demand, interest rates and availability of financing, prices of recently sold properties, economic factors and seasonal demand
- **Your Home's Condition:** location, age, size of the home and lot, floor plan and architectural style
- **The Competition:** the number of similar properties for sale and their prices, condition, location and financing terms

Factors That Do Not Impact Your Home's Value:

- **Original Price:** what you paid for your house
- **Needed Proceeds:** the net cash proceeds you want or need
- **Opinions:** what friends and neighbors say your home is worth





PRICING RIGHT

While you and your agent will set your home's *asking* price, the buyer will set the *sales* price. If you price your home too high, you'll miss out on potential buyers. Pricing your property at fair market value from the start will generate the most activity from real estate agents and home buyers. The price must attract enough attention to result in showings and offers.

FIRST IMPRESSIONS

The largest number of potential buyers will view a newly listed home within the first 14 days on the market, and the number will decrease as the days on the market increases. This pool of buyers includes home buyers just entering the market and, more importantly, buyers working with Realtors® who have already seen the existing inventory and have not found a home, making them eager to make an offer.

To take advantage of this increased level of traffic and buyer interest, your property should be priced to sell at fair market value from the very start.

Peak Selling Activity





YOUR HOME'S VALUE

CMA

A comparative market analysis, or CMA, is a report that pulls data from the multiple listing service (MLS) based on buyer and seller activity in your area. Information included in your CMA 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

Your agent will use this information to develop a pricing and positioning strategy that creates a perception of value, makes your property competitive and generates excitement among buyers.



SMART HOME STAGING KIT

A recent survey conducted by the Coldwell Banker® brand and CNET indicate that homes with smart technology are selling faster than those without.



AMAZON ECHO DOT

The Echo Dot is a hands-free, voice-controlled device that uses Alexa to play music, control smart home devices, make calls, send and receive messages, provide information, read the news, set alarms, read audiobooks and more. Control lights, fans, switches, thermostats, garage doors, sprinklers, locks and more with compatible connected devices; such as those from August, Nest and Lutron.



NEST LEARNING THERMOSTAT

The Nest Learning Thermostat programs itself and automatically helps save energy when you're away. And you can control it using your phone, tablet or laptop.



NEST CAM INDOOR (SECURITY CAMERA)

Nest Cam Indoor helps you stay connected to what matters to you. It looks for motion and listens for sound. If something's up, it sends an alert to your phone.



AUGUST CONNECT

Lock and unlock your August Smart Lock from anywhere, right from your smartphone. Accessory to August Smart Lock.



NEST PROTECT

(SMOKE AND CARBON MONOXIDE ALARM)

The Nest Protect looks for fast-burning fires, smoldering fires and carbon monoxide. It tells you where the danger is and alerts your phone in case you're not home.



AUGUST SMART LOCK

Your smartphone is now a smart key—and more. Lock and unlock your door, create virtual keys for guests, and keep track of who comes and goes all from your smartphone.



CASÉTA WIRELESS BY LUTRON

Simple products that control lights and wireless shades. Provides solutions to real, everyday problems.

- **Never enter a dark home.** Turn lights on as you approach your home from your phone—great for showings!
- The movie begins when the lights start to dim.
- Set the perfect light and ambiance to show the house in its best light.
- **Don't get out of bed to turn the lights off at bedtime.** The Pico remote can turn lights off right from your night stand.



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GETTING STARTED

Your home and your home sale needs are one-of-a-kind. Using the unmatched resources of the Coldwell Banker® network, 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!



CB DISCLAIMER:

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