

# THE FINISHING TOUCH

*For Luxury Homes*

 **REALVITALIZE**<sup>®</sup>

*Agents agree – show-ready homes sell at or above list price*



**COLDWELL BANKER  
WARBURG**







# WHAT IS THE REALVITALIZE® PROGRAM?

*The RealVitalize® program helps with home improvements and repairs to prepare your home for sale. We cover your up-front costs and we get paid back when your home sells\*. No hidden fees, interest charges or markups!*

\*If listing doesn't sell within 12 months from the first project completion, seller must pay back the full amount of covered services.



## SERVICES AVAILABLE

- Staging
- Appliance Purchasing & Installation
- Cleaning
- Kitchen & Bathroom Upgrades
- Handyman Services
- Curb Appeal Enhancements
- Electrical Upgrades
- Carpentry
- Drywall & Insulation
- Landscaping
- Painting
- Plumbing
- Moving & Storage
- Junk Hauling
- Much More

Structural work not included. Talk to your Angi Project Consultant for details.

## SELLER BENEFITS

- Streamlined process
- No interest, fees or markups
- No liens filed against property
- No credit checks or pre-qualifications if budget is under \$50,000
- No minimum or maximum housing price to enroll
- No minimum project cost
- Access to Angi's top-rated local service providers

## DID YOU KNOW?

A budget of \$50,000 is available, with anything greater requiring an equity check. The RealVitalize maximum budget is capped at \$100,000.

## MUST-DOS ACCORDING TO BUYERS

What features are the must-haves from the eye of the buyer? A recent survey\*\* conducted by The Harris Poll with homeowners in the United States shows the top desired features for buyers are as follows:

1. Kitchen Upgrades
2. Bathroom Upgrades
3. Updated HVAC, Plumbing or Electrical
4. New Appliances
5. Updated Interior or Exterior Paint

\*\*Survey Methodology: This survey was conducted online within the United States by The Harris Poll on behalf of the Coldwell Banker® brand between June 22-24, 2021 among 2,037 adults ages 18+, among whom 1,335 are homeowners and 432 sold a home in the past three years. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.



## HOW IT WORKS

### 1. DECIDE ON PROJECTS

Together with your agent, rank which home improvements will boost buyer appeal and home value.

### 2. YOUR AGENT ENROLLS YOUR PROPERTY

Determine your project budget up to \$100,000 (subject to equity check if budget exceeds \$50,000). Your agent will then have you sign a Seller Participation Agreement, which will be submitted to RealVitalize for enrollment in the program.

### 3. SCHEDULE PROJECTS

Your Angi Project Consultant sources service professionals to scope your desired projects, provide estimates and schedule work.

### 4. WORK GETS COMPLETED

Work gets completed to your satisfaction backed by the Angi Happiness Guarantee.

### 5. HOME SELLS, COSTS PAID BACK

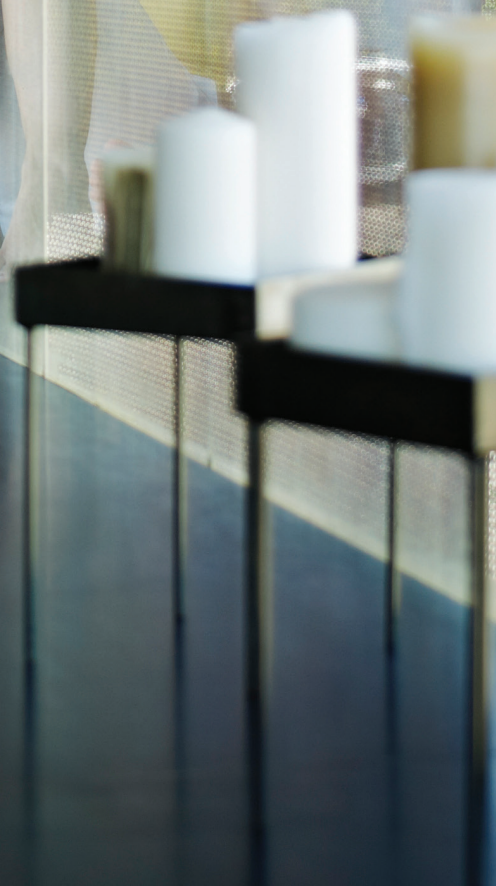
The exact amount spent on Angi service providers' work through the RealVitalize program will be deducted from the equity of your home at closing – no interest, markups or fees.



“Through RealVitalize®, my agent brought in an exceptionally capable contractor and other tradespeople who, under her direction, quickly transformed the condo from ragged to beautiful! It was so stunning that we had a full-price offer before the listing went live.”

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**Lisa L. | Hawaii**











# FREQUENTLY ASKED QUESTIONS

## **WHEN DO I PAY BACK REALVITALIZE® EXPENSES?**

You will repay the RealVitalize program the exact amount that was spent on Angi service providers' work — no interest or fees. It will be deducted from the equity of your home at closing. However, if the listing agreement expires or is canceled, if there is not enough equity in the home sale to cover the RealVitalize costs, or 12 months elapse from the date of the first RealVitalize project completion, you will be responsible for paying back the RealVitalize program.

## **WHAT IS THE ANGI “HAPPINESS GUARANTEE”?**

To get your home show-ready, RealVitalize partners with Angi — whose powerful network of qualified service professionals work across 500+ service categories in your local market. Only their top-rated vendors are sourced for RealVitalize clients, and they come with a “Happiness Guarantee”: If you're not satisfied with the quality of work done, Angi will make it right at no additional cost to you.

## **WHAT IF THE COST OF WORK I WANT DONE ON MY HOME EXCEEDS MY REALVITALIZE BUDGET?**

If your initial budget is less than \$50,000, you can request an additional budget up to \$100,000 pending equity verification. If your maximum budget has been established after equity verification, you can pay for the overages out of pocket directly to Angi, immediately after projects are complete.





MOST HOMES USING  
THE REALVITALIZE  
PROGRAM SELL AT  
OR ABOVE LIST PRICE\*



\*Based on program data from June 1, 2020 to May 31, 2021. Not a controlled study; correlation does not equal causation.  
Results not guaranteed and past performance does not guarantee future results.





BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER

## TOP VALUE IN TOPANGA

**KATHERINE B., AGENT**

*Southern California*

THIS HOME WAS PREVIOUSLY LISTED WITH ANOTHER AGENT AND BROKERAGE, AND NEVER RECEIVED OFFERS OVER \$1.7 MILLION.

### REALVITALIZE® PROJECTS COMPLETED:

Painting, Landscaping, Architect Consultation and Staging

**TOTAL REALVITALIZE COST:** *\$42K*

**NEW LIST PRICE:** *\$2M*

**TIME ON MARKET:** *5 DAYS*

**SALE PRICE:** *\$2.2M*

SELLER NOT ONLY SOLD **OVER LIST PRICE**, BUT RECEIVED **\$500,000 MORE** THAN WHAT WAS PREVIOUSLY OFFERED.









## STAGING SUCCESS STORY

**MARIA D., AGENT**

*New York*

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AS AN UNFURNISHED UNIT, IT WAS CHALLENGING FOR PROSPECTIVE BUYERS TO IMAGINE LIVING THERE.

### **REALVITALIZE® PROJECT COMPLETED:**

Gorgeous Staging

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**TOTAL REALVITALIZE COST:** *\$20.2K*

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**NEW LIST PRICE:** *\$1.46M*

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**TIME ON MARKET:** *21 DAYS*

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**SALE PRICE:** *\$1.462M*

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WITH THE POWER OF LUXURY STAGING, THIS PROPERTY SOLD FOR **\$62K MORE** THAN THE AS-IS LIST PRICE.







GET STARTED TODAY!

Contact us to learn more about the RealVitalize® program.

**RealVitalize.com**

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**TRIBECA** | 124 Hudson Street New York, NY 10013 | 212.380.2400



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Execution of a program agreement is required. RealVitalize is not available in all states and available only at participating offices. Void where prohibited by law. Additional terms and conditions apply. Results not guaranteed. If listing doesn't sell within 12 months from the first project completion, seller must pay back the full amount of covered services. All property enhancement services are provided by the applicable service providers affiliated with Angi. Neither the Coldwell Banker System nor any of its respective franchisees or affiliated companies is providing any property enhancement product or service in connection with the RealVitalize program. Not intended as a solicitation if your property is already listed by another broker. Affiliated real estate agents are independent contractor sales associates, not employees. ©2022 Coldwell Banker. All Rights Reserved. The RealVitalize logo and service mark are owned by Realogy Group LLC. Coldwell Banker and the Coldwell Banker logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker System is comprised of company owned offices which are owned by a subsidiary of Realogy Brokerage Group LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. 225A8N\_CBW\_6/22