



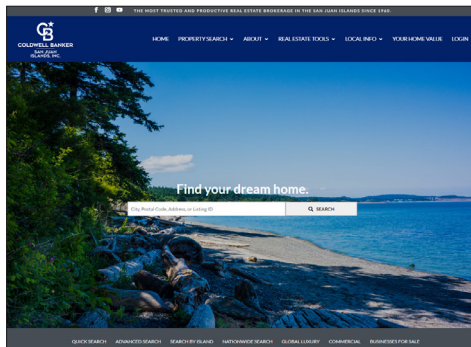
COLDWELL BANKER
SAN JUAN
ISLANDS, INC.

Marketing Snapshot

When you choose Coldwell Banker San Juan Islands, Inc., you are partnering with the San Juan Islands' most trusted and productive real estate experts, leaders in the local market since 1960. Our proven marketing strategies maximize your property's exposure to serious buyers, fueling competition and increasing demand. By bringing your listing to the forefront, we attract genuine interest and secure stronger offers. Behind the scenes, our dedicated support team ensures every detail is handled efficiently, guiding your sale smoothly from the very first step to a successful close.

Your property will be featured on

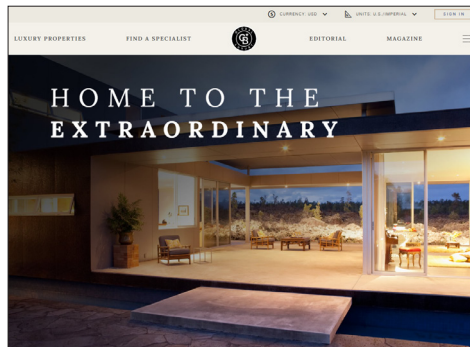
Coldwell Banker San Juan Islands, Inc.



Our website is the largest and most visited real estate platform in the San Juan Islands, thanks to our extensive marketing. Buyers can easily search all NWMLS listings and use tailored search tools to refine their options. We regularly update the site with Featured Properties, Price Reductions, Market Reports, and more, keeping buyers and sellers informed. The website also offers helpful resources, articles, and comprehensive business directories for exploring local services.

SanJuanIslands.com

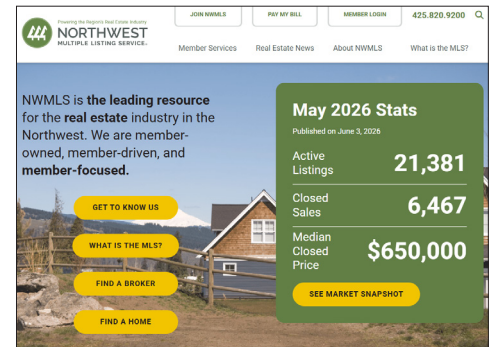
Coldwell Banker: Luxury, International, Commercial



With over 90% of buyers searching online, our affiliation with Coldwell Banker ensures your property receives unmatched exposure. Listings appear on major search engines, local platforms, and within a global network of 3,000+ brokerages and 150,000+ brokers across 49 countries. This trusted network delivers an international reach and seamless client referrals, guaranteeing top-tier service and greater opportunities for your sale.

ColdwellBanker.com ColdwellBankerLuxury.com
ColdwellBankerInternational.com CBCWorldWide.com

Northwest Multiple Listing Service



The Northwest Multiple Listing Service (NWMLS) is the premier real estate resource in the region, connecting over 30,000 member professionals.

When your property is listed on NWMLS, it instantly becomes visible to this expansive network, maximizing its exposure to qualified agents and potential buyers. We submit listings immediately, ensuring every real estate professional in San Juan County and Western Washington sees your property as soon as it hits the market.

NWMLS.com

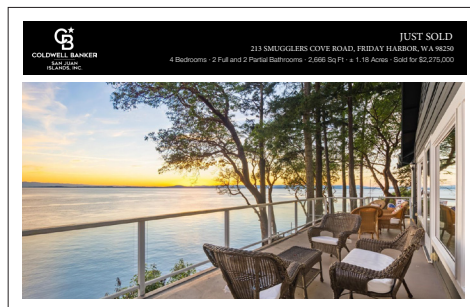
Direct Mail Publications

Just Listed Postcards



We mail eye-catching Just Listed postcards to 100 targeted contacts near your property, generating valuable buzz throughout the neighborhood. These standout postcards feature striking photography, compelling property details, and engaging descriptions, capturing attention and attracting potential buyers. Our jumbo format (5.5 x 8.5 inches) ensures your listing stands out.

Just Sold Postcards



Following your successful sale, we send striking Just Sold postcards to 100 local contacts, announcing the achievement to your neighborhood. This not only celebrates your property's success, but also demonstrates a thriving local market and sparks interest among future buyers. The jumbo postcard graphic format (5.5 x 8.5 inches) ensures your sale is noticed and remembered.

Market Updates



Each quarter, we deliver in-depth analysis of San Juan County's real estate market, tracking trends in sales, prices, and market activity that shape buyer and seller decisions. We also mail postcards with timely insights to homeowners. Our proactive approach keeps clients informed and well-positioned in a highly desirable market, where the island's beauty and vibrant community continue to drive long-term value.

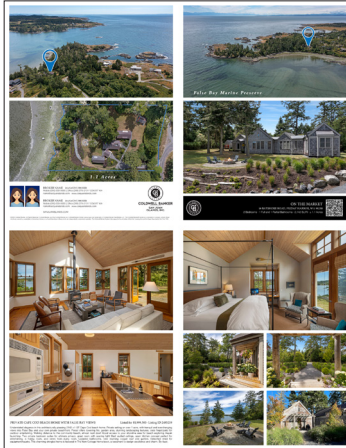


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Marketing Snapshot

Print Publications

Property Brochures



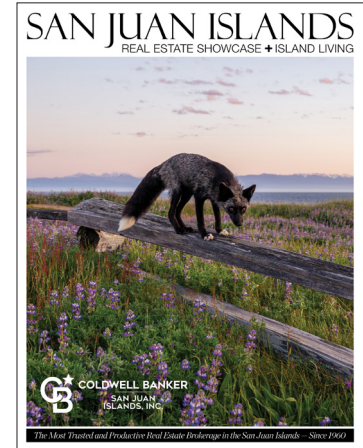
A standout property brochure is your listing's first impression, with striking photos, key details, and a QR code for instant online access. We print unlimited full-color brochures for buyers and brokers to view your property details. Our display cases are located alongside our Friday Harbor office—a busy, high-traffic area where people regularly view listings—and in Roche Harbor's only real estate display case, featured on the main pier. Brochures are also posted digitally on the NWMLS listing for maximum exposure. This ensures your listing is seen by the widest possible audience, both locally and online, day and night.

Real Estate Tab



The Journal of the San Juan Islands is the most widely read local newspaper. Each month, The Journal features listings within its Real Estate Tab print publication. These ads display a range of our property listings, along with other brokerage listings. Coldwell Banker San Juan Islands, Inc. also produces a digital version of the Real Estate Tab that features only our brokerage listings. This digital publication is posted on our website and social media, and is shared with thousands of potential buyers through Constant Contact Campaigns. Each listing is hyperlinked to the property details, so buyers can easily find it on our website.

Real Estate Showcase



Annually, we print over 15,000 copies of the San Juan Islands Real Estate Showcase + Island Living publication, distributed throughout the year. The distribution points for this publication are the Coldwell Banker San Juan Islands, Inc. Friday Harbor office, our Roche Harbor Display case(s), the Washington State Ferries, and other local businesses and entities such as the San Juan Islands Chamber of Commerce. Potential buyers can scan QR codes to easily access active properties year-round. A digital copy is available on Issuu.com, our website www.sanjuanislands.com, and on many of our social media accounts.

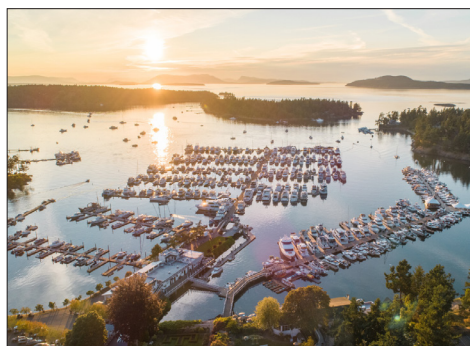
Publication Distribution Points

Friday Harbor Office



Coldwell Banker San Juan Islands, Inc. occupies the most attractive and historic building at the best, most visible location in Friday Harbor, the business, government, and shopping hub of San Juan County. Our office features the island's largest outdoor real estate display cases, ensuring your listing receives outstanding visibility. In our lobby, a continuously running slideshow displays all active listings from our YouTube Channel. Free maps and brochures are also available for visitors exploring town.

Roche Harbor Display Case



Roche Harbor is the premier boating resort and village in the San Juan Islands. Our display case for listing brochures is located on the main boardwalk between the Roche Harbor Grocery Store and Lime Kiln Cafe, with adjacent magazine holders offering free maps and our Real Estate Showcase + Island Living Publication. We are the only brokerage in the islands with a display presence in Roche Harbor, making these resources readily available to anyone interested.

Washington State Ferries



Over 15,000 copies of our annual Real Estate Showcase + Island Living publication are printed annually and distributed at key locations, including on Washington State Ferries and the Anacortes Ferry Terminal. In 2025, over 1.9 million people traveled on WSDOT ferries throughout the San Juan Islands, providing unparalleled exposure for your listing. QR codes connect buyers directly to current listings year-round, so your property is easily accessible even if it is not featured on a printed page.



COLDWELL BANKER
SAN JUAN
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Marketing Snapshot

Digital Publications

Featured Properties

Price Reductions

Luxury Properties Publication



Every month, we create a digital Featured Properties publication with all properties listed with our brokerage. We promote this on our social media channels, including Facebook and Instagram, Constant Contact, and on our website in the "About - News and Updates" section. Listings are organized by property type and price, making it easy for buyers to browse and compare. This clear format helps buyers quickly find homes that match their needs, while ensuring every property receives strong visibility.

When there is a price or other information change, our team of the island's top sales associates informs potential buyers. Monthly, we create a digital Price Reduction publication featuring all listings that have recently been reduced in price. This publication is featured on our website under "News and Updates" and is posted on all Coldwell Banker San Juan Islands, Inc. social media. We send this publication to thousands of potential buyers via Constant Contact Campaigns.

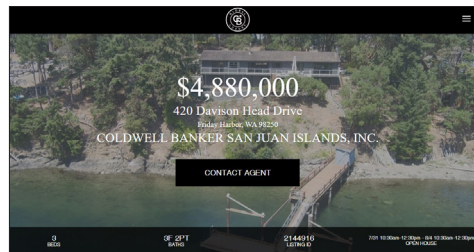
The Luxury Properties publication is created digitally to exclusively feature homes priced at \$1,500,000+ or more. The digital publication is hosted on issuu.com, a digital flipbook with hyperlinks to each listing. The Luxury Properties publication is also featured on our website, under marketing campaigns, and is posted on all Coldwell Banker San Juan Islands, Inc. social media. Lastly, we send this publication to thousands of potential buyers via Constant Contact Campaigns.

Local Real Estate Marketing and Networks

Friday Harbor Office

Social Networking

Property Websites and Videos



Coldwell Banker San Juan Islands, Inc. represents the listing or selling side in roughly 40% to 55% of property sales on San Juan Island and many of the outer islands, and we consistently sell a large share of our own listings. While other brokerages also serve the San Juan Islands, our market share is unmatched.

We are frequently interviewed and quoted, with our listings previously showcased in leading publications such as National Geographic, The New York Times, Forbes, HGTV, and more.

One of the biggest benefits of using a social media marketing strategy for real estate is the ability to boost your listing on free social media platforms. Millions of people use social media every day, so we take advantage of competitively showcasing your property. Not only is our content in front of more people, but we are also able to target buyers directly. We have received many leads (buyers and sellers) through our social media accounts.

Linktr.ee/ColdwellBankerSJ

Single-property websites captivate buyers with high-resolution photos, detailed descriptions, and a direct inquiry form for easy contact. We include direct links to valuable resources: sanjuanislands.com for community info, Google Maps for location, a mortgage calculator, local healthcare, the San Juan Island School District, and space for an additional video.

Our in-house virtual tour system integrates seamlessly, offering immersive digital tours and interactive floor plans.

National Real Estate Search Engines & Direct Marketing to Prospective Buyers

Constant Contact

Zillow

Realtor

Direct marketing to over 4000 prospective buyers.

Average of 228 million monthly users.

Over 1 million agents on Realtor.com.

Redfin

Trulia

Land and Farm

Redfin.com referral network over 3,100 brokers.

Over 1 million listings featured on Trulia.com.

Digital newsletter to over 20,000 potential buyers.



COLDWELL BANKER
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Marketing Snapshot

Coldwell Banker Global Luxury represents homes over \$1.5 million, while Coldwell Banker Blue is our core branding for all other properties, including island homes, land, and commercial listings.

Social Media Post



CB GL Tabloid Brochure



CB GL Display Case Brochure



CB Blue Display Case Brochure



CB Blue Listing Brochure (p2)



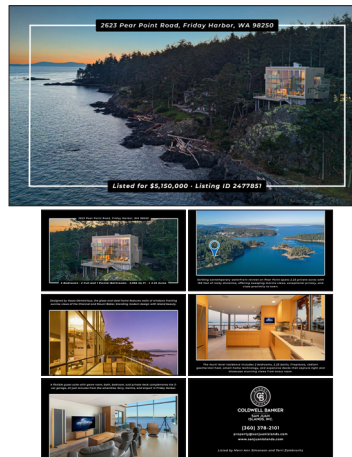
CB GL Postcard



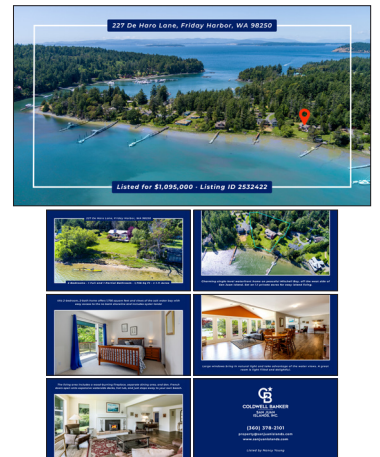
CB Blue Postcard



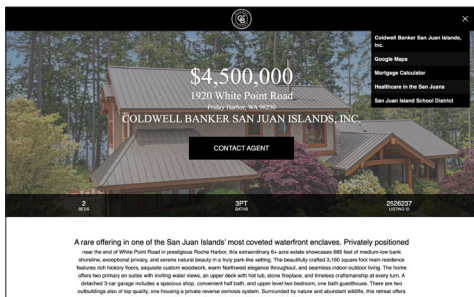
CB GL YouTube Video



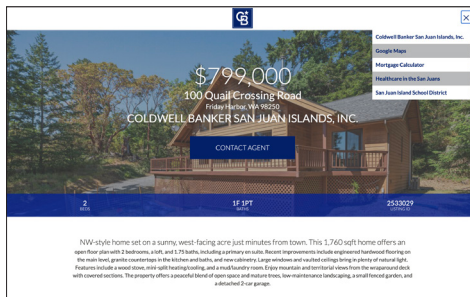
CB Blue YouTube Video



CB GL Property Website



CB Blue Property Website



Virtual Tour

