



FIX IT

UP

**WITH NOTHING  
UP FRONT**



**REALVITALIZE® • AGENTS AGREE — SHOW-READY HOMES SELL AT OR ABOVE LIST PRICE**





# WHAT IS THE REALVITALIZE® PROGRAM





The RealVitalize<sup>®</sup> program helps with home improvements and repairs to prep your home for sale. We cover your upfront costs and we get paid back when your home sells\*. No hidden fees, interest charges or markups!

\*Seller must pay for work upon earlier of closing, listing no longer being in effect, or 12 months after completion of work.



## 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
- No minimum or maximum housing price to enroll
- No minimum project cost
- Access to Angi's top-rated local service providers

## DID YOU KNOW

Your RealVitalize budget is set equivalent to your listing agent's commission rate, with a program maximum set by the brokerage.

## 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 goes 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 3 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 maximum project budget, which is set equal to your agent's list-side commission rate (subject to program maximum set by the brokerage); agent submits your signed Participation Agreement.

### 3. SCHEDULE PROJECTS

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

### 4. WORK GETS COMPLETED

Work gets completed on time and on budget. Angi guarantees your satisfaction with work quality.

### 5. HOME SELLS, COSTS PAID BACK

When home closes, funds will be removed from settlement proceeds — 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 even displayed on MLS."

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Lisa L., HAWAII







# FAQ

**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 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 happy 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?**

Since the maximum amount of capital fronted to you is equivalent to your listing agent's commission rate, you can increase their commission rate in order to raise your budget (subject to program maximum set by the brokerage). Alternately, you can pay for the overage out of pocket directly to Angi, before the start of the project.







**MOST HOMES USING  
THE REALVITALIZE<sup>®</sup>  
PROGRAM SELL AT  
OR ABOVE LIST PRICE\***

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





## Top Value in Topanga

**KATHERINE B., AGENT**  
SOUTHERN CALIFORNIA

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

### REALVITALIZE® PROJECTS DONE:

Painting, Landscaping, Architect 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.



\$75K Increase in Value

**SUSAN F., AGENT**  
NEW JERSEY

HIGHLY TRAFFICKED OPEN HOUSES  
WITH A LOT OF SHOWINGS.

**REALVITALIZE® PROJECTS DONE:**

Renovation, Landscaping, Electrical and Staging

ORIGINAL LIST PRICE: **\$550K**

NEW LIST PRICE: **\$625K**

TIME IN ESCROW: **17 DAYS**

SALE PRICE: **\$625K**

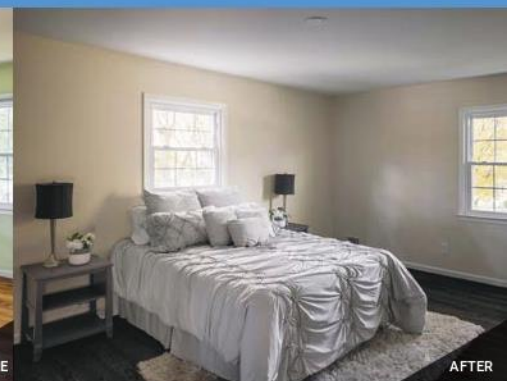
**SELLER RECEIVED \$75,000**

**MORE THAN THE "AS IS" PRICE  
BY GETTING SHOW-READY  
WITH THE REALVITALIZE PROGRAM.**



"Through the RealVitalize program, we were able to stage the house, which makes it inviting for the potential buyer. As a result of completing our RealVitalize program projects, we were able to list the house at \$75K more than our originally projected list price."

— Susan F., agent







BEFORE



AFTER

## Renos Upped the Value

**MARILYN K.**, AGENT  
FLORIDA

LISTED AT \$385K, THIS SARASOTA CONDO SAT FOR 100+ DAYS ON MARKET WITH NO INTEREST.

### REALVITALIZE® PROJECTS DONE:

Flooring, Painting, Remodeling and Staging

TOTAL REALVITALIZE COST: **\$14K**

NEW LIST PRICE: **\$415K**

TIME ON MARKET: **7 DAYS**

SALE PRICE: **\$425K**

"We are heroes with the neighbors in this condo building. When the unit was originally listed and did not sell, we didn't lower the price, which would have resulted in a very unfavorable comparable that the neighbors would have been trying to explain away for years to come. Instead, we sold it for a premium, which helps the resale value for other properties in the building."

— Marilyn K., Agent



BEFORE

AFTER

SELLERS NOT ONLY SOLD ABOVE THE NEW LIST PRICE, THEY RECEIVED **\$40,000 MORE** THAN THE ORIGINAL LIST PRICE.





**REACH OUT TODAY  
TO GET STARTED**



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# CONTACT



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. 📄 2288AL\_REA-RFG\_2/22