MEET THE CRAWFORDS

NORTH TEXAS REAL ESTATE

THE SELLER'S GUIDE

An elevated approach to selling your North Texas home.



EXCEPTIONAL HOMES.
ELEVATED LIVING.

Coldwell Banker Realty

WHO WE ARE

Welcome,

More than real estate. It's personal.

We're Patrick and Carla Crawford, and we believe selling a home is about more than a transaction — it's a significant chapter in your life.

Our approach combines strategy, thoughtful presentation, and a client-first experience to help you achieve the best possible outcome.

Thank you for considering us. We look forward to the opportunity to guide you through a successful sale.



Carla & Patrick

THE CRAWFORD APPROACH

1. Analyze.
2. Prepare.
3. Present.
4. Launch.
5. Promote.
6. Close.

A PROVEN APPROACH
FOR EXCEPTIONAL RESULTS.

PRE-LISTING STRATEGY

Before we move forward, we look back.

If your home has previously been on the market, we begin by analyzing the prior listing to understand how it was positioned and where opportunities may have been missed. We analyze market conditions, pricing, and presentation.



01 Pricing Strategy

Evaluate past pricing against current comps and buyer demand.



02 Market Conditions

Understand inventory, competition, and timing.



03 Timing

Identify the optimal window to reintroduce the property.



04 Property Potential

Highlight updates, staging, and presentation opportunities.

PREPARING YOUR HOME

The details make the difference.

We'll walk your home with you and provide a tailored list of recommendations to help your property look and feel its best.

DECLUTTER & EDIT
Remove what no longer serves you.

REPAIRS & UPDATES
Address small changes that make a big impact.

PAINT & NEUTRALS
Create a fresh, timeless backdrop.

CURB APPEAL
Landscaping and exterior details matter.

STYLING & FURNISHINGS
Highlight your home's best features.



CREATING THE EXPERIENCE

Buyers don't just remember what they saw. They remember how a home made them feel.

We intentionally create an environment that feels inviting, cared for, and unforgettable.

SCENT
A subtle, signature fragrance.

LIGHT
Every light on.

SOUND
Curated music.

SPACE
Clean, open and intentional.



PRESENTATION

Your home's first showing happens online.

Stunning photography, video, aerial imagery and a thoughtful presentation ensure your home stands out from the very first click.



PROFESSIONAL PHOTOGRAPHY

Magazine-quality images that capture your home's best light and features.



VIDEO & AERIAL

Cinematic video and drone imagery when appropriate.



INTERACTIVE FLOOR PLAN

A professionally presented floor plan helps buyers understand the layout and flow.



STRATEGIC IMAGE SEQUENCING

We curate the gallery to tell the story of your home.



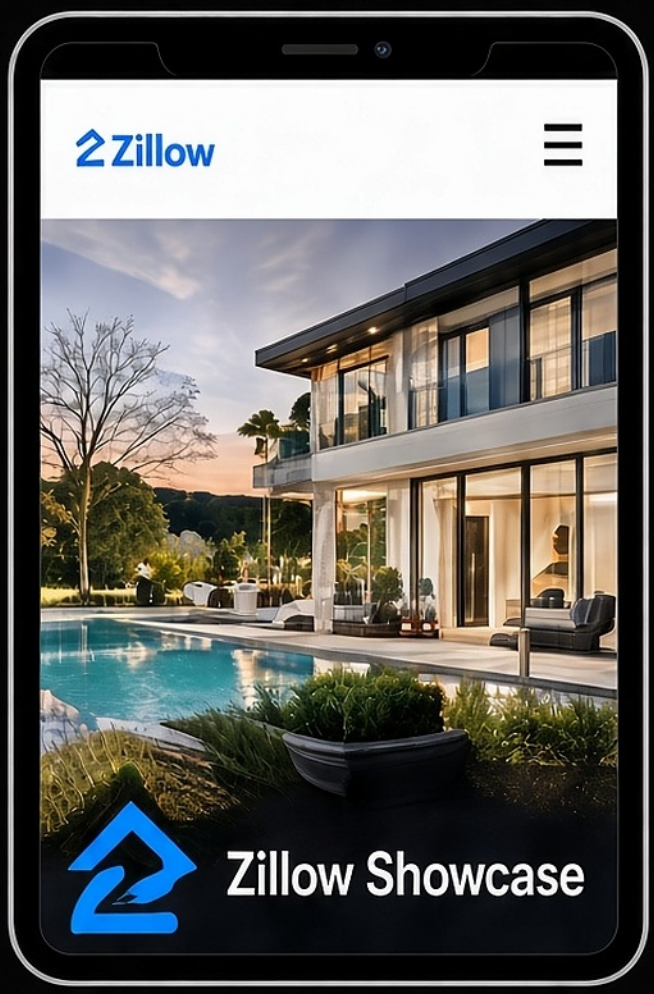
ZILLOW SHOWCASE

For eligible listings, we utilize Zillow Showcase to create a more immersive and impactful listing experience.

HOW BUYERS FIND YOU

ZILLOW SHOWCASE

A premium listing experience designed to make your home stand out.



- Stunning, scroll-stopping presentation
- Immersive, full-screen photo experience
- Interactive floor plan
- Zillow 3D Home® tour
- Buyer email alerts
- Exclusive by design (limited inventory)

ZILLOW-REPORTED AVERAGES VS. SIMILAR NON-SHOWCASE LISTINGS

+84%
more page views

+10%
higher likelihood of going pending within 14 days

+2%
higher average sale price

Based on Zillow data 2024. Results may vary based on market and home characteristics.

LAUNCH STRATEGY

Your home doesn't just go live. It launches.

Our Launch Marketing Package is a strategic, coordinated rollout designed to generate maximum exposure from day one.

- ☐ Strategy & preparation
- ☐ Professional photography & video
- ☐ Interactive floor plan
- ☐ Compelling property description
- ☐ Zillow Showcase (when eligible)
- ☐ Social media content & "This Could Be You" series
- ☐ Agent outreach
- ☐ Property collateral
- ☐ Pre-launch planning and timing

OUR GLOBAL REACH

A trusted name across the globe.

As part of Coldwell Banker Realty and its global network, your home receives unparalleled exposure locally, nationally, and internationally.

#1
in the U.S. for homes $1M+*

93,000+
agents worldwide

120+
countries and territories



*Source: Coldwell Banker, 2023 | $1M+ closed sales volume (U.S.)

Maximum exposure. A more strategic approach.

MLS EXPOSURE
Your home is listed across major real estate platforms.

SOCIAL MEDIA & DIGITAL MARKETING
Targeted content, ads, and lifestyle storytelling.

AGENT-TO-AGENT MARKETING
Direct outreach to top agents in North Texas and beyond.

“THIS COULD BE YOU” LIFESTYLE MARKETING
Story-driven content designed to help buyers imagine themselves living in the home — not simply viewing it.

PROPERTY COLLATERAL
Beautiful materials that make a lasting impression.

OPEN HOUSES & PRIVATE SHOWINGS
Strategic and selective, when the timing is right.

SHOWING DAY

Your home isn't open to just anyone.

When appropriate and permitted, we work with buyers and their agents to confirm financial readiness before granting access to the property — helping protect your privacy while focusing showings on serious prospects.

THE CRAWFORD SHOWING STANDARD

- [ ] Prequalified buyers (when possible)
- [ ] Lights on
- [ ] Window coverings positioned intentionally
- [ ] Surfaces clear
- [ ] Beds made
- [ ] Temperature comfortable
- [ ] Subtle signature scent
- [ ] Music playing softly
- [ ] Personal items minimized
- [ ] Pets secured
- [ ] Home showing-ready from the moment the buyer enters

FROM OFFER TO CLOSING

An offer is only the beginning.

01 **OFFER**
Review and strategize.

02 **NEGOTIATION**
Navigate terms and contingencies.

03 **OPTION PERIOD**
Support inspections and due diligence.

04 **APPRAISAL**
Manage the appraisal process.

05 **FINANCING**
Keep the transaction on track.

06 **CLOSING**
Celebrate a successful sale.



WHO WE ARE

We’re Patrick & Carla Crawford.



A husband-and-wife real estate team serving North Texas with integrity, market expertise, and a client-first approach. By bringing together real estate, interior design, lending insight, and thoughtful marketing, we help our clients make confident moves and lasting investments.

READY WHEN YOU ARE

Let’s talk about what’s possible for your home.

Every property deserves an individual strategy. Let’s start with yours.

SCHEDULE A CONSULTATION

- 15-minute Zoom
- 30 minutes at your home

SCAN TO CONNECT

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COLDWELL BANKER REALTY

GLOBAL REACH. LOCAL EXPERTISE. A HIGHER STANDARD.

EQUAL HOUSING OPPORTUNITY

REALTOR