Let Our Experienced Agents Serve You With The Area's Most Comprehensive Marketing Plan

Now more than ever, homebuyers turn to Realtors and the Internet for information on homes for sale. Coldwell Banker M.M. Parrish Realtors offers the area's most comprehensive marketing plan, effectively reaching today's homebuyer. Our experienced agents are ready to help you get the most out of your home selling experience.

COLDWELL BANKER

M.M. PARRISH REALTORS

mmparrish.com

Gainesville, Florida
352.335.4999

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Understanding Today's Home Buyer

COLDWELL BANKER

M.M. PARRISH REALTORS

mmparrish.com

SINCE 1911

Gainesville, Florida
352.335.4999

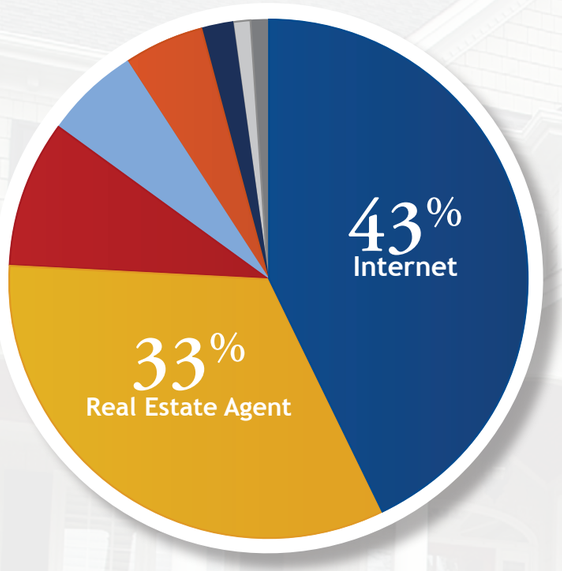
The Most Online Exposure. The BEST Results.

92% of home buyers use the internet to search for a new home.*

We cast the widest net to capture the most qualified buyer leads. NOBODY OFFERS MORE. Work with the company who is first choice among local consumers. Contact us today!

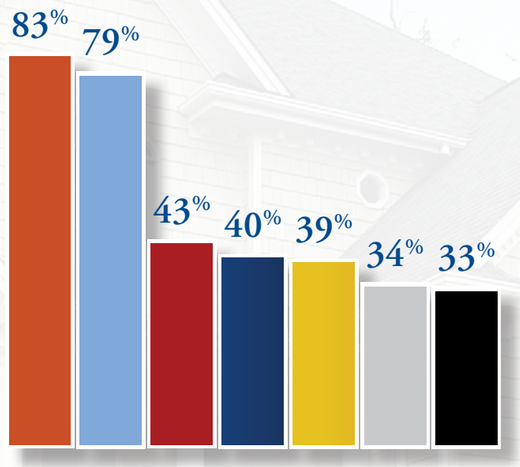
*2013 NAR Profile of Home Buyers and Sellers

Where Did Buyers Find the Home They Purchased?



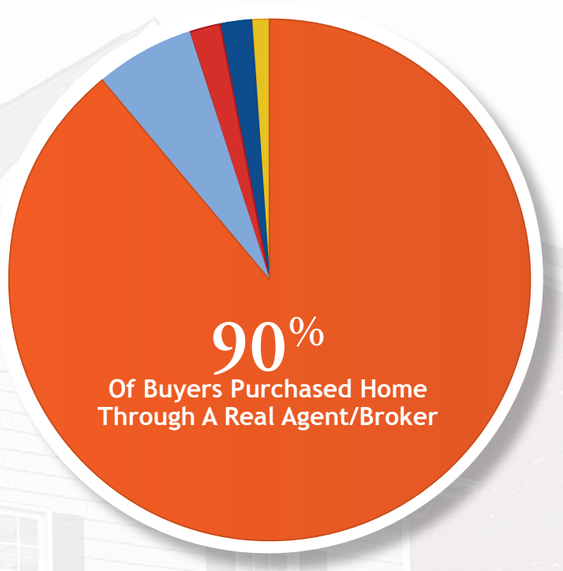
- Yard sign/ open house sign
- Friend, relative or neighbor
- Home builder
- Directly from seller
- Print newspaper
- Home book/magazine

Value of Website Features



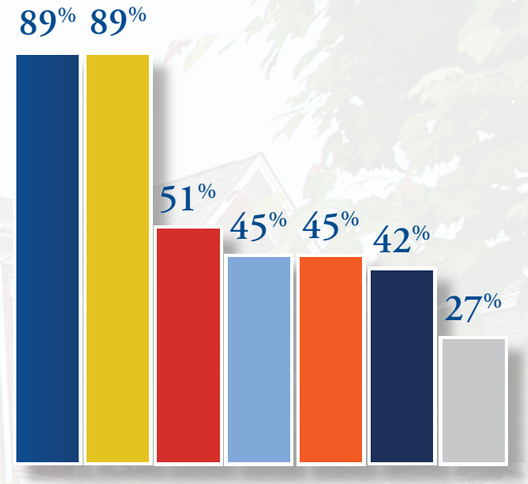
- Photos
- Detailed Property Info
- Virtual Video Tours
- Interactive Maps
- Agent Contact Info
- Neighborhood Info
- Sold Properties Info

Method of Home Purchase



- Builder/Builder's Agent
- Previous Owner Whom Buyer Didn't Know
- Previous Owner Whom Buyer Knew
- Other

Information Sources Used In Home Search



- Real Estate Agent
- Online Website
- Yard Sign
- Open House
- Mobile/Tablet/App
- Mobile/Tablet Search Engine
- Online Video Site

The statistics found in this brochure are reported in the National Association of REALTORS "2013 Profile of Home Buyers and Sellers".

The Home Search Process...

A variety of information sources are available to homebuyers when searching for a home. Real estate agents and the Internet are the two most frequently used resources, and the most helpful according to a national survey of homebuyers. More and more people are learning about the home they purchase through the Internet, and 90% of buyers seek the assistance of a real estate sales professional. We provide the most online exposure to generate the most qualified buyer leads, and respond to those leads with the most professional sales team in the marketplace. Call a Coldwell Banker sales associate today. ***Let us help you find your way home…***

Our Marketing Approach

Your Property on the Web:

Coldwell Banker M.M. Parrish properties are featured on over a hundred different websites for maximum exposure. Of the many resources available to home buyers, 92% of home buyers used the internet to search for a new home.

Online Rapid Response System:

Award-winning system that immediately notifies our associates of online inquiries and allows them to follow-up instantly.

Just Listed/Just Sold Postcards:

Coldwell Banker M.M. Parrish Realtors sends a direct mail postcard to your neighbors and other nearby properties to promote the sale of your home.

Listings on Realtor.com:

When you list your property with Coldwell Banker M.M. Parrish Realtors, we will feature your listing as a Showcased Property on realtor.com. This powerful marketing system enables our properties to stand out prominently from the rest. Some of the features include: multiple photos, school/neighborhood details, open house promotional tools, banners, and more.

Benefits of a Worldwide Network:

With the support of the expansive Coldwell Banker network, we can help you find a home or a buyer for your home virtually anywhere in the world. M.M. Parrish Realtors® is also affiliated with the Cartus Broker Network, the largest relocation network in the world reaching every small town and major city across North America.

Open Houses Online:

Coldwell Banker M.M. Parrish Realtors advertises all weekend open houses on the following websites: mmparrish.com, realtor.com, coldwellbanker.com and openhouse.com.