



COLDWELL BANKER
REALTY


THE BLUEPRINT
TO SELLING YOUR


HOME





**Girdalyn "Gwen" Morgan**


Sales Associate
SL3395239 FL
C2EX, ABR, SFR, SRS,
SRES

 (561) 308-8669
DIRECT PHONE

 (561) 736-2400
OFFICE PHONE

 gwen.morgan@cbrealty.com
EMAIL

 <https://www.gmsellspalmbeachhomes.com>
WEBSITE

 362 N Congress Ave
Boynton Beach, FL 33426
ADDRESS

Gwen Morgan Dedication Professionalism and Care.

Gwen Morgan is a dedicated real estate professional known for her integrity, precision, and client-first approach. With a background as a cardiac ultrasound specialist, Gwen developed exceptional listening skills, attention to detail, and the ability to guide individuals through complex, high-pressure decisions with clarity and confidence. Today, she brings that same level of care, discretion, and analytical expertise to every real estate transaction.

Originally from Jamaica, Gwen built a successful medical career in Connecticut before relocating to South Florida to pursue her long-standing passion for real estate. Her transition into the industry was fueled by a genuine desire to help individuals and families navigate one of life's most significant financial decisions with education, transparency, and strategy.

Having worked with respected brokerages such as Keller Williams and Signature Florida, Gwen now proudly serves buyers and sellers throughout South Florida with Coldwell Banker. She specializes in new construction, first-time homebuyers, and move-up buyers, offering in-depth market knowledge, strong negotiation skills, and a seamless experience from consultation to closing.

Clients value Gwen for her professionalism, responsiveness, and unwavering commitment to delivering results while protecting their best interests. She believes real estate is more than a transaction – it's about guiding people into their next chapter with confidence and peace of mind.

Outside of real estate, Gwen enjoys traveling, racquetball, biking, and volunteering in her community.

All information provided is deemed reliable but is not guaranteed and should be independently verified.

Languages:

English

LOCAL REACH

Home buyers aren't just evaluating how your house will fit their needs, they're checking out your neighborhood, too. A combination of local market expertise and relationships with offices and affiliated agents across our region creates more opportunities to show off your home and your neighborhood's local charm to a greater number of buyers. Coldwell Banker Realty is a leader in Florida.



7,301
AGENTS

\$19.15B
SALES VOLUME

55
OFFICES

MARKETING YOUR HOME

We offer one of the most powerful and comprehensive marketing programs to ensure your home is seen by the right buyers. In addition to our industry-leading online strategy, we use a proven combination of traditional and cutting-edge methods to market your home with a comprehensive 360-degree approach.



AGENT PROMOTION



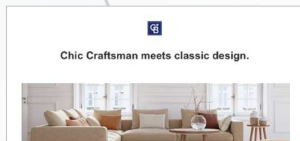
OPEN HOUSE



**PROPERTY
MARKETING MATERIAL**



YARD SIGN



EMAIL MARKETING



**ONLINE AND
SOCIAL MEDIA**



VIDEO



PHOTOGRAPHY

If a picture is worth a thousand words, then beautiful high-quality images could be worth thousands of dollars when selling your home. Thanks to professional photography, your property will look its very best, encouraging buyers who are browsing online to slow down and take notice.



EXPANDED AUDIENCE

A comprehensive online marketing strategy includes detailing your property's critical selling points and posting multiple photos on the most visited real estate websites in the world. The result? Your home gets showcased on dozens of high-traffic sites – putting it in front of potential buyers everywhere.

COLDWELLBANKERHOMES.COM

HOTPADS.COM

COLDWELLBANKER.COM

REALTOR.COM[®]

HOMEFINDER.COM

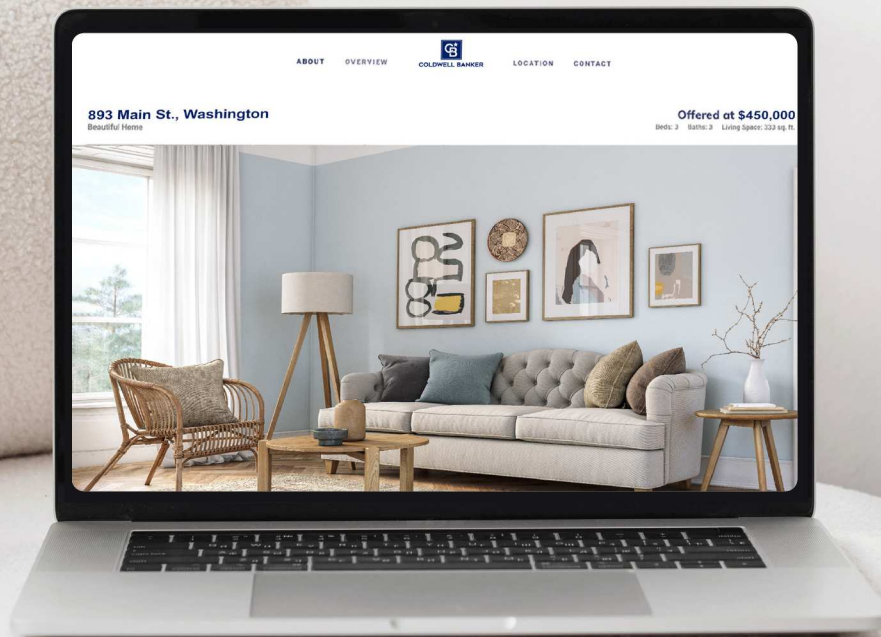
TRULIA.COM

HOMES.COM[®]

ZILLOW.COM

SINGLE-PROPERTY WEBSITE

Show buyers your home is worth the investment with a single-property website. Unlike listing sites where your home is forced to compete for attention with similar properties, ads and other distractions, a single-property website keeps the focus on your home. This unique site will be promoted to potential buyers throughout the property marketing campaign and on social media.





VIRTUAL PROPERTY TOUR

A professionally produced photo slideshow of your home will engage buyers with beautiful photography, so they take notice of all the special features and amenities.

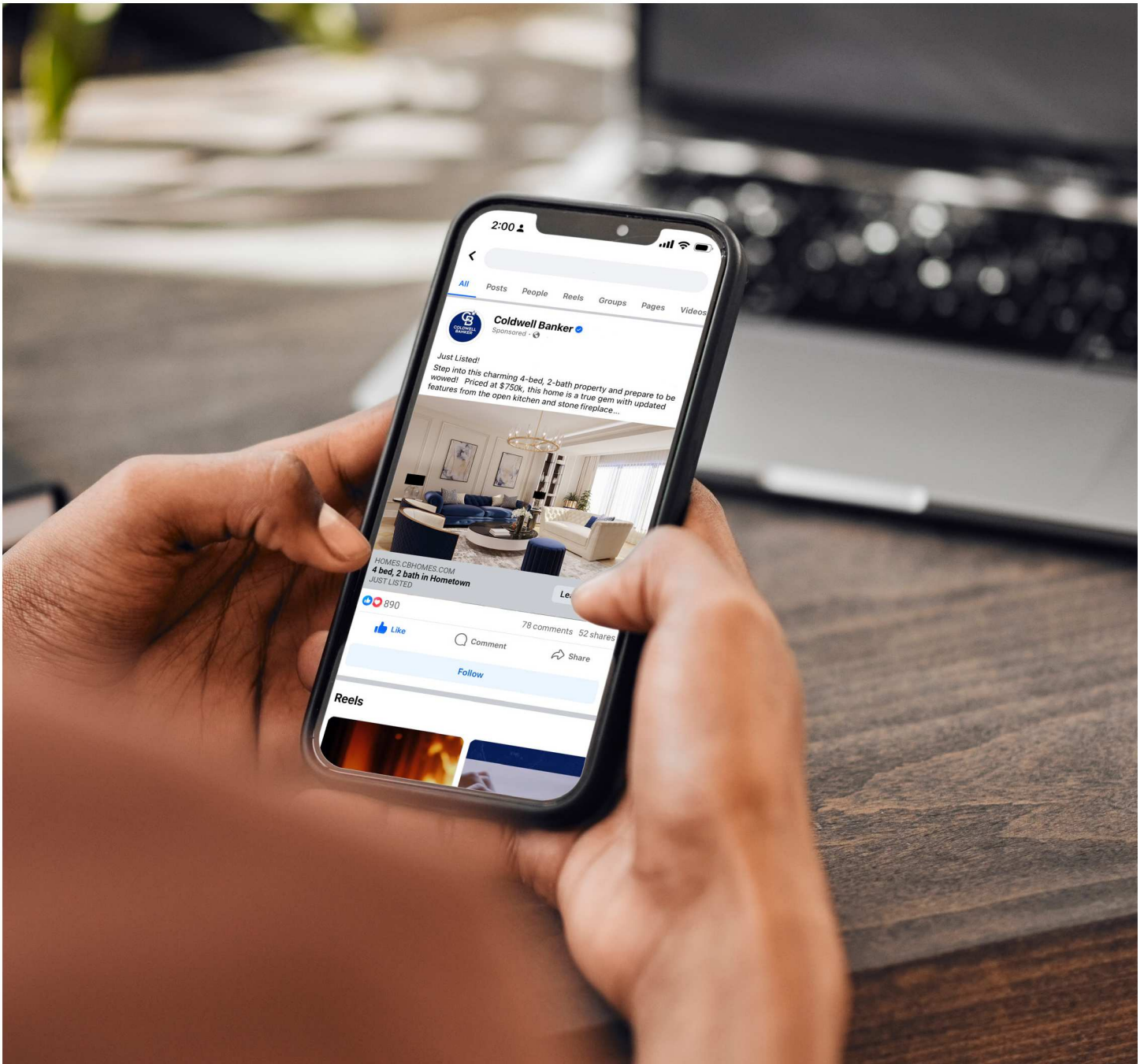


YOUTUBE ADVERTISING

Leveraging the mass audience and highly targeted capabilities of YouTube – the second most visited website online* – your property will receive optimal views as a YouTube ad. It will be seen by those most likely to be in-market to purchase a home.

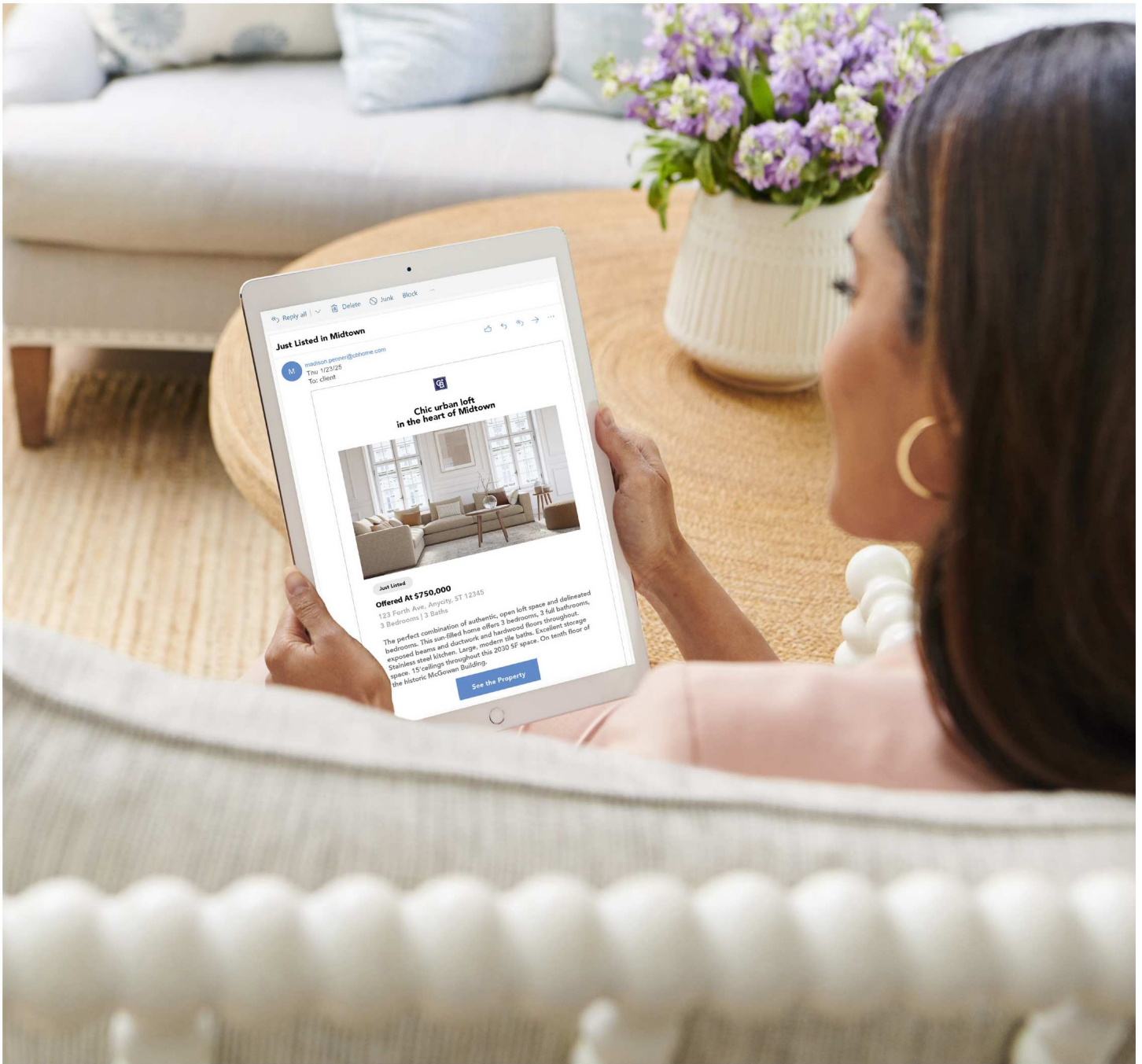
Interested buyers can click on the ad to view more information and immediately reach out to schedule a showing. Additionally, you will be updated with statistics specifically detailing your ad's performance, including total number of views and clicks.

*According to February 2025 data from the Semrush Traffic Analytics tool.



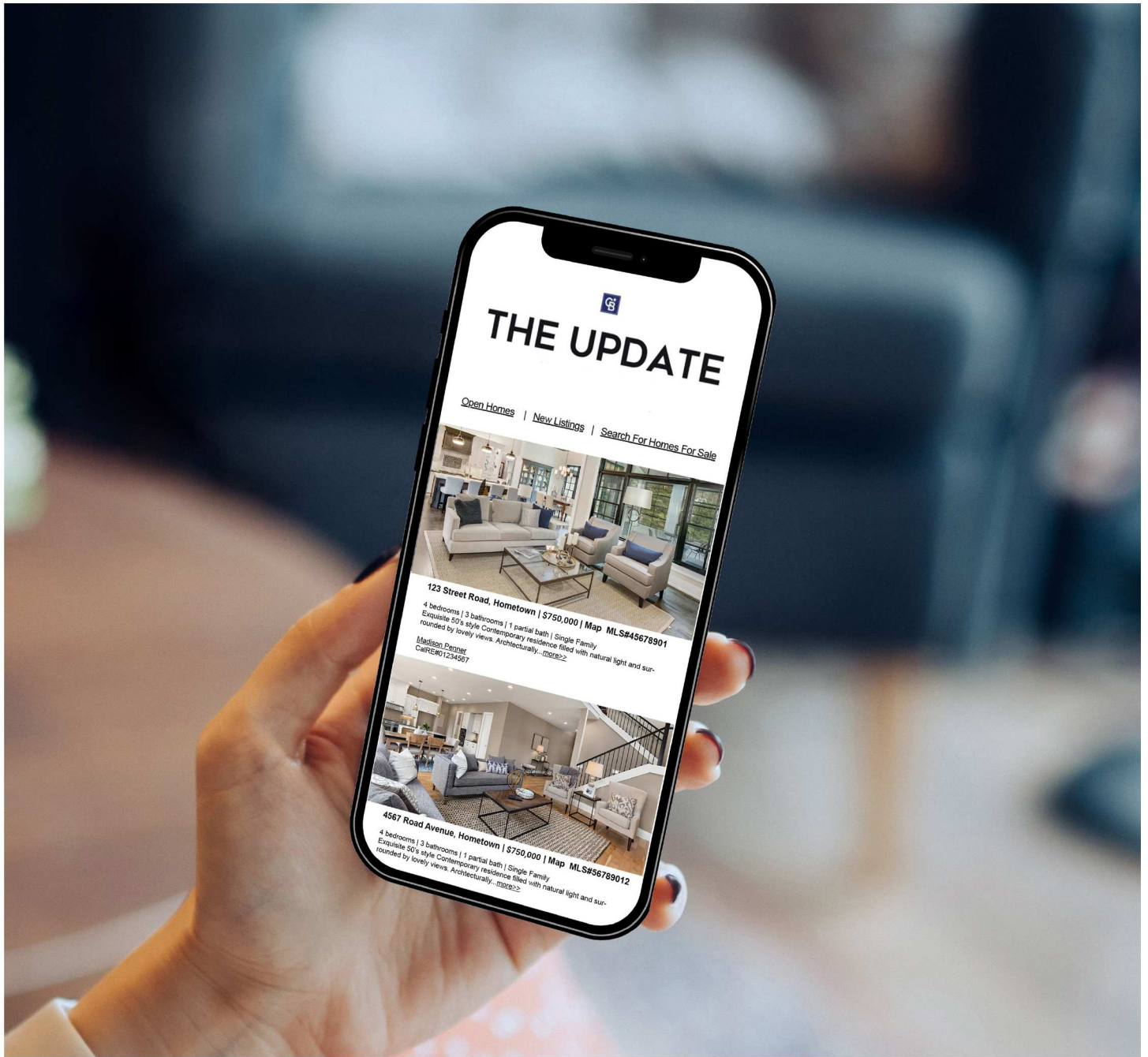
TARGETED ONLINE ADVERTISING

Today's buyers are active online, which is where your property will be heavily promoted to generate buzz and attract attention. The use of Boost will help get the word out about your listing on Facebook, Instagram and across the web with visually compelling ads that are powered by the industry's best targeting to ensure the right audiences see your home.



EMAIL MARKETING

Property announcements will reach a targeted segment of an exclusive email list and are an easy yet effective way to connect with buyers, agents and their networks. These emails feature a beautiful photo of your property as well as detailed information and a link so they can quickly access all the details.



AREA REALTOR[®] NOTIFICATION

Agents at local real estate companies will be notified once your property hits the market. Mobilizing the real estate community for your benefit creates more opportunities for agents to connect their buyer clients to a hot new property – further advancing the sale of your home.

YARD SIGNAGE

The Coldwell Banker® yard sign immediately attracts the attention of buyers, with a distinctive logo that serves as a symbol of an industry leader and a name that's been trusted to guide people home for over a century. The power of the Coldwell Banker brand will immediately generate interest and allow us to start the process of proactively engaging with potential buyers.





PROPERTY BROCHURES

Your home's unique selling points will be showcased with a professionally printed property brochure filled with high-quality photography and powerful content. These brochures leave a lasting impression and will remind buyers of all that your home offers each time they see it.



DIRECT MAIL MARKETING

When paired with digital marketing, specialty marketing – like direct mailers – serves to set your listing apart and remains an effective add-on for connecting with buyers in your area. It's also a resourceful way to tap into your neighbors' networks, creating an opportunity for them to notify their family and friends who are looking for a home.



PROPERTY MARKETING *Update*

I am very pleased to share that I have been busy preparing your home for sale. Following are the items that have been completed thus far on your behalf.

- Ordered and installed property sign
- Arranged for professional photography
- Entered the property into the MLS
- Posted the property to hundreds of Coldwell Banker Realty partner websites
- Promoted your property to my network of fellow REALTORS® during our weekly sales meeting
- Included the property in 4 consecutive editions of The Update, Coldwell Banker's weekly Email Flyer which notifies real estate professionals at all of the top real estate companies in the area that your home has come on the market
- Marketed your home with a targeted Just Listed ad on Facebook, Instagram, and several websites for 14 days
- Posted your property on our company websites, ColdwellBankerHomes.com and ColdwellBanker.com
- Distributed a Just Listed Email Flyer to my personal sphere
- Distributed a professional Just Listed neighborhood announcement
- Created high-end, professional property brochure for display during property tours and open houses
- Developed a website to showcase the property
- Professionally produced a 30-second YouTube Advertisement, which will receive an estimated 2,100 views

from a targeted audience of potential home buyers, and is now posted on Coldwell Banker's YouTube channel. Additionally, I will be sending you a report which will show you all of the views your property is generating on <http://ColdwellBankerHomes.com> and some of our partner websites.



Carolyn Banker
Coldwell Banker Realty
1234 Main Street
City, ST 12345
O. 123.456.7890
C. 123.456.7890
cbanker@cbhomes.com
CalRE #12345678



SELLER UPDATE

In order to keep you informed about the progress of the 360-degree marketing strategy and your home sale, you will be provided with a detailed report that outlines everything being done to bring your property to market and maximize its exposure.

Cost Breakdown

* All Prices are Estimates

Estimated Proceeds

Costs

(\$0)

Net Proceeds

\$0

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