



William E Bryant

Bio & Resume: William Bryant



William Bryant

License: 84332

Sales Associate

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BURNET



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Sales Associate

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William E Bryant, Broker Associate

Thank you for this opportunity to serve you. Allow me to introduce myself and share my background and experiences with you.

This Introduction contains information about my Real Estate Experience. Please take a moment to browse my web site at your leisure at:

[William E Bryant, Coldwell Banker Burnet Broker Associate](#)

Please also review the following pages that offer good info and highlights of my Real Estate Activities:

- *Resume & Web Site Links*
- *Renovation Projects - Bryant Development Group*
- *LinkedIN Articles*
- *Recent Sales Activities & Status (Comparative Data)*
- *Oak Hills Manor & Example of Tax Credit Benefits*

I have summarized some basic steps needed to get started for both the Buyer and the Seller, which are helpful as a general overview. This is followed by information on the Marketing Strength and Listing Tools provided by Coldwell Banker.

I look forward to working with you, as your Seller Listing Agent or Buyer Agent, on Real Estate Transactions.

Bill Bryant

Languages:

Spanish

Resume for William E Bryant, Broker Associate

Licensed Minnesota Real Estate Broker since 1989: Broker Associate at Coldwell Banker Burnet since 2015 and Neighborhood Specialist in South Minneapolis, to include Listings/Sales of Property. As a Broker, I have raised over \$75 Million Dollars in Tax Credit Equity Syndicates (and debt) for entity structures that developed Low-Income Housing Tax Credit Projects. These projects are developed and placed-in-service under the guidelines prescribed within Internal Revenue Code Section 42.

Real Estate Developer: Developed and own/owned 68-units valued at over \$5 Million Dollars. General Partner in a 48-Unit project known as Oak Hills Manor, located in Circle Pines (MN), which is a Tax Credit Development (IRC Section 42). Successfully worked with City Planners, Code Compliance Inspectors, Community Leaders and the Minneapolis Police Department. CCIM Candidate.

Chartered Merger & Acquisition Professional (CMAP): Certification issued thru the National Association of Certified Valuation Analysts, in conjunction with my Developer experience in syndicating Real Estate Partnerships and renovating Distressed & Foreclosed Properties.

Certified Public Accountant (CPA): Work in tax related matters for Real Estate Partnerships, Family Limited Partnerships and highly compensated individuals in Closely Held Businesses. Also provide Estate Planning and Financial Planning Services.

Certified Valuation Analyst (CVA): Provide Litigation Support services for Estate & Business Valuations, Personal Injury & Loss of Income Claims, Shareholder Disputes and Divorce Property Settlements.

Specialties: Real Estate Sales, Tax Consultant, Real Estate Development, Mergers & Acquisitions, Equity/Debt Brokering, Litigation Support Services, Estate & Financial Planning, Low-Income Housing Tax Credit Projects (IRC Sec 42), Valuation Services (Entity Ownerships).

Community Organizer and Block Club Member. Guest Speaker at Workshops for the Minneapolis Police Department.

Bryant Real Estate Experience: Presentation Links on my Web Site

For general information about my Real Estate Experience and Services, please visit my [Coldwell Broker/Agent](#) web page.

For examples of my Renovation Projects, please visit my web page at [Bryant Development Group](#).

For examples of restoration of Rental Properties please visit my web at [Bryant Development Portfolio History - Rental Properties](#).

For an example of my work in larger real estate developments, please visit my web page at [Oak Hills Manor - 48 Unit Senior LIHTC](#)

For a summary of my real estate services, please visit my web page at [Network Investments & Real Estate Services](#)

For good resources and presentations, please visit my web page at [Resource Links & Tools Library](#).

William E Bryant - LinkedIn Profile & Articles

Click on Images below to Read Articles

Please also connect with me on LinkedIn at : www.linkedin.com/in/williambryantcpa



Benefits of Owner-Occupied Rental Property
(Duplex, Triplex & Four-plex)



FHA vs Conventional Loans: Some Factors
to consider when Buying your Home.



Summary of 1031 Tax Deferred Exchange
Benefits and Procedures



Cash vs Tax Consequences on Sale of
Depreciable Property - Held for Long Term
Investment



Tax Benefits of forming Family Limited
Partnerships to own your Real Estate
Portfolio



Tax Considerations & Analysis of Redeem
vs Buy-Out of Partner Interest

Listing Overview



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Listing Courtesy of: NORTHSTAR MLS

SOLD

\$247,097

1. 2519 10th Avenue S, Minneapolis, MN 55404

Status/Price:

Status: Sold
Sold Price: \$247,097

\$/SqFt: \$112
% Of List Price: 103%

List Price: \$239,900
Sold Date: 10/16/2017

Listing Detail:

Bedrooms: 4
Building Style: Duplex Up And Down
County: Hennepin County
MLS #: 4842162

Bathrooms: 2
Square Feet: 2,208
Lot Dimensions: 45X127
Tax Amount: \$2,491
Community: Midtown Phillips

Property Type: Multifamily
Lot Size: 5,663 SqFt
Year Built: 1910
Tax Year: 2017
School District: 1 - Minneapolis

Features:

Basement: Poured Concrete, Concrete Block, Full
Garage: 0, Driveway - Gravel, Uncovered/Open
Parking: Driveway - Gravel, Uncovered/Open

Heat/AC: Radiant, Hot Water
Fuel: Natural Gas

Roof: Asphalt Shingles
Exterior: Stucco
Senior Community: No

Description:

Coming Soon: Nice up-down Duplex. Good square footage, very clean, with storage, workshop and W/D hookup (Seller will take W/D with them). Newly finished hardwood floors and freshly painted (1st floor unit). Porch, private yard/garden and Off-Street Parking. Good investment for an Owner-Occupant. Near Downtown Minneapolis, Bus-lines, Childrens Hospital, Abbott Hospital (Allina), Midtown Global Market, Midtown Greenway, Lake Street and Chicago Avenues.

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

Listing Overview



BURNET



© RMLS MN

Listing Courtesy of: NORTHSTAR MLS

SOLD

\$380,500

2. 5232 12th Avenue S, Minneapolis, MN 55417

Status/Price:

Status: Sold
Sold Price: \$380,500

\$/SqFt: \$175
% Of List Price: 99%

List Price: \$385,000
Sold Date: 09/15/2017

Listing Detail:

Bedrooms: 4
Building Style: One 1/2 Stories
Lot Dimensions: 40X123
Tax Amount: \$4,539
MLS #: 4822332
Subdivision: Hale

Bathrooms: 1.1
Square Feet: 2,177
Year Built: 1933
Tax Year: 2017
Community: Hale

Property Type: Residential
Lot Size: 4,792 SqFt
County: Hennepin County
HOA Dues: \$0
School District: 1 - Minneapolis

Features:

Basement: Concrete Block,
Partial Finished,
Full
Garage: 1, Driveway -
Concrete,
Detached
Garage, Attached
Garage
Parking: Driveway -
Concrete,
Detached
Garage, Attached
Garage

Fireplace: Gas Burning,
Living Room
Heat/AC: Hot Water,
Central
Fuel: Natural Gas

Exterior: Stucco
Senior Community: No

Description:

Seller just recently made some improvements, including repairs and re-splashing of the stucco. All MAC updates, beautiful hardwood floors. Updated Kitchen and Dining Room Area. 1 car semi attached garage and 2.5 detached. Close to Lake Nokomis, Minnehaha Creek, Parks, Hale school and churches. New boiler, newer roof. Patio in front and large finished deck in back.

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

Listing Overview



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SOLD

\$140,000

3. 2623 Cedar Avenue S, Minneapolis, MN 55407

Listing Courtesy of: **NORTHSTAR MLS**

Status/Price:

Status: Sold
Sold Price: \$140,000

\$/SqFt: \$95
% Of List Price: 104%

List Price: \$134,900
Sold Date: 05/05/2017

Listing Detail:

Bedrooms: 5
Building Style: One 1/2 Stories
Lot Dimensions: 40X123
Tax Amount: \$1,434
MLS #: 4805378

Bathrooms: 1.2
Square Feet: 1,478
Year Built: 1921
Tax Year: 2016
Community: East Phillips

Property Type: Residential
Lot Size: 4,792 SqFt
County: Hennepin Co.
HOA Dues: \$0
School District: 1 - Minneapolis

Features:

Basement: Egress Windows,
Partial Finished,
Full
Garage: 1, Driveway -
Other Surface,
Detached Garage
Parking: Driveway - Other
Surface,
Detached Garage

Heat/AC: Forced Air,
Window
Fuel: Natural Gas

Roof: Asphalt Shingles
Exterior: Stucco
Senior Community: No

Description:

Charming 1920s bungalow move-in ready. Character abounds from front porch to living/dining room with hardwood floors, built-in hutch, and bright sunny windows. Contemporary color scheme tastefully decorated. Master suite on second floor includes rare half bath. Two bedrooms with egress and 3/4 bath in basement provide opportunity for flexible living with friends or family! Covered patio for entertaining.

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

Listing Overview



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Listing Courtesy of: NORTHSTAR MLS

SOLD

\$215,000

4. 2436 14th Avenue S, Minneapolis, MN 55404

Status/Price:

Status: Sold
Sold Price: \$215,000

\$/SqFt: \$113
% Of List Price: 98%

List Price: \$220,000
Sold Date: 04/01/2017

Listing Detail:

Bedrooms: 3
Building Style: Two Stories
Lot Dimensions: 29X127
Tax Amount: \$2,128
MLS #: 4799415

Bathrooms: 1.1
Square Feet: 1,900
Year Built: 2001
Tax Year: 2016
Community: Midtown Phillips

Property Type: Residential
Lot Size: 3,920 SqFt
County: Hennepin Co.
HOA Dues: \$0
School District: 1 - Minneapolis

Features:

Basement: Egress Windows,
Sump Pump,
Drain Tiled,
Partial Finished,
Full

Garage: 1, Garage Door
Opener,
Detached Garage

Parking: Garage Door
Opener,
Detached Garage

Heat/AC: Forced Air,
Central
Fuel: Natural Gas

Roof: Asphalt Shingles
Exterior: Vinyl
Senior Community: No

Description:

Hrdwd flrs, Updated kit w/ Quartz cntr-tops, SS appliances and gas stove, 4 season porch. Basement recently renovated for potential use as a 4th bedroom (egress window). Projector/screen stay with house. Two-car gar. has 100A electrical connection, outfitted w/ two 240v 50A EV charging outlets (NEMA 14-50). The house sits on one and a half lots, fenced yard w/ several mature fruit trees including cherry, apple, and peach.

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

Listing Overview



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© RMLS MN

Listing Courtesy
of:

NORTHSTAR MLS

SOLD

\$160,000

5. 2444 12th Avenue S, Minneapolis, MN 55404

Status/Price:

Status: Sold
Sold Price: \$160,000

\$/SqFt: \$93
% Of List Price: 94%

List Price: \$169,900
Sold Date: 08/25/2017

Listing Detail:

Bedrooms: 4
Building Style: Duplex Up And
Down
County: Hennepin Co.
MLS #: 4753786

Bathrooms: 2
Square Feet: 1,724
Lot Dimensions: 30X127
Tax Amount: \$2,526
Community: Midtown Phillips

Property Type: Multifamily
Lot Size: 3,485 SqFt
Year Built: 1900
Tax Year: 2016
School District: 1 - Minneapolis

Features:

Basement: Concrete Block,
Day/Lookout
Windows, Crawl
Space, Partial
Garage: 1, Garage Door
Opener, Driveway
- Concrete,
Detached Garage
Parking: Garage Door
Opener, Driveway
- Concrete,
Detached Garage

Heat/AC: Forced Air
Fuel: Natural Gas

Roof: Age Over 8
Years, Asphalt
Shingles
Exterior: Vinyl
Senior Community: No

Description:

Good looking clean duplex located in Midtown Phillips. Close to bus routes on Lake Street, Franklin Avenue and Chicago Avenue. Near Midtown Global Market and Midtown Bicycle Greenway, as well as Allina Hospital Systems. First floor unit is furnished with a Washer/Dryer in the Laundry Room that will stay with the property. First Floor unit is also assigned the 1-Car Garage. One car off-street parking is available in back for 2nd Floor Unit.

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

Listing Overview



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Listing Courtesy of: NORTHSTAR MLS

SOLD

\$185,000

6. 1512 E 19th Street, Minneapolis, MN 55404

Status/Price:

Status: Sold
Sold Price: \$185,000

\$/SqFt: \$56
% Of List Price: 93%

List Price: \$199,900
Sold Date: 03/24/2017

Listing Detail:

Bedrooms: 1
Building Style: Apartments/Multifamily
Lot Dimensions: 40X100
Tax Amount: \$3,573
Community: Ventura Village

Bathrooms: 4
Square Feet: 3,300
Year Built: 1900
Tax Year: 2016
School District: 1 - Minneapolis

Property Type: Multifamily
Lot Size: 3,920 SqFt
County: Hennepin Co.
MLS #: 4739590

Features:

Basement: Stone, Crawl
Space, Partial
Garage: 1, Detached
Garage
Parking: Detached Garage

Heat/AC: Radiant
Fuel: Natural Gas

Roof: Asphalt Shingles
Exterior: Stucco
Senior Community: No

Description:

Good cash flow property from this solid 4-plex on a quiet street. Two 1-BR Units and two Efficiency units. New tear-off roof (2006) and new electric upgrade (2012). Front porch and decks. Tenant garden. Clean Building at affordable prices.

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

Listing Overview



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SOLD

\$86,750

7. 450 Ford Road 217, Saint Louis Park, MN 55426

Listing Courtesy of: NORTHSTAR MLS

Status/Price:

Status: Sold
Sold Price: \$86,750

\$/SqFt: \$107
% Of List Price: 104%

List Price: \$83,500
Sold Date: 10/16/2015

Listing Detail:

Bedrooms: 1
Building Style: Low Rise (3 Levels)
County: Hennepin County
HOA Dues: \$290
Subdivision: Bridgeway Condos

Bathrooms: 1
Square Feet: 808
Lot Dimensions: COMMON
Tax Amount: \$675
MLS #: 4626463

Property Type: Condo/Townhouse
Lot Size: 0 SqFt
Year Built: 1972
Tax Year: 2014
School District: 270 - Hopkins

Features:

Basement: None
Garage: 1, Insulated
Garage, Heated
Garage, Garage
Door Opener,
Driveway -
Asphalt,
Underground
Garage
Parking: Insulated
Garage, Heated
Garage, Garage
Door Opener,
Driveway -
Asphalt,
Underground
Garage

Heat/AC: Forced Air,
Central
Fuel: Natural Gas

Roof: Age Over 8
Years, Tar/Gravel
Exterior: Brick/Stone,
Wood
Pool: None
Senior Community: No

Description:

DEAL FELL THROUGH! BACK ON THE MARKET! Move-in ready w/tons of updates; remodeled Kit and Bath, new cedar deck, master BR armoire stays w/the home! Great amenities; pool, hot tub, fitness area, party room, underground pkg, convenient location! Strong Management Company, On-site 24 hr maintenance. Lots of great updates planned by the association in the near future with no accessments planned. Wonderful home would make a fun investment opportunity, as well!

Listing Overview



BURNET



© RMLSMN

Listing Courtesy of: NORTHSTAR MLS

SOLD

\$199,900

8. 2416 12th Avenue S, Minneapolis, MN 55404

Status/Price:

Status: Sold
Sold Price: \$199,900

\$/SqFt: \$126
% Of List Price: 100%

List Price: \$199,900
Sold Date: 06/26/2015

Listing Detail:

Bedrooms: 5
Building Style: Two Stories
Lot Dimensions: 41X127
Tax Amount: \$1,727
MLS #: 4599361

Bathrooms: 1.1
Square Feet: 1,584
Year Built: 1900
Tax Year: 2014
Community: Midtown Phillips

Property Type: Residential
Lot Size: 5,227 SqFt
County: Hennepin County
HOA Dues: \$0
School District: 1 - Minneapolis

Features:

Basement: Full
Garage: 1, Garage Door Opener, Detached Garage
Parking: Garage Door Opener, Detached Garage

Heat/AC: Forced Air, None
Fuel: Natural Gas

Roof: Asphalt Shingles, Pitched
Exterior: Stucco
Senior Community: No

Description:

Easy access location near Restaurants, Dwntrn, Hospitals, Midtown Global Market/Greenway. Stucco 2-Story w/High Ceilings, Tall Windows and HW Floors make this Home Light and Bright! Updated Tile Floor Kitchen. A Bath on each level. Fenced Yard, Deck and 2.5 Car

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

Status Comparisons



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		Bed	Bath	SqFt	Lot SqFt	List Price	\$/SqFt	Sold Date	Sale Price	Adj Price
Sold Properties										
1.	2519 10th Avenue S, Minneapolis	4	2	2,208	5,663	\$239,900	\$112	10/16/2017	\$247,097	-
2.	5232 12th Avenue S, Minneapolis	4	1.1	2,177	4,792	\$385,000	\$175	09/15/2017	\$380,500	-
3.	2623 Cedar Avenue S, Minneapolis	5	1.2	1,478	4,792	\$134,900	\$95	05/05/2017	\$140,000	-
4.	2436 14th Avenue S, Minneapolis	3	1.1	1,900	3,920	\$220,000	\$113	04/01/2017	\$215,000	-
5.	2444 12th Avenue S, Minneapolis	4	2	1,724	3,485	\$169,900	\$93	08/25/2017	\$160,000	-
6.	1512 E 19th Street, Minneapolis	1	4	3,300	3,920	\$199,900	\$56	03/24/2017	\$185,000	-
7.	450 Ford Road 217, Saint Louis Park	1	1	808	0	\$83,500	\$107	10/16/2015	\$86,750	-
8.	2416 12th Avenue S, Minneapolis	5	1.1	1,584	5,227	\$199,900	\$126	06/26/2015	\$199,900	-

Low Income Housing Tax Credit Projects - Internal Revenue Code Section 42

Visit my Web Page on Oak Hills Manor at

http://bryant-cpa.com/oak_hills_manor/

This information is provided to illustrate my experience in working with larger projects and Investor Groups. I have used this experience to assist Investors in creating a strong Real Estate Portfolio, which will diversify their Investment Strategy for Estate & Tax Planning purposes.



A 48-Unit Senior Low Income Housing Tax Credit Project

Placed in Service November 15, 1995

Age & Income Restrictions Apply

Located in Circle Pines, Minnesota

Oak Hills Manor Unit & Square Footage Breakdown Rents as of April 2008			
No. of Units	No of Bedrooms	Square Footage	Rent Range
12	1	705-734	\$645
18	2	863	\$705
18	2	939-970	\$730

(Sold my Partnership Interest – June 2013)

Buyer Guideline & Timetable



If you are looking to Buy, here are some basic steps to consider in your preparation:

- Sit down with your Loan Officer to review your Financial Situation. You will need to provide Income Tax Returns, Employment History and Savings/Investment records.
- Review your overall Credit and take steps to improve your Credit Score so that you qualify for the best rate and loan amount.
- Understand that you will need to save for a Down Payment and Closing Costs. Plan on saving up to 9% of the Sale Price as a goal. You may be able to negotiate with the Seller to pay up to 3% of your Closing Costs, but your Purchase Offer may not be as attractive to the Seller when other Buyers are competing for the same home. So be prepared and financially able to proceed.
- When ready, obtain a Loan Commitment from your Lender to identify how much of a loan amount that you can qualify for to buy a home.
- Contact me when you are serious, ready and able to Buy. I will provide you Market Information on current Listings so that you become familiar with what is available to purchase.
- We can schedule appointments to show properties of interest.
- Consider hiring your own Professional Home Inspection of a property, once your Purchase Offer has been accepted.
- Be prepared to Close and move into your new home around 45 to 60 days after your Purchase Offer has been accepted and all Contingencies have been removed.

Seller Guideline & Timetable



If you are looking to Sell, here are some basic steps to consider in your preparation:

- Contact me as soon as you contemplate selling your home. I will walk through your home with you to review ideas and discuss the overall process. The more lead-time that we have to prepare and get ready, the better and easier this process will be for you and your family.
- Sign a Listing Agreement with me so that we can proceed to Market and Sell your Home.
- We will then want to conduct a pre-Inspection by a Truth in Housing Professional Inspector. This is an important step to take, so that we address and correct any Required Repairs in order for the Inspector to later return and be able to issue a "clean" Truth In Housing Report ("TISH").
- Take your time to complete the Seller Property Disclosure Addendum. It is an important disclosure by you of known conditions and issues of the property, that both you and the Buyer will sign.
- Prepare your home by removing clutter and think about necessary cosmetic or practical upgrade improvements, that will improve our asking price and secure a strong and competitive Buyer interest.
- Prepare your Home for Open House Showings, once we are ready to proceed.
- Review Offers as they are submitted. Be reasonable in your negotiations and understand that you can Accept, Reject or Counter any Offer submitted.
- Be prepared to allow an Inspection by the Buyer and their hired Professional. They may come back with points of concern or request repairs as needed. Again, be reasonable in your review and understand that you can always counter-offer as needed.
- Be prepared to vacate the premises within 45 to 60 after an Offer has been accepted and all Contingencies have been removed.
- I will also work with you to find your replacement home (as a Buyer) as needed, but in that circumstance, be prepared to have a backup location to reside during the interim and transition between your old home to your new home. We will discuss many practical and financial options in this situation to ease this transition.
- Please review the following pages that illustrate the marketing strength of working with Coldwell Banker Burnet.

STEP BY STEP

Selling a home is a complicated process, but your Coldwell Banker®-affiliated agent will guide you through it every step of the way.



Step 1 – Pricing

- Your agent prepares a comparative market analysis (CMA)
- Review market conditions
- Review other homes on the market
- Discuss your home-sale goals
- Determine the optimal listing price



Step 2 – Preparing

- Remove clutter and organize
- Clean and make repairs
- Stage your home for sale
- Consider a home protection plan
- Complete listing documents and disclosures
- Create a HomeBase® account to manage documents, deadlines and tasks



Step 3 – Marketing

- Install distinctive Coldwell Banker® yard sign
- Promote your home on the MLS
- Syndicate your home's listing to up to 900 websites
- Respond to online buyer inquiries through InTouch
- Arrange showings
- Hold open house
- Communicate feedback
- Market your property via email, direct mail and social media
- Provide market updates



Step 4 – Closing

- Evaluate offers and negotiate best price and terms
- Enter documents into HomeBase
- Facilitate inspections
- Coordinate closing date, time, location and contacts
- Monitor buyer financing and home appraisal
- Follow up on details
- Review closing statement
- Close the sale
- Provide copies of all closing documents and enter into HomeBase

START TO FINISH

Coldwell Banker Burnet is your partner in all aspects of the home-sale process. Our industry affiliations ensure you receive complete assistance from beginning to end, giving you one-stop-shop convenience.

Mortgage Services

Guaranteed Rate Affinity provides mortgages across the country and features incredibly low rates, fantastic customer service and a fast, simple process.

Warranty Services

A Coldwell Banker Home Protection Plan provides that extra measure of security that makes buyers feel more secure and confident in the purchase of your home.

Title Services

Burnet Title can research and resolve title issues before the closing to help ensure your transaction closes smoothly and on time.

Insurance Services

Castle Edge Insurance Agency offers competitive rates on homeowners, condominium, renters, automobile, second home, vacant home and umbrella coverage.

Concierge Services

Our unique concierge offerings can provide assistance before, during and after the sale of your home – from moving to home repairs, maintenance and renovation.

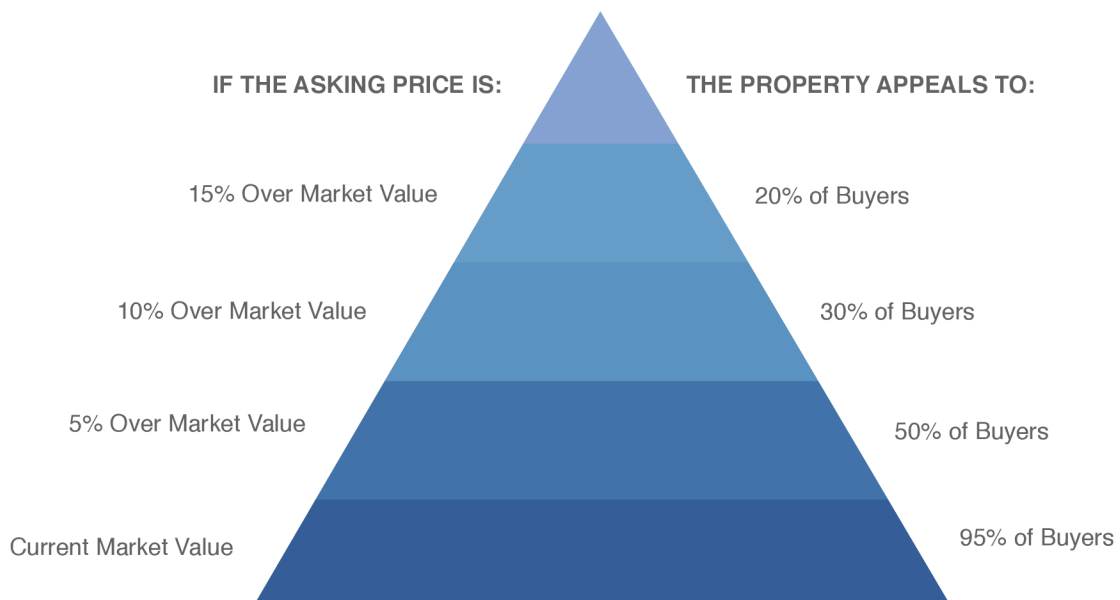
Commercial Services

Highly skilled Coldwell Banker Commercial NRT agents offer a full spectrum of office, industrial, retail, multi-family and hospitality services.



PRICING RIGHT

While you and your agent will set your home's asking price, the buyer will set the sales price. If you price your home too high, you'll miss out on potential buyers. Pricing your property at fair market value, from the start, will generate the most activity from real estate agents and home buyers. The price must attract enough attention to result in showings and offers.





STAGING TO SELL

A home that looks its best is more likely to sell faster and for a better price. Here are a few tips from the experts for preparing your home for market and staging it for showings.

Outside

- Repaint or touch up trim
- Make needed repairs
- Wash windows and screens
- Trim trees, hedges, shrubs
- Weed and feed lawn and maintain mowing

Entrance

- Check doorbell and replace lightbulbs
- Put out new welcome mat
- Clean, repair or repaint front door
- Sweep walkway

General

- Replace burned-out lightbulbs
- Clear out closets
- Eliminate clutter
- Neutralize and depersonalize



Rooms

Touch-up or repaint walls, trim and ceilings
Clean or replace carpeting
Clean curtains, shutters and blinds
Clean fireplace, mantle and surrounding areas
Update décor – throw pillows, bedspreads, towels

Kitchen & Bath

Clean appliances inside and out
Clear out and clean cabinets, drawers and pantry
Clean, repair or replace faucets and fixtures
Declutter counters
RegROUT sinks, tubs and showers

Before Each Showing

Pick up toys and clutter
Clear off counters and tabletops
Turn on lights
Make beds
Make sure home smells inviting
Set thermostat to comfortable temperature

COMPARATIVE MARKET ANALYSIS

A comparative market analysis, or CMA, is a report that pulls data from the multiple listing service (MLS) based on buyer and seller activity in your area. Information in your CMA includes:

- Comparable properties in your area that recently sold
- Comparable properties in your area that failed to sell
- Pending sales in your area
- Comparable active listings in your area

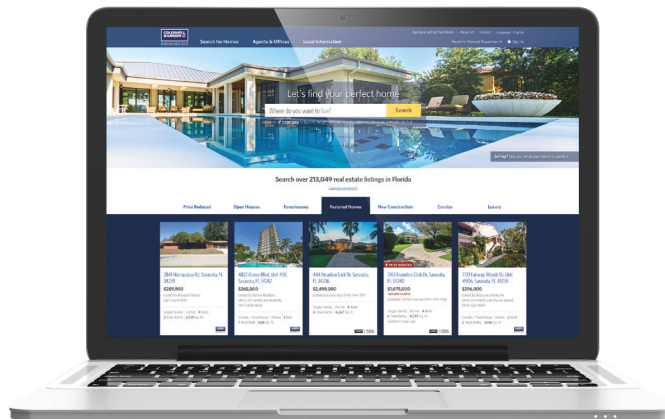
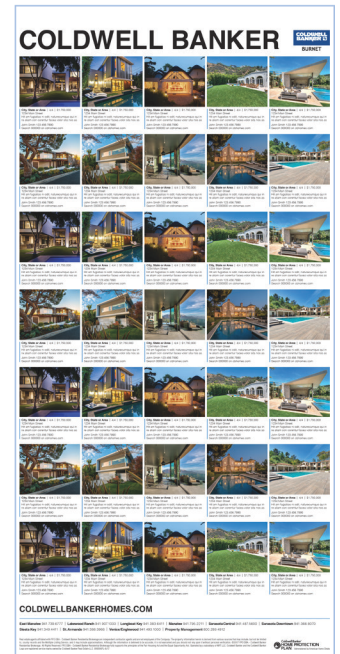
Your agent will use this information to develop a pricing and positioning strategy that creates a perception of value, makes your property competitive and generates excitement among buyers.



MARKETING YOUR HOME

We offer one of the most powerful and comprehensive marketing programs for attracting buyers and getting homes sold. In addition to our industry-leading online strategy, we use a proven combination of traditional and cutting-edge methods to showcase your home.

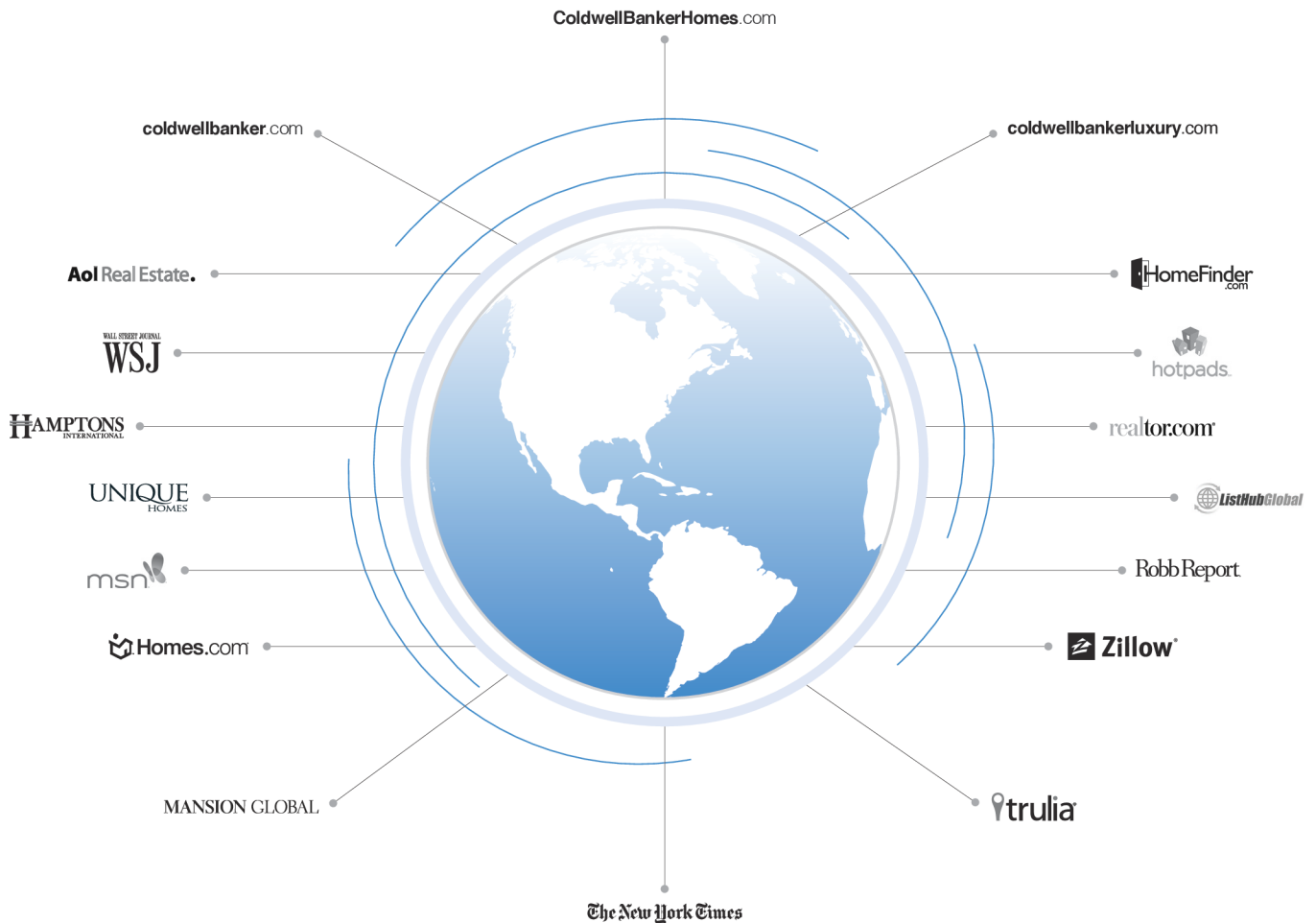
- National brand advertising
- Online advertising
- Newspaper and magazine advertising
- Social media
- Direct print and email marketing
- Just Listed flyers and postcards
- Media relations/public relations
- Coldwell Banker Global LuxurySM program
- Yard signs
- MLS (multiple listing service)
- Professional photography
- Open houses/broker opens



INTERNET MARKETING ADVANTAGE

Your home will be shown on up to 900+ websites, including the most-visited real estate websites in the world, putting it in front of potential buyers everywhere. Our comprehensive internet marketing strategy includes displaying your home with a detailed description and multiple photos on the most-visited real estate websites.

Syndication to as Many as 900+ Partner Websites



Some websites display properties based on criteria such as price point or feature. Not all properties will appear on all sites.

LEADING THE WAY

Over a Century of Excellence

Coldwell Banker Real Estate practically invented modern-day real estate. Founded in 1906 on the principles of honesty, integrity and always putting the customer first, we changed the industry then and continue to do so today.

Global Network

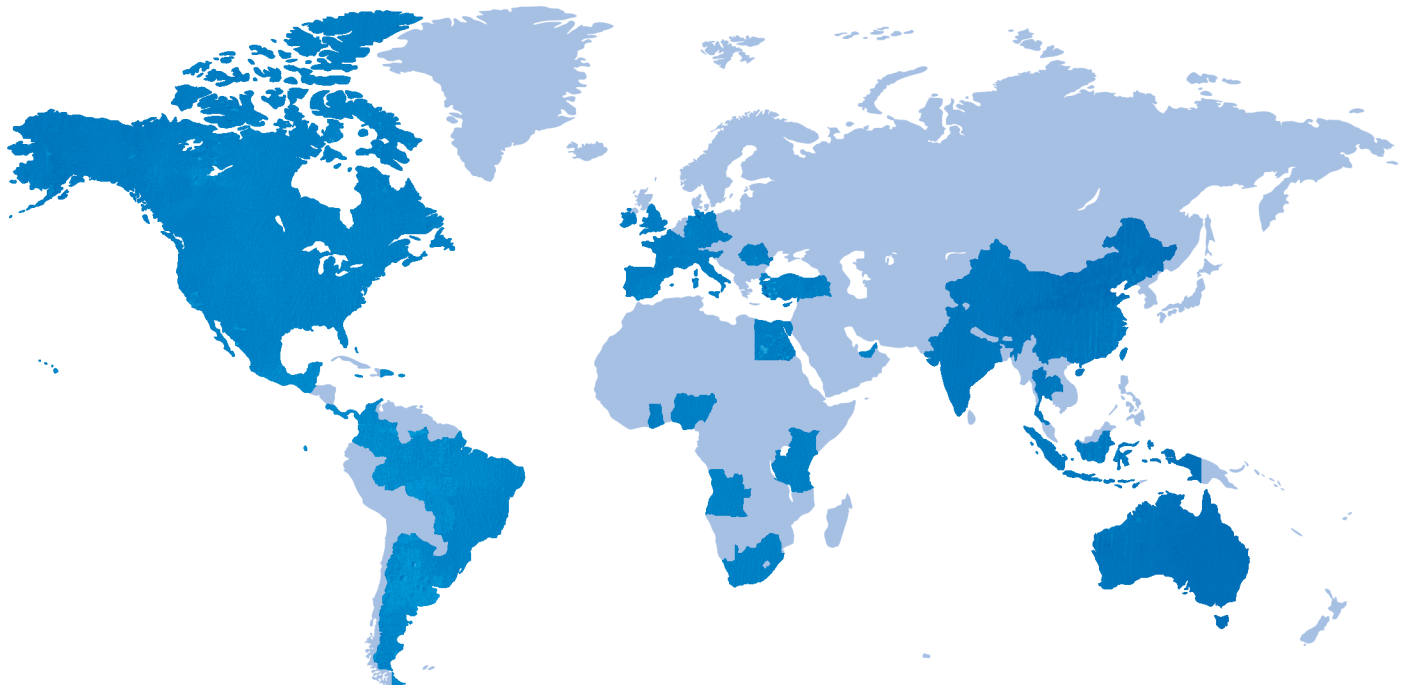
Through non-stop innovation and forward thinking, the Coldwell Banker® brand has grown to become one of the most well-known and trusted names in real estate around the globe. Today, there are more than 88,000 agents working out of 3,000 Coldwell Banker offices in 49 countries and territories.

Wherever your home's buyer might be, we're there, too.

88,000
AGENTS

3,000
OFFICES

49
COUNTRIES & TERRITORIES





STRENGTH IN NUMBERS

Coldwell Banker® Worldwide

Agents	88,000
Offices	3,000
Sales Volume	\$229.4 Billion
Closed Units	727,415

Coldwell Banker Burnet in Minnesota and Western Wisconsin

Agents	Almost 1,800
Offices	22
Sales Volume	\$5.93 Billion
Closed Units	18,776

#1 NATIONWIDE

Coldwell Banker Burnet's parent company, NRT LLC, has been the #1 residential real estate brokerage in the U.S. for 20 years*, successfully bringing together home buyers and sellers from across the country.



REALTRENDS
THE TRUSTED SOURCE

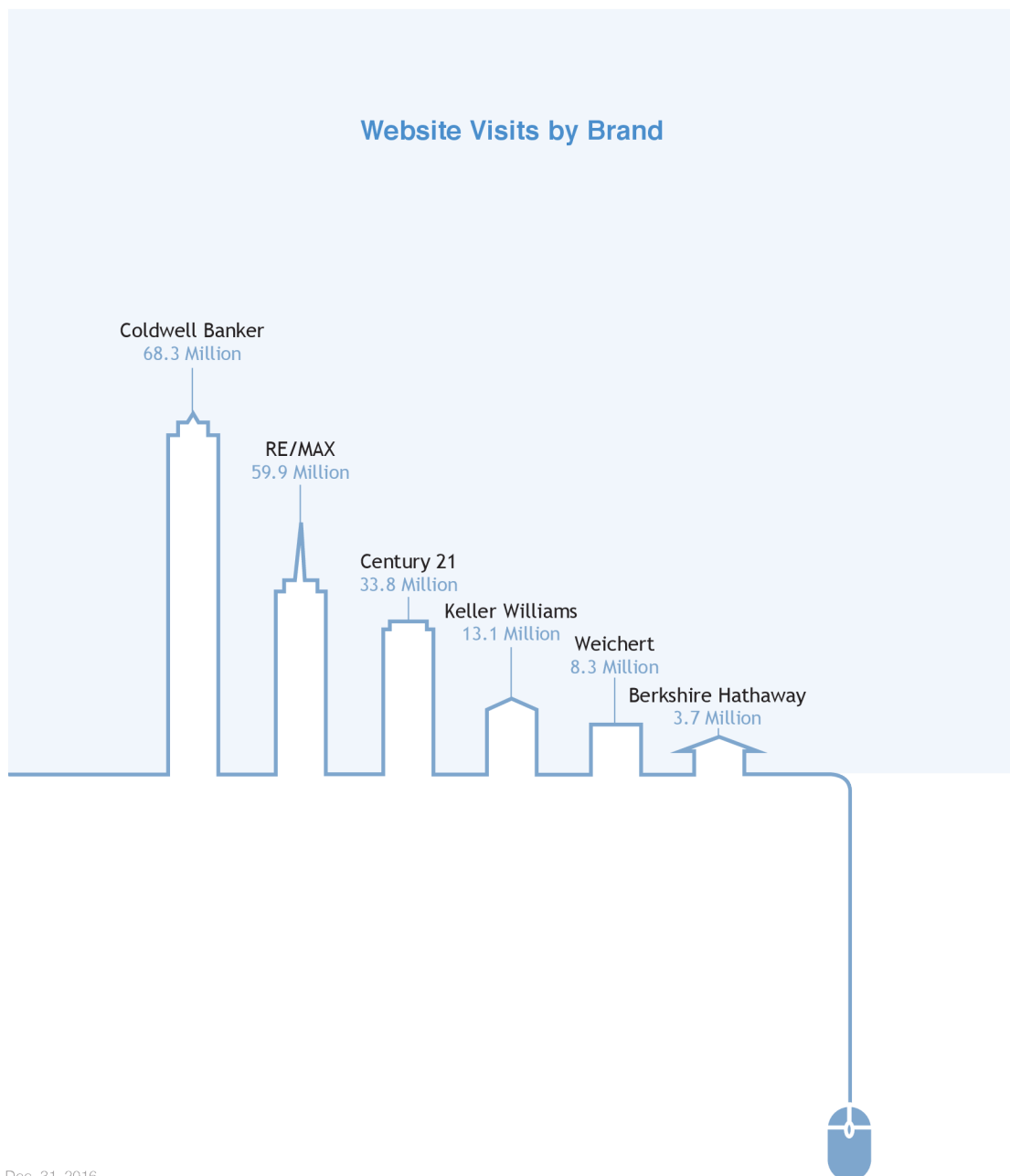
Company	Sales Volume	Transaction Sides
1. NRT LLC* (including Coldwell Banker Burnet)*	\$166 Billion	337,780
2. HomeServices of America, Inc.	\$86 Billion	245,154
3. Long & Foster Companies, Inc.	\$28.9 Billion	81,032
4. Douglas Elliman Real Estate	\$24.5 Billion	20,441
5. Hanna Holdings	\$16.7 Billion	90,016
6. RealtyONEGroup	\$15.2 Billion	44,182
7. Alain Pinel Realtors	\$11.1 Billion	7,666
8. Pacific Union International – John Aaroe Group	\$10.1 Billion	7,847
9. William Raveis Real Estate, Mortgage, and Insurance	\$9.3 Billion	20,604
10. Keller Williams Realty, GO Management Offices	\$8.7 Billion	33,769

*NRT is ranked #1 in both closed residential buyer and/or seller transaction sides and sales volume (calculated by multiplying number of buyer and/or seller transaction sides by the sales price) in 2016 in the U.S. One unit equals one side of a transaction (buyer or seller). Data obtained by REAL Trends Survey, 2017. Coldwell Banker Burnet is a subsidiary of NRT. Statistics include sides/sales volume for all NRT subsidiaries.

#1 BRAND ONLINE

Home buyers are online – and one real estate brand gets more of their attention than any others.

The Coldwell Banker® brand is the #1 most-visited residential real estate brand online.*

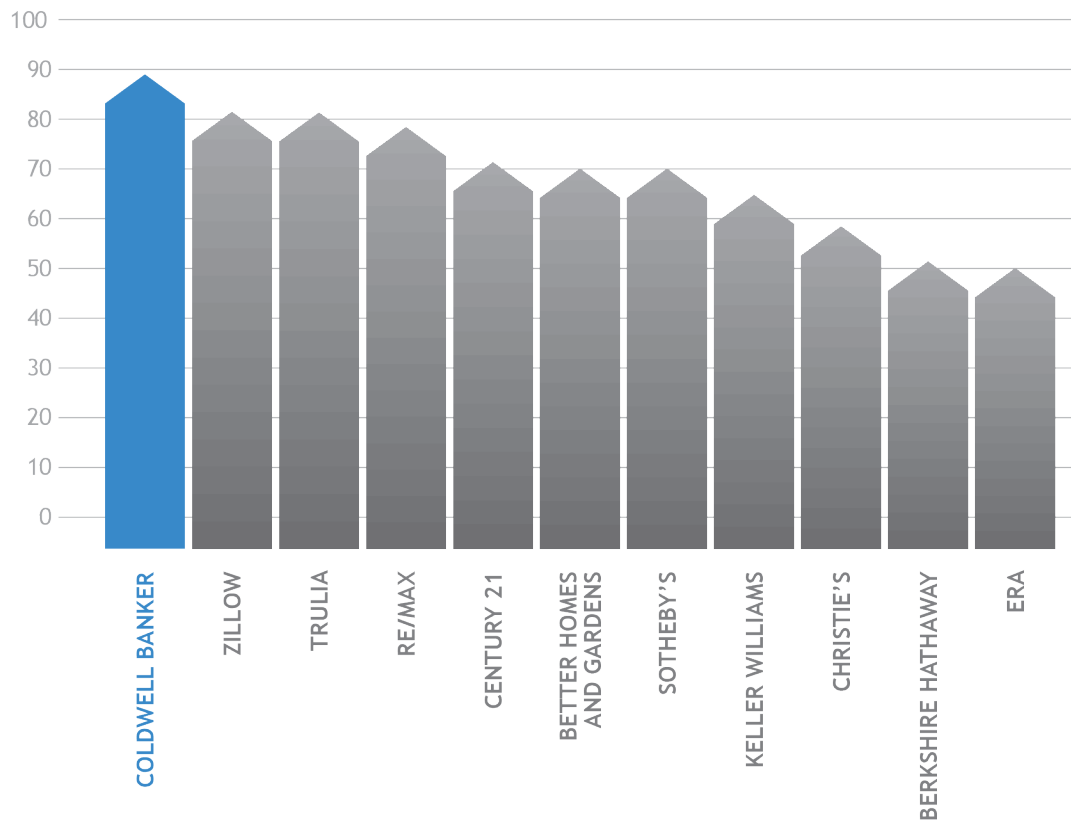


*comScore, Jan. 1-Dec. 31, 2016

#1 ON SOCIAL MEDIA

The Coldwell Banker® brand is the most influential residential real estate brand on social media*, with an impressive presence designed to engage, entertain and connect with today's home buyers.

Real Estate Brands on Social Media



 facebook.com/CBBurnet

 twitter.com/tweetCBB

 youtube.com/coldwellbanker

 instagram.com/cbburnet

 pinterest.com/coldwellbanker

 coldwellbanker.com/blog

MAXIMUM ONLINE BRANDING

Our unique MAXimum online marketing platform is designed to drive leads from online buyers interested in your home right to your agent. With MAXimum, your home will benefit from:

MAXimum Branding

Your home will be displayed with multiple photos and key information on four of the most-visited real estate websites: Zillow®, Trulia®, realtor.com® and Homes.com®. Your agent's name and contact information will be shown next to your property, so interested buyers can easily get in touch.

MAXimum Exposure

In addition to the four sites above, your home will be shown on as many as 900+ websites, including all powered-by-Zillow sites and the ever-expanding ListHub and HomeFinder.com networks. On top of that, all luxury listings are distributed to 50+ additional sites targeting high-net-worth home buyers.

MAXimum Leads

Online inquiries from buyers interested in your home are routed to your agent for immediate response. This helps ensure that no potential buyer for your home is missed.



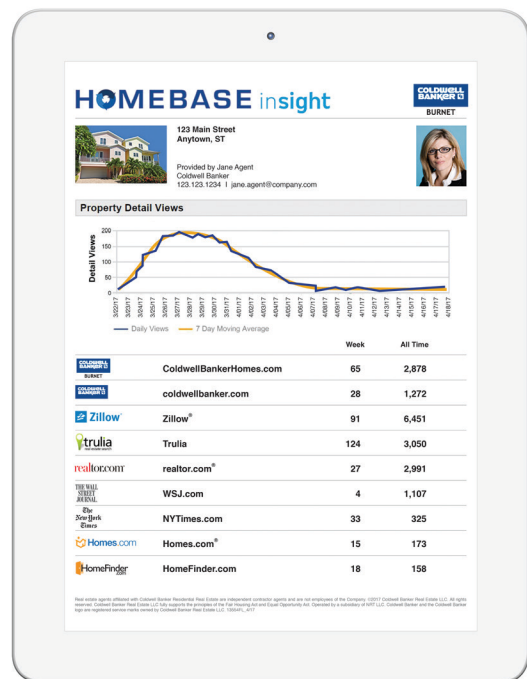
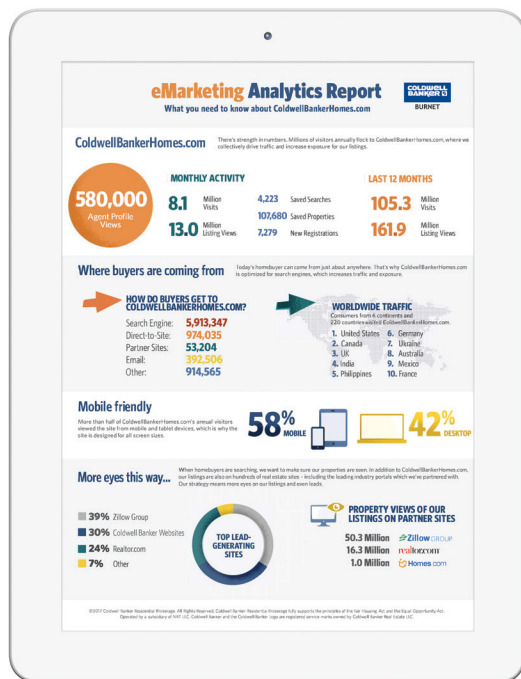
ONLINE MARKETING THAT GETS RESULTS

eMarketing Report

The unmatched online presence of Coldwell Banker® drives potential buyers to your property. You will see the results in this monthly website traffic report, which shows both overall engagement on ColdwellBankerHomes.com as well as the number of site visits and listing views for the last month and past 12 months, number of saved searches and saved properties, international traffic and more. The report also provides the number of views that Coldwell Banker listings have received on some of the top real estate websites including realtor.com®, Zillow.com®, Trulia and Homes.com.

Online Showing Report

You'll know our comprehensive internet marketing strategy is working when you see the InSight online showing report – it shows you how many views or click-throughs your property received on major real estate websites like ColdwellBankerHomes.com, coldwellbanker.com, realtor.com®, Zillow®, Trulia® and more. This helps you know that your home is presented and priced to grab buyers' attention.



COLDWELL BANKER® SMART HOME

Coldwell Banker Real Estate is always finding new ways to market and sell homes, and has become the dominant real estate force in the rapidly growing smart home arena. Why does this matter?

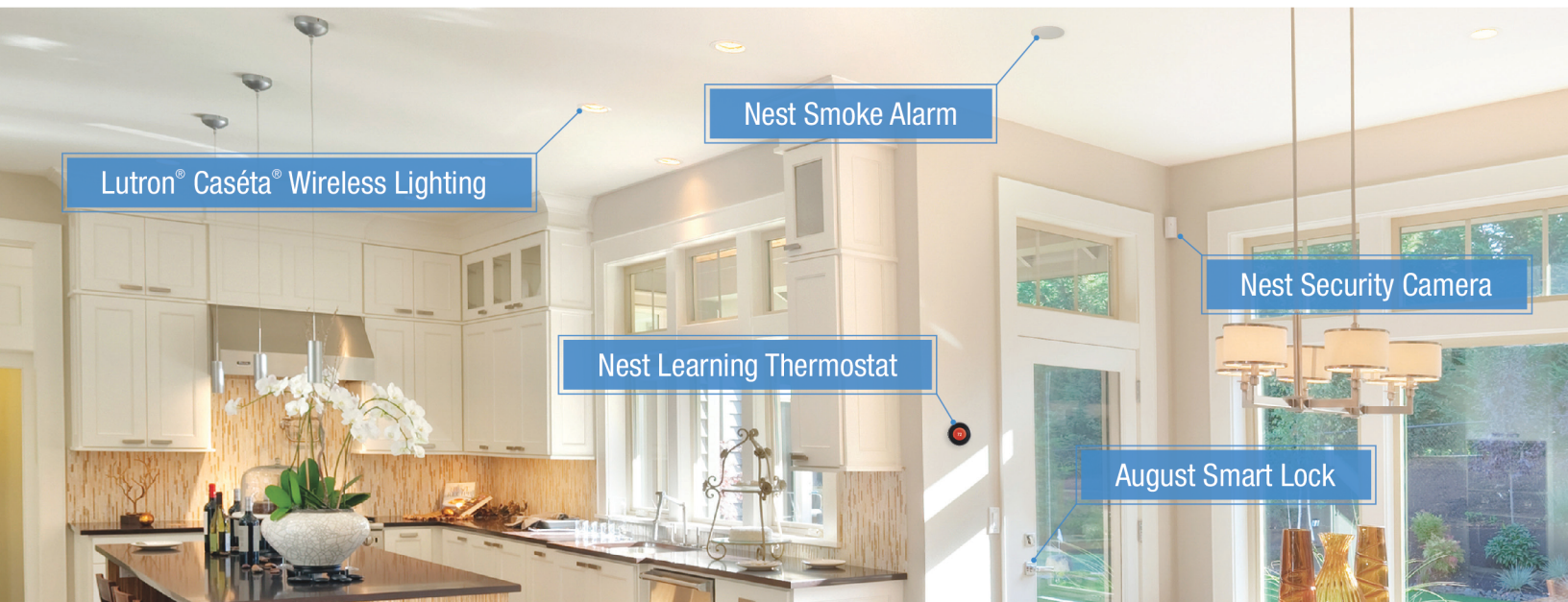
According to a recent Coldwell Banker Real Estate Smart Home Marketplace Survey, nearly half of consumers think smart home technology is important for their current home or next home purchase, and 60% said they would be willing to pay more for a home with smart home technology installed*.

Not only that, 33% of Coldwell Banker agents surveyed said homes with smart home technology sell faster than those without, and homes designated as smart homes on coldwellbanker.com receive two times the conversions of similar non-smart home properties*.

It's a meaningful trend, and we got there first.

Among our smart home innovations:

- In collaboration with tech giant CNET, established the industry standard definition of the term “smart home”
- Created the first-ever smart home certification course, exclusively for Coldwell Banker-affiliated agents
- Developed the industry's first Smart Home Staging Kit, giving sellers an easy and affordable way to upgrade their home to a smart home



*Coldwell Banker Real Estate Smart Home Marketplace Survey: A conversion in this instance is a click-through requesting more information on the property from an agent or a request for an appointment to view the listing.

SMART HOME STAGING KIT

Available exclusively from Coldwell Banker® on SmartHomeStaging.com



AMAZON ECHO DOT

The Echo Dot is a hands-free, voice-controlled device that uses Alexa to play music, control smart home devices, make calls, send and receive messages, provide information, read the news, set alarms, read audiobooks and more. Control lights, fans, switches, thermostats, garage doors, sprinklers, locks, and more with compatible connected devices, such as those from August, Nest and Lutron.



Nest Learning Thermostat

The Nest Learning Thermostat programs itself and automatically helps save energy when you're away, and can be controlled by your phone, tablet or laptop.



Nest Cam Indoor (Security Camera)

Nest Cam Indoor helps you stay connected to what matters to you. It looks for motion and listens for sound. If something's up, it sends an alert to your phone.



August Connect

Lock and unlock your August Smart Lock from anywhere, right from your smartphone. Accessory to August Smart Lock.



NEST PROTECT (Smoke and Carbon Monoxide Alarm)

The Nest Protect looks for fast-burning fires, smoldering fires, and carbon monoxide. It tells you where the danger is and alerts your phone in case you're not home.



August Smart Lock

Your smartphone is now a smart key – and more. Lock and unlock your door, create virtual keys for guests, and keep track of who comes and goes, all from your smartphone.



Caséta Wireless by Lutron

Simple products that control lights and wireless shades:

- Never enter a dark home. Turn lights on as you approach your home from your phone – great for showings!
- The movie begins when the lights start to dim.
- Set the perfect light and ambiance to show the house in its best light.
- Don't get out of bed to turn the lights off at bedtime. The Pico remote can turn lights off right from your night stand.

GIVING BACK

Community Outreach

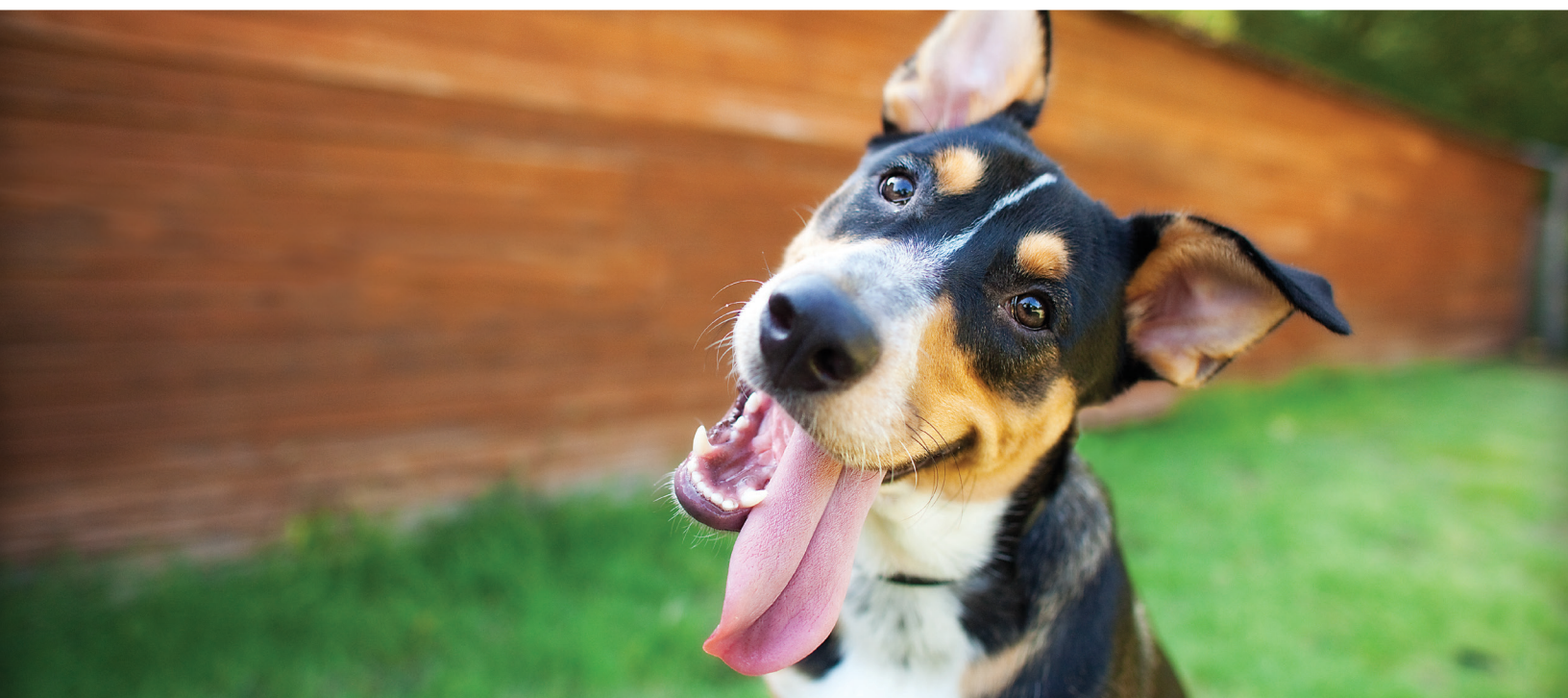
We're passionate about giving back to the communities where we live, work and play. With financial contributions through our charitable foundation, by volunteering our time and donating essentials, we support an array of local non-profit organizations dedicated to improving the quality of life for all who call our region home. Collectively, we've raised nearly \$25 million nationwide for worthy causes.

Homes for Dogs

Because we believe that everyone deserves a home of their own, Coldwell Banker® founded the Homes for Dogs Project in partnership with Adopt-a-Pet.com. The project uses national advertising, social media and local adoption events to generate awareness and bring pets and people together. Since the initiative began in 2015, we've helped more than 20,000 adoptable pets find loving homes. To learn more, visit coldwellbanker.com/dogs.

Proudly Supporting

Alexandra House
Angel Foundation
Bridging
CommonBond Communities
Erik's Ranch
Family Pathways
Guild Incorporated
Lewis House
The Link
Lutheran Social Service of Minnesota
Mary's Wish
Rebuilding Together Twin Cities
Ronald McDonald House
The Salvation Army - Grace Place
Sharing & Caring Hands
Spare Key
Solid Ground



THANK YOU

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