THE SELLER STRATEGY

Your next chapter. My full attention.







ANTHONY BORKE

Coldwell Banker Realty
A personal plan for the place you call home.

A seller?s guide to preparation, pricing and launch.

815-388-3355

ILLINOIS + WISCONSIN

You hire me. You get me.

I am here to give you an honest answer.

I am here to help you make a good decision about one of the biggest things you own. That starts with an honest conversation about your home, the market and what you need this move to accomplish.

You will work directly with me. I will explain my recommendations, handle the follow-up and stay involved when the decisions get harder. You should know who is doing the work and how to reach them.



EDUCATE. EMPOWER. ASSIST.

That is how I approach your sale.

You will know why we priced it. Where we are marketing it. What we are doing next.

The recognition matters. The work matters more.

28

CLOSINGS IN 2025

Experience guiding real transactions through decisions and deadlines.

20

UNDER 40

Mainstreet Organization of REALTORS® | Class of 2026

Local roots. A buyer's perspective. One point of contact.

I grew up in Lake County and serve Lake and McHenry Counties in Illinois, plus Kenosha and Racine Counties in Wisconsin. My Hometown Hotspots series keeps me connected to the people and places that make these communities feel like home.

My Accredited Buyer's Representative (ABR®) designation adds perspective on what buyers ask, compare and worry about. We use that perspective when preparing your listing and evaluating the terms of an offer.

2026 recognition announced by Mainstreet and featured in Chicago Agent Magazine. 2025 closing count and ABR® designation supplied by Anthony Borke. Historical recognition does not guarantee future results.

What sellers remember.

“Anthony did a fantastic job selling my house.”

JOANNE STOLL

Seller review on Zillow | August 1, 2024



“He responded to my calls and emails immediately.”

SOPHIAMLEW

Seller review on Zillow | July 29, 2024

A seller should feel supported, informed and able to reach their agent.

Excerpts from publicly posted seller reviews. Individual experiences vary. Read the original reviews using the link below; the profile may still show a former brokerage.

Read the original seller reviews



FROM MY LISTING PORTFOLIO

The home is the starting point. The story is how we present it.

Johnsburg / Waterfront living

For this home, the kitchen, connected living space and riverfront setting each tell part of the story. The marketing should help buyers understand how those features work together.



LEAD WITH THE SETTING

Outdoor space and the river outlook.



SHOW THE WAY IT LIVES

Room connections, light and everyday use.

Before you spend, let’s decide what is worth doing.



- [ ] **CLEAR THE CLUTTER**

  Clear counters, floors and extra furniture so rooms feel easy to move through.

- [ ] **LET THE LIGHT IN**

  Wash windows, open blinds and replace burned-out bulbs.

- [ ] **FINISH SMALL FIXES**

  Address loose handles, obvious touch-ups and other minor visible issues.

- [ ] **DEEP CLEAN**

  Focus on kitchens, bathrooms, floors and odors. Avoid strong cover-up fragrances.

- [ ] **TIDY THE APPROACH**

  Mow, trim, clear the walkway and clean the front door and entry.

- [ ] **PLAN FOR SHOWINGS**

  Make a plan for pets and secure valuables, medications and personal paperwork.

Talk with me before spending on major repairs or upgrades. We will prioritize what matters for your home, budget and timeline.

I will not win your listing with a number I cannot stand behind.

Here is what I will bring to the table.

01

A SUPPORTED RANGE

Recent comparable sales, with the differences that matter: condition, layout, location, lot, updates and competing value.

02

A VIEW OF TODAY'S COMPETITION

What buyers can choose right now, plus what available pending activity tells us about demand.

03

A PLAN FOR THE RESPONSE

A launch recommendation and an agreed review point. If the response is weak, we investigate it and make a recommendation.

You should understand the price before you agree to it.

Show the work.

Photography gives us the material. A clear story gives it a purpose.



JOHNSBURG / WATERFRONT LIVING

Life by the water.

A riverfront setting. Spaces that connect.
A closer look at life on the Fox River.

Anthony BORKE

COLDWELL BANKER REALTY



TAKE A LOOK INSIDE

Step inside. See the details.

815-388-3355

A SHORT VIDEO CONCEPT FOR THIS HOME

01 / THE HOOK

Open with the river outlook.

02 / THE TOUR

Connect the kitchen and living space.

03 / THE INVITATION

Invite a closer look and a private showing.

Illustrative campaign concepts use photography from Anthony's listing portfolio. Final materials, advertising budget and production are confirmed for each property. These are not screenshots of a live campaign.

Compare the plan. Then choose the person.

Ask every agent the same practical questions. Look for clear answers, real examples and a plan you understand.

ASK EVERY AGENT	WHAT YOU CAN REVIEW HERE
PRICING **What supports the price you recommend?**	A supported range, current competition and a review point. Pricing strategy: p. 7 | Your launch brief: p. 15
MARKETING **What will you create, and where will it go?**	Sample creative and a phased launch plan. Confirm photography, video, 3D, drone and spend in writing. Campaign examples: p. 8 | Launch plan: p. 10
COMMUNICATION **Who will I work with, and when will I hear from you?**	Direct contact with me, a planned weekly review and a recommendation based on available activity. Direct representation: p. 2 | Accountability: p. 11
NEGOTIATION **How will you help me compare the offers?**	Look at price, credits, financing, appraisal terms, contingencies, timing and your estimated proceeds. Offer comparison: p. 12 | Proceeds: p. 14
FOLLOW-THROUGH **What happens if the home is not selling?**	Investigate access, presentation, competing value and feedback, then recommend a specific next move. Response plan: p. 11 | Closing details: p. 13

My job is to make the work clear enough that you can hold me accountable to it.

ANTHONY BORKE / COLDWELL BANKER REALTY

What happens. When it happens. Why it matters.

BEFORE LAUNCH

Prepare + approve

Walk the home. Prioritize practical preparation. Confirm the price, property details, showing instructions and written marketing plan.

Create the materials

Complete agreed photography, property copy and visual assets so the listing is ready for its first impression.

AT LAUNCH

Publish + present

Check the listing data and image order. Distribute through the MLS and participating property sites. Release the agreed social content.

Create a path to a showing

Answer questions, communicate with agents and coordinate access. Discuss open houses when they serve the property.

WHILE ACTIVE

Follow up + review

Request feedback, review buyer activity and monitor relevant competition. Keep you informed about what we know and what we do not.

Recommend the next move

Bring a clear recommendation: continue the plan, improve presentation, adjust access, revisit terms or discuss price.

The exact deliverables, timing, platform availability and spend are confirmed in your property's marketing plan. No campaign guarantees a particular price or time to sell.

You deserve more than “let’s wait and see.”

At our weekly review, I connect the activity to a decision.

FEW SHOWINGS

Check the invitation.

Review price against competing choices, the lead photo, listing accuracy, marketing and showing access.

SHOWINGS, NO OFFERS

Look for the friction.

Review feedback received, condition, presentation, competing value and recurring questions buyers are asking.

AN OFFER ARRIVES

Evaluate the whole deal.

Compare price, credits, financing, appraisal terms, contingencies, timing and your estimated proceeds.

You get the available information, my recommendation and the reason behind it. Some agents do not provide feedback; online reporting varies by platform.

A strong offer. A smart decision.

We compare what you keep, what you risk and what fits your move.

OFFER A

$500,000

OFFERED PRICE

Less buyer credit: $15,000

$485,000

AFTER BUYER CREDIT

OFFER B

$493,000

OFFERED PRICE

Less buyer credit: $3,000

$490,000

AFTER BUYER CREDIT

Then we weigh what the math cannot tell us.

A buyer’s ability to close. Financing and appraisal risk. Inspection terms. A home-sale contingency. Closing date and possession. I help you compare the tradeoffs and negotiate at your direction.

Illustration only, before mortgage payoff, compensation, taxes and all other closing costs. Neither example guarantees a closing or predicts the terms of a real offer.

I stay involved through the last detail.

THE CONTRACT

Track key dates and coordinate the next steps with the appropriate parties.

THE REQUESTS

Discuss inspections, buyer requests and your options. Work through the agreed negotiations.

THE PROGRESS

Monitor financing and appraisal updates. Help provide relevant property information.

THE HANDOFF

Coordinate closing preparation, final walkthrough details, keys and possession according to the contract.

Your contract governs deadlines and responsibilities. Legal questions and interpretation belong with your attorney or other appropriate adviser.



Start with your goals. Know your numbers.

Before we commit to a launch strategy, we will talk through what this move needs to accomplish and prepare a property-specific estimate of your proceeds.

Start with the sale price
Use recent comparable sales and current competition to discuss a realistic range.

Subtract the costs tied to the sale
Account for mortgage and lien payoffs, agreed compensation, seller credits, closing charges, and tax or other prorations.

Compare estimated net proceeds
Review what could change under different prices or offer terms. Ask for an updated estimate when terms change.

Use your timeline to compare offers
Discuss the ideal moving date, possession needs, and what matters most if the timing changes.

Compensation is negotiable and agreed to in writing. Discuss any seller-paid buyer-broker compensation or buyer credit separately. This is an estimate, not a listing agreement or a quote of fees. Actual closing figures control.

Your home’s launch brief.

We complete this together after the walkthrough and market review.

Set the launch window
Work back from the target launch date to schedule preparation, photography, and listing review.

Choose a price strategy
Review recent comparable sales and competing listings. Agree on how we will respond if buyer activity is slower than expected.

Lead with the home?s strongest features
Identify the details buyers should see first and gather documentation for updates and improvements.

Confirm the first assignments
We?ll agree on what you?ll handle, what I?ll handle, and when we?ll check in before launch.

Working consultation notes. Pricing, services and compensation are confirmed in the applicable written agreements.



ANTHONY BORKE

Let’s build the plan your home deserves.

Anthony BORKE

COLDWELL BANKER REALTY

Honest advice.
Intentional marketing.
Direct communication.

CALL OR TEXT

815-388-3355

Licensed in Illinois and Wisconsin | REALTOR® | ABR®

Sources: Mainstreet 2026 20 Under 40 announcement, Chicago Agent Magazine, June 11, 2026; Coldwell Banker agent profile. Seller review excerpts: Zillow, August 1 and July 29, 2024. Closing count and ABR® supplied by Anthony. Listing photography: Cape Cod Lane, Lakemoor, and Fairview Avenue, Johnsburg, from public listing archives. Past brokerage affiliations may differ. Prepared October 2026. Equal Housing Opportunity.