



ccl
REAL ESTATE

Selling Your Home



Redefining Real Estate

Launched in Philadelphia in 2003, the CCL brand was built on a simple idea: real estate should be handled with care, intention, and a higher standard of execution. That vision came from founder David Snyder, a Philadelphia native who set out to build a business grounded in relationships, long term trust, and a more thoughtful, disciplined approach to growth.

With deep roots in the city, David has built his career advising a wide range of clients, from first time buyers to investors and developers, bringing a level of consistency and focus that supports not just individual transactions, but long term outcomes.

What began as a relationship driven approach has grown into a business defined by both trust and performance, where strong relationships and consistent execution work together to deliver results. Today, CCL brings together local expertise, shared insight, and a fully supported operating structure that allows agents to perform at a higher level. Powered by Keller Williams and KW Empower, every listing benefits from scale, coordination, and thoughtful execution at every step. Now servicing Pennsylvania, New Jersey, Delaware, and Maryland, the focus remains the same: strong guidance, elevated service, and outcomes that hold.

Powered by the World's Largest Real Estate Network

CCL operates within the Keller Williams ecosystem, the largest real estate franchise in the world by agent count, creating one of the most expansive referral networks in the industry. This global reach connects our agents and clients to a worldwide network of professionals, generating consistent referral opportunities and extending access to buyers and sellers well beyond the local market.

55+
COUNTRIES
AND
REGIONS

190K+
AGENTS
WORLDWIDE

1K+
MARKET
CENTERS



Leading Brokerage Across the Tri-State Region

CCL is built within KW Empower, the #1 brokerage in the country for units sold, total volume, and market share, with 1 in 5 Greater Philadelphia deals handled by a KW Empower agent. This creates real advantage for your property through greater exposure, consistent deal flow, and stronger connections across the agent community, increasing visibility and attracting qualified buyers.

2025 PRODUCTION

5,864
CLOSED UNITS

2.39B
CLOSED
VOLUME

6,278
LISTINGS TAKEN



CCL By The Numbers

YEARS OF
EXPERIENCE

20+

2025 TOTAL
SALES

\$256M

2025
CLOSED UNITS

985

TOP 0.1% OF OVER 1 MILLION REAL ESTATE AGENTS NATIONWIDE

#5 IN THE NATION AMONG KW GROUPS BY UNITS CLOSED (2025)

#14 IN THE NATION AMONG KW GROUPS BY GROSS COMMISSION INCOME (2025)

#17 IN THE NATION AMONG KW GROUPS BY SALES VOLUME WITH \$253M CLOSED (2025)

PHILADELPHIA MAGAZINE TOP PRODUCER

BEST OF ZILLOW

BEST OF TRULIA

WALL STREET JOURNAL TOP TEAM

Meet The Team



Sage Copeland

Director of Marketing

Leads marketing strategy across listings, specializing in digital campaigns, property positioning, and exposure. Focused on maximizing visibility, generating demand, and driving successful sales outcomes.



Lauren Hargroves

Director of Transaction Management

Manages each transaction from contract to closing, coordinating timelines, documentation, and communication between all parties. Ensures every detail is handled and the process moves forward smoothly.



Autumn Temple

Director of Listings

Oversees the listing setup and launch process, coordinating photography, property details, and ensuring accuracy across all listing platforms. Ensures each home is fully prepared and ready to go to market.



Skye Niemczyk

Director of Operations

Leads the operations of the team, ensuring every listing and transaction is organized, aligned, and executed to a high standard. Oversees processes across agents, clients, and vendors to keep everything running smoothly from start to finish.

What The Right Representation Delivers

PRICING

There are several factors which determine the best price for selling your home. CCL is knowledgeable about the rapidly changing market conditions, the condition of recent comparable home sales, and currently competing properties.

MARKETING

We recommend strategic improvements to maximize your home's appeal often beyond the obvious. While marketing supports visibility, most sales happen through relationships. We position your property within our agent network and the MLS, where buyers are primarily sourced through referrals, past clients, and direct connections.

SECURITY

We will pre-screen and accompany prospects through your property so that you do not have to provide strangers access to your home.

NEGOTIATING

Negotiating the contract is only the beginning of a process of appraisals, inspections, and financing. We can help you write a binding agreement, resolve subsequent issues, and advocate your interests from contract to closing.

CLOSING

We will coordinate the closing, guiding you through regional customs and assuring that you fully understand the closing process.



How We Work With Sellers

01 AGENT

Work with a dedicated agent who guides strategy and execution from start to finish.

02 PRICE

Price strategically using market data to maximize value and attract demand.

03 PREP

Prepare and position your home to show at its best and stand out.

04 MARKET

Launch targeted marketing to drive visibility and buyer interest.

05 OFFERS

Evaluate offers and negotiate to secure the strongest terms.

06 UNDER CONTRACT

Manage the contract process and keep the deal on track.

07 FINAL DETAILS

Coordinate inspections, financing, and all required steps.

08 CLOSING

Oversee closing to ensure a smooth, successful sale.

Preparing Your Home To Sell

DECLUTTER AND PERSONALIZE

A cluttered and personal space can make it difficult for potential buyers to envision themselves in the space. Remove personal items and keep the space clean and organized.

CLEAN AND STAGE

Clean the house thoroughly and consider staging it to make it more attractive to potential buyers. Staging can highlight the home's best features and help a buyer picture themselves living in the home.

MAKE NECESSARY REPAIRS

Address any necessary repairs or improvements before listing the property. This can include fixing leaky faucets, patching holes in walls, and updating outdated fixtures.

IMPROVE CURB APPEAL

First impressions matter, so take time to improve the exterior of the home. This could include adding fresh landscaping, painting the front door, or power-washing the exterior of the house.

PROFESSIONAL PHOTOS AND VIDEO

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Marketing Strategy

PROFESSIONAL PHOTOGRAPHY

The first step is to have a professional photographer take high-quality photos and videos of your property. The photos and videos should be bright, clear, and showcase the best features of the home.

VIRTUAL TOUR

Creating a virtual tour of your property will allow potential buyers to view the home from the comfort of their own computer or smartphone. This will give buyers a better sense of the layout and help them visualize living in the space.

ONLINE LISTING

Through Zillow Preview and Empower Exclusive, the property can be introduced to the market prior to going fully active providing early visibility to targeted audiences while maintaining flexibility in how and when it is broadly marketed.

DIGITAL ADVERTISING

Your property will be shared on social media platforms such as Facebook, Instagram, TikTok and Twitter to reach a wider audience. Additionally, targeted ads will run to reach specific demographics and increase exposure.



Marketing Strategy

OPEN HOUSES

We'll host open houses for potential buyers to come and view your property in person. This is a great opportunity to highlight the features of the home and answer any questions that buyers may have.

PRINT ADVERTISING

Custom flyers, brochures and mailers will be designed and distributed to local businesses and prospective buyers. We'll also place ads in local newspapers and real estate magazines to target the ideal buyer.

PUBLIC RELATIONS

We will carefully craft a story around your unique property and pitch it out to local Real Estate websites and newspapers for even more exposure.


NETWORKING

We'll utilize [Brokerage Name]'s network to spread the word about your property and its unique features via email, social media and in person interactions.





Contact us to
start the conversation



 CCL Real Estate Team




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