

A PLATFORM OF VALUE



THE REAL ESTATE COMPANY THAT SHINES LIKE NO OTHER

Since 1906, the **Coldwell Banker®** brand has been empowering agents to leave their mark in the world of real estate. We were the first real estate company to introduce a code of ethics, the first to guarantee our services in writing, the first to launch a national website and the first to use big data and artificial intelligence. Our values – Home, Awesomeness, Ingenuity and Excellence – guide everything we do. This will give you an idea of just how we deliver on that promise to help agents and brokerages, like yours, succeed.

STRONGER PRODUCTS AND PROGRAMS. STRONGER RESULTS.

The Coldwell Banker brand is committed to providing you with impactful business-building products and programs to boost production so your brokerage can sell more homes, make more money and work more efficiently. That's why we have assembled an arsenal of programs and platforms that simply can't be matched.

		Coldwell Banker Value
Company and Agent Websites	Impress your clients and attract new ones with customizable company and agent websites, offered free of charge.	Included
Email Marketing Solution	Prospect Square is a virtual town square, bringing together all your agents' contacts and all the ways they reach them into one central hub. It offers creation and delivery of email marketing campaigns, property marketing eBlasts, Market Reports and newsletters.	Included
Database Management Services (CRM)	Our exclusive CRM helps your agents turn leads into sales. This customizable customer relationship tool organizes and optimizes relationships with clients and includes many new and exciting features.	Included
Desk	Desk is the Coldwell Banker intranet site, where agents and employees start and end their day. Easy to navigate, Desk offers quick access to the company's most important products and programs, such as Listing Concierge, Design Concierge, CBx + Moxi, Prospect Square and more.	Included
Digital Presentation and CMA Tool	CBx + Moxi Present is a powerful presentation and CMA tool that creates sleek, professional digital presentations integrated with the MLS to provide accurate and up-to-date market data. With preloaded, professional marketing content for buyers, sellers and luxury presentations, plus powerful CMA search features, the ability to create open house and neighborhood tours, and real-time market data updates, CBx + Moxi Present makes it easy to quickly build and customize show-stopping presentations.	Included
Digital Brand Asset Creator	BrandSrv helps your agents streamline and expedite their marketing assets, saving them time and resources. This marketing automation and asset management platform offers access to logos, guidelines, photography, video and a range of customizable social media assets.	Included



INDUSTRY-LEADING BRAND MARKETING

National Media Exposure

We offer far-reaching media exposure with over 300 million media impressions across tentpole media events, including: the NCAA Men's College Basketball Tournament (the #1 event in March); national broadcast TV on networks like HGTV, Food Network, Bravo, TBS and DIY Network; streaming platforms like Hulu; plus direct partnerships with Facebook and Google for the latest in social and search advertising. The Dynamic Ads for Real Estate (DARE) program leverages user's browsing behavior on coldwellbanker.com to serve dynamically generated retargeting ads with relevant Coldwell Banker listings on Facebook and Instagram.

#1 Most-Visited Brand Online¹

The Coldwell Banker® brand is the most-visited residential real estate brand online, with an impressive 189.46 million website visits in 2020, up 5% from 2019.

#1 Rated Real Estate Ad Nine Years Running

Our unrivaled brand recognition is fueled by the most effective advertising in the industry for nine consecutive years, according to Ace Metrix.

National Public Relations Coverage

We offer broad coverage with over 2,200 top-tier hits in 2020 and an impressive total audience reach of 1.795 billion, which translates to a total publicity value of over \$1.2 billion.

Network Communication

Our robust communications keep you and your agents informed, including industry and brand announcements, product updates, key initiatives and upcoming events.



COLDWELL BANKER

On average, Coldwell Banker® agents handle \$168.4 million in \$1 million+ home sales each day². A world leader in the marketing of exceptional properties, Coldwell Banker Global Luxury® was created to help agents increase their average sales price and share of the luxury market.

Coldwell Banker Value

Global Luxury Certification Course

The Coldwell Banker Global Luxury property specialist designation is awarded to an elite group of real estate professionals, all of whom are experienced in marketing luxury properties. While the program is voluntary, qualification requires completion of Coldwell Banker Global Luxury education, as well as satisfaction of the established performance criteria.

\$495/per agent certified

Domestic Listing Syndication

Expansive online syndication on high-traffic websites, including international sites for \$1 million+ luxury listings such as *Unique Homes*, *Robb Report*, JamesEdition, Mansion Global, MarketWatch, Penta and Barron's. Also includes *The Wall Street Journal* (\$500,000+ properties).

Included

Global Listing Syndication

All luxury listings that are over \$2 million+ are syndicated internationally through ListHub Global at no cost to the Coldwell Banker affiliated agent, delivering added value to your agents.

Included

Global Marketing Program

From new partnerships to an enhanced digital package, this program is designed to give your Luxury Property Specialists elite access to a robust portfolio of print and digital media opportunities, so they can present their most prestigious listings on the world stage in the most targeted way. Elite status also includes pre negotiated rates for top-tier print and digital publications.

30-75% discounts on national advertising rates

WealthEngine

Luxury Property Specialists have the opportunity to use wealth intelligence to find prospects and buyers courtesy of WealthEngine, a leader in wealth intelligence in the U.S. WealthEngine provides access to more than 1,500 wealth and lifestyle attributes from 65 sources on more than 240 million high-net-worth individuals – all in real time.

\$250/year

Homes & Estates Magazine

The proprietary publication of the Coldwell Banker Global Luxury program, *Homes & Estates*, features beautiful photography and classic storytelling to showcase extraordinary listings. It delivers an insider's perspective on luxury real estate, design and lifestyle while reaching the most influential players in the high-end marketplace today. The magazine is distributed four times a year and paired with two leading publications, *Unique Homes* and *The Wall Street Journal* – for a total annual readership of 1.3 million in print and digital formats. With the purchase of a full-page ad (\$1,595-\$1,995), agents receive custom, personally branded copies for marketing.

CBU LEARNING CENTER

Learning is power. CBU Learning is designed to help your agents learn and continue learning throughout their careers. Affiliated agents who took CBU Learning Center courses showed greater improvement than those who did not enroll, including 10% more listings taken, 15% more closed units and 21% higher sales volume².

Coldwell Banker Value	
Learning Platform The CBU Learning Center offers important programs that are designed to help agents throughout their career, covering topics like maximized productivity, negotiating skills, listing presentations, team-building and more.	Included
Achieve Maximum Productivity (AMP!) Achieve Maximum Productivity (AMP!) is productivity training that is boosting the effectiveness of agents nationwide. Participants focus on the critical activities proven to build skills and deliver sustainable results. Using a combination of activities, teamwork and prospecting, highly-engaged participants make solid contacts and book appointments.	Included
Virtual Education Expos We conducted a series of valuable Virtual Education Expos covering a wide range of timely, helpful topics, specially curated for all real estate professionals. An initial rollout of six Expos in three weeks, beginning in March 2020, has been followed by quarterly sessions. To date, over 45,000 have attended, and the events have been widely recognized by Inman, REALTOR® Magazine and RISMedia for opening our learning opportunities industry wide.	Included

COLDWELL BANKER® NETWORK AND SUPPORT

Our team of Coldwell Banker Brand Ambassadors provides a personal Coldwell Banker liaison for Coldwell Banker Real Estate brokers. Our Brand Ambassadors will get to know your business goals to connect you with the appropriate business, technology, data and learning solutions. Additionally, support is available to you in the form of District Servicing Managers, Contract Admin and our Help Desk.

COLDWELL BANKER COMMERCIAL®

At Coldwell Banker Commercial® (CBC), we offer our owners/brokers a platform of value. We provide our commercial real estate professionals with the right tools to win business and to service clients. CBC also maintains vendor relationships that accelerate the success of our network, including access to partnership programs with HomeAdvisor®, Home Partners of America, AARP and more.

OUR SUCCESS IS YOUR SUCCESS

Industry-leading products. Strategic marketing plans. Opportunities to enhance skills. Value-added programs. We are dedicated to delivering to your agents everything they need to ensure their success and yours.



1. Comscore 2020 Media Trends. 2. Data based on closed and recorded buyer and/or seller transaction sides of homes sold for \$1 million or more as reported by affiliates of the U.S. Coldwell Banker franchise system for the calendar year of 2020. USD\$. Total volume calculated by multiplying the number of buyer and/or seller sides by sales price. 3. Listings Taken, Closed Units, and Closed Sales Volume (collectively, the "Metrics") were measured during this Study. To calculate the results, we took a sample of the 6,610 independent sales associates who had been affiliated with the Coldwell Banker System for at least a year prior to the study and who participated in Coldwell Banker™ training classes and activities between August 2017 and August 2019 (the "Sample Pool") and entered their activities into REScoreboard.com. All sales associates included in the study completed one or more training classes, each ranging in duration from a minimum of three hours up to twenty-two hours. We measured the Metrics generated by the Sample Pool during the 12 months prior to their taking any Coldwell Banker training and then measured the Metrics generated by the Sample Pool during the 12 months after the end date of each agent's training. Study completion date was September 2020. This was not a controlled study; correlation does not equal causation. Past performance does not guarantee future results. Market conditions may influence results and there is no assurance any Coldwell Banker affiliated sales associate will achieve the same or similar results. ©2021 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker™ System is comprised of company owned offices which are owned by a subsidiary of Realty Brokerage Group LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. ■ 21DUSL_NAT_4/21