

Why Coldwell Banker®?



NETWORK

- Nearly 97,000 sales associates and brokers are affiliated with the Coldwell Banker® brand.
- An ever-expanding global presence in 49 countries and territories.
- Approximately 3,300 offices worldwide.
- 20% of the individuals and teams ranked in Top 400 Real Estate Professionals List are Coldwell Banker Agents.¹
- Respondents to a Wall Street Journal survey ranked Coldwell Banker the number one company they would consider for future real estate transactions.²
- The Coldwell Banker brand has the most closed sides and highest dollar volume of any real estate brand based on the *RealTrends* 500.³
- **Previews®** leads the way in luxury by representing 3 out of 5 of America's most expensive homes.⁴
- On average, **Previews®** handles \$76.7 million in luxury home sales every day.⁵
- Coldwell Banker transaction values are 10% higher than the industry average.



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BRAND POWER

- Coldwell Banker was the first and only national real estate brand to design a program to keep home buyers in the market after the 2010 federal tax credit program expiration with the introduction of The Buyer Bonus promotion, in which any participating home seller agrees to refund 3% of their final purchase price as a credit of up to \$8,000 to the buyer at close.
- The most visited national real estate brand on the Web.⁶
- Founded over 104 years ago, making Coldwell Banker the most experienced and stable national real estate brand.
- The first real estate brand to provide listings through a mobile Web site for the Blackberry, iPhone and Android, in the US, Canada and abroad.
- Coldwell Banker was named one of the Top 50 Large System Franchises by Franchise Business Review in their 2010 Franchisee Satisfaction Awards.
- Two-time winner of the Inman Innovator Award.
- Powerful public relations presence on CNBC, Fox News, *USA Today*, *New York Times*, *Wall Street Journal*, CNN.com, etc.



LEADERSHIP

- Coldwell Banker is one of the most well known real estate brands in the country with 94% brand awareness.⁷
- Jim Gillespie - leading industry spokesperson.
- Mike Fischer, Steve Bright, Frank Lindsey, Nelson Bennett have more than 100 years of combined Coldwell Banker experience.
- Habitat for Humanity is our corporate charity.



TOOLS & RESOURCES

- Coldwell Banker has changed the face of real estate with our YouTube channel On Location. The channel allows consumers to access thousands of videos including home listings, neighborhood features and much more!
- Coldwell Banker is redefining real estate search with the recent launch of the new coldwellbanker.com website, including the groundbreaking BlueScapeSM platform that allows consumers to choose their dream home based on a series of images.
- Coldwell Banker Works named one of the top 10 intranet sites in the world!
- Free localized versions of coldwellbanker.com and coldwellbankerworks.com.
- LeadRouterSM leads from coldwellbanker.com have almost double the conversion rate of Internet leads from all other online sources.⁸
- Education – online and in-person with more than 400 courses offered annually. The Coldwell Banker Learning program was also recently named in the 2010 Training Magazine's top 125 list for best overall training programs.
- Recruiting/Retention programs.
- Outstanding support from: Executive Business Consultants, Regional Marketing Directors, Affiliate Service Managers.