

ONLINE MARKETING THAT GETS RESULTS

eMarketing Report

The **Coldwell Banker®** brand’s unmatched online presence attracts attention from potential buyers. I will provide you with our monthly website traffic report, which shows both overall engagement on **ColdwellBankerHomes.com** as well as the number of site visits and listing views over 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®, Trulia.com and Homes.com®.

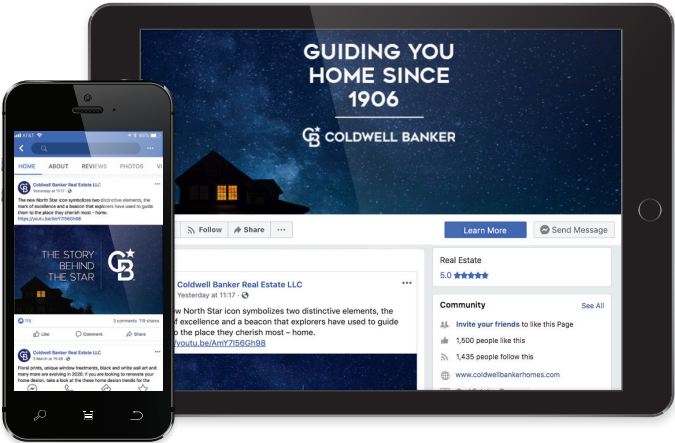
Online Showing Report

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®, Trulia and more. This helps you know that your home is presented and priced to grab buyers’ attention.



SOCIAL MEDIA INFLUENCER

The Coldwell Banker brand has an impressive social media presence designed to engage, entertain and connect with today’s home buyers.



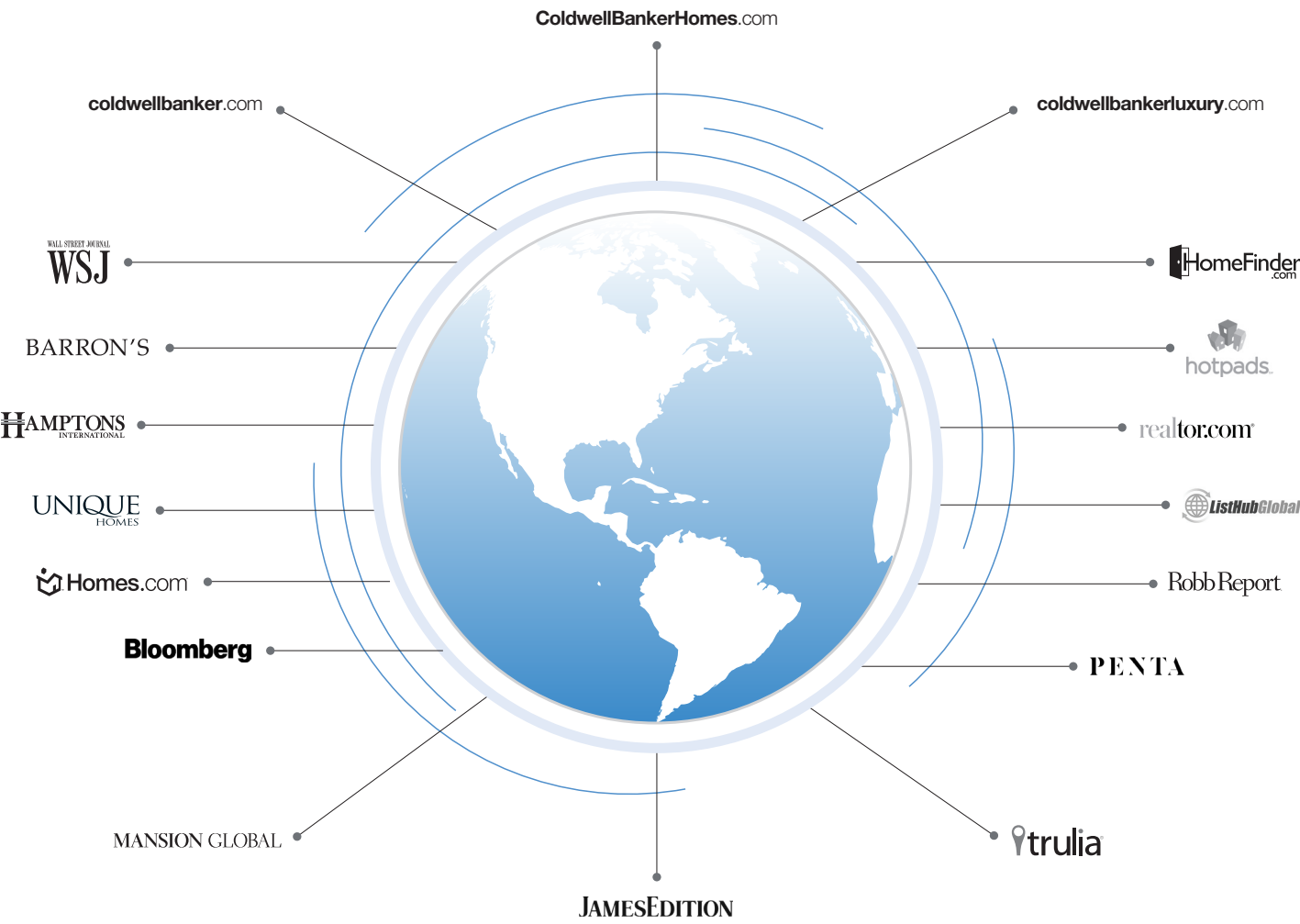
RAPID RESPONSE

Our exclusive property spotlight marketing plan enables me to reach potential buyers quickly to get the news out when a new property hits the market, ranging from a property tour video and dedicated property website to online advertising, customized email distribution, social media posts, mailed property announcements and a digital area REALTOR® notification.

Homes using the Coldwell Banker property spotlight marketing plan receive a higher sales price, which means more money in your pocket®.

INTERNET MARKETING ADVANTAGE

Your home will be shown on hundreds of 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 to make your property look its very best.



EXCLUSIVE WEBSITES

Our websites attract tens of millions of visitors each year – locally, nationally and internationally – with considerable traffic coming from mobile and tablet devices.

ColdwellBankerHomes.com

This website features properties for sale in our region and across the country, and is optimized to view on laptops, desktops, mobile devices and tablets.

coldwellbanker.com

This national website attracts millions of visitors each month, and sends leads from interested buyers to affiliated offices and agents.

coldwellbankerluxury.com

Featuring an exceptional inventory of luxury home listings, coldwellbankerluxury.com attracts affluent buyers from around the world.



FULL-SERVICE SUPPORT

The **Coldwell Banker®** brand is your partner in all aspects of the home-buying process. Our affiliations with the following primary service providers ensure that 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 comfortable and confident in the purchase of your home.

Title Services

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

Insurance Services

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

Concierge Services

These concierge offerings can provide assistance before, during and after the purchase of your new home — from moving to home repairs, maintenance and renovation.

Commercial Services

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

Property Management and Rental Services

Should you need property management or rental services, Property Frameworks can provide you with complete support.

RealVitalize™ Program

The exclusive RealVitalize program lets you fix up your home to prepare it for sale, with absolutely no up-front costs. You don’t have to pay us back until closing – with no hidden fees, interest charges or markups.

RealSure™

In collaboration with Home Partners of America, RealSure is designed to give you greater assurance, flexibility and control throughout the home-selling experience. If you qualify, RealSure presents you with a cash offer on your home valid for 45 days while your agent works to get you an even better price. The RealSure cash offer allows you to make an offer on your next home as if your current home is already sold<sup>4</sup>.





WHERE THE BUYERS ARE

While buyers use a variety of resources to research properties for sale in their area, the vast majority find their new home online and with the help of a real estate professional.

HOW BUYERS SEARCH FOR HOMES¹

Online	96%
Real Estate Agent	87%
Mobile Sites and Apps	76%
Open House	53%
Yard Sign	41%
Online Video	41%
Home Builder	18%
Print Newspaper Advertisement	10%

WHERE HOME BUYERS FOUND THE HOME THEY PURCHASED²

Internet	51%
Real Estate Agent	28%
Yard Sign	7%
Friend, Neighbor or Relative	6%
Home Builder or Their Agent	5%
Directly From Sellers	3%

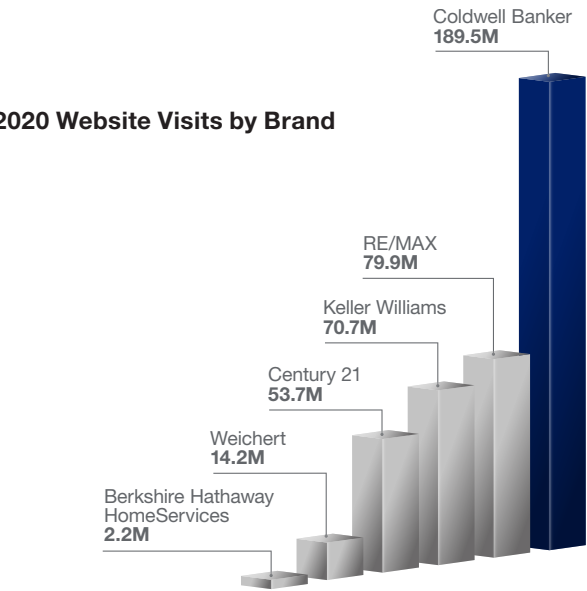
MARKETING YOUR HOME

We offer one of the most powerful and comprehensive marketing programs to help you attract new clients and sell more homes. In addition to our industry-leading online strategy, we use a proven combination of traditional and cutting-edge methods to support you, including:

- National brand advertising
- Online advertising
- Property spotlight marketing plan
- Design Concierge
- Social media
- Direct print and email marketing
- Just Listed flyers and postcards
- Media relations/public relations
- Coldwell Banker Global Luxury® program
- Yard signs
- MLS (multiple listing service)
- Open houses/broker opens

#1 ONLINE

The **Coldwell Banker®** brand is the #1 most-visited residential real estate brand online³.



WE LEAD THE WAY



Over a Century of Excellence

The **Coldwell Banker®** brand 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 names in real estate around the globe. Wherever your home’s buyer might be, we’re there, too.

Coldwell Banker

Agents (Worldwide)	96,000
Offices (Worldwide)	2,900, 40 countries/territories
Sales Volume (U.S.)	\$265.4 Billion
Closed Units (U.S.)	706,421

PROVEN. POWERFUL. PERSONAL.

Selling your home is a big deal. The company that helps you should be, too. For 115 years, the Coldwell Banker brand has been one of the world’s most trusted names in real estate, giving you advantages other brokerages can’t.

Proven Success

Online Impact

Strategic Marketing

Full Service

As your agent, I will guide you every step of the way – making sure you know what to expect, answering your questions and helping you determine the right price to attract buyers and sell your home quickly.



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1. 2020 National Association of REALTORS® Profile of Home Buyers and Sellers. 2. Comscore 2020 Media Trends. 3. Based on Coldwell Banker property spotlight marketing plan usage data reported through May 31, 2020; On average, sellers whose agents use the plan benefit with a 1% higher sales price. 4. Available only in Chicago. Not intended as a solicitation if your property is already listed by another broker. Affiliated real estate agents are independent contractor sales associates, not employees. ©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.