

*The*  
**COLDWELL BANKER®**  
*Way*



A photograph of a person's head and shoulders in silhouette, looking through a telescope. They are positioned in front of an open window of a dark house at night. The window is brightly lit from within, and the person's arm is extended holding the telescope. The sky outside is dark blue with many stars visible.

#### OUR HISTORY

Born in 1906 with fearless vision, big ideas and the power of reinvention.

## THIS IS THE REAL ESTATE COMPANY THAT SHINES LIKE NO OTHER.

The Coldwell Banker® brand is the North Star of the real estate industry. Guiding people to the homes of their dreams and leading affiliated agents to a successful and fulfilling professional path has been our calling for well over a century. It's a passion and pursuit we take deep pride in, creating and exceeding impeccable standards in every aspect of the real estate experience.

We are a brand devoted to the service of our clients, the success of our network and the remarkable power of home. We're committed to creating dominant winners in every market we serve. It's something we call the Coldwell Banker Way.

And because of our dedication to be the best in the craft, more people have turned to us to help them find and sell their homes than any other company in the history of America\*.

We invite you to learn more about the Coldwell Banker Way in the following pages. We believe our depth of care, our suite of production-boosting resources and our inspiring culture make this company an extraordinary home for real estate professionals.

\*Based on the 118-year history of the Coldwell Banker brand and transaction longevity compared to other national real estate brands.

# POWERFUL VALUES GUIDE EVERYTHING WE DO.

As part of a network 100,000 strong\*, these principles unite those who are part of the Coldwell Banker® brand, inspiring every one of us to leave our mark on the world of real estate.



## HOME

The most important of our values, home is a place that represents unparalleled love and emotion. It's our mission to bring the dream of homeownership to every one of our clients with unrivaled expertise, passion and energy. As a brand, we take pride in building an exceptional home that fosters successful affiliated agents and brokers. The Coldwell Banker brand is a home where you are empowered to achieve your most ambitious goals, and a community where you are championed by colleagues who believe in and inspire you.

## INGENUITY

From our very beginning in 1906, we saw things differently than others – ingenuity is at the heart of the Coldwell Banker brand. Across our storied history we've consistently found new ways to help our clients, pioneering quite a few industry firsts in the process. The first real estate code of ethics. The first to bring big data to agents' fingertips. The first national real estate brand to tackle today's inventory-challenged market head-on with our seller-focused strategy. We've always been happiest when we're moving the real estate industry forward while also guiding our clients home with unmatched service.

## AWESOMENESS

Awesomeness is a mindset that runs through every Coldwell Banker affiliated agent and office. It's how we approach every business opportunity and how we live our lives. Awesomeness is a feeling of energy and optimism that's impossible to ignore. Our one-of-a-kind events and inspiring causes create awesomeness you can feel in your mind, heart and soul. It's the only way we can describe what happens when our global network of agents and brokers join forces, sharing insight and knowledge to succeed together.

## EXCELLENCE

We believe that if you're going to do something, you should be the best at it. In addition to symbolizing our passion for guiding people home, the star in our logo represents the truly exceptional nature of the Coldwell Banker network. Whether it's a listing presentation for a potential client, a home staging for an open house or leading an office, excellence means conducting business at the highest possible standard. Every Coldwell Banker resource and learning opportunity is purpose-built to help our affiliated agents be excellent in every facet of their business, and that's something we take great pride in.





## A PREMIER DESTINATION FOR REAL ESTATE AGENTS.

The things that matter to you are the things that matter to us. We are connected and in constant dialogue with our affiliated agents and brokers across the country and across the world, learning your needs and challenges and supporting you with tools and resources that make a real difference in your market. Agents who join our network discover the powerful benefits of being a part of the Coldwell Banker® community. Here we spotlight a critical few.

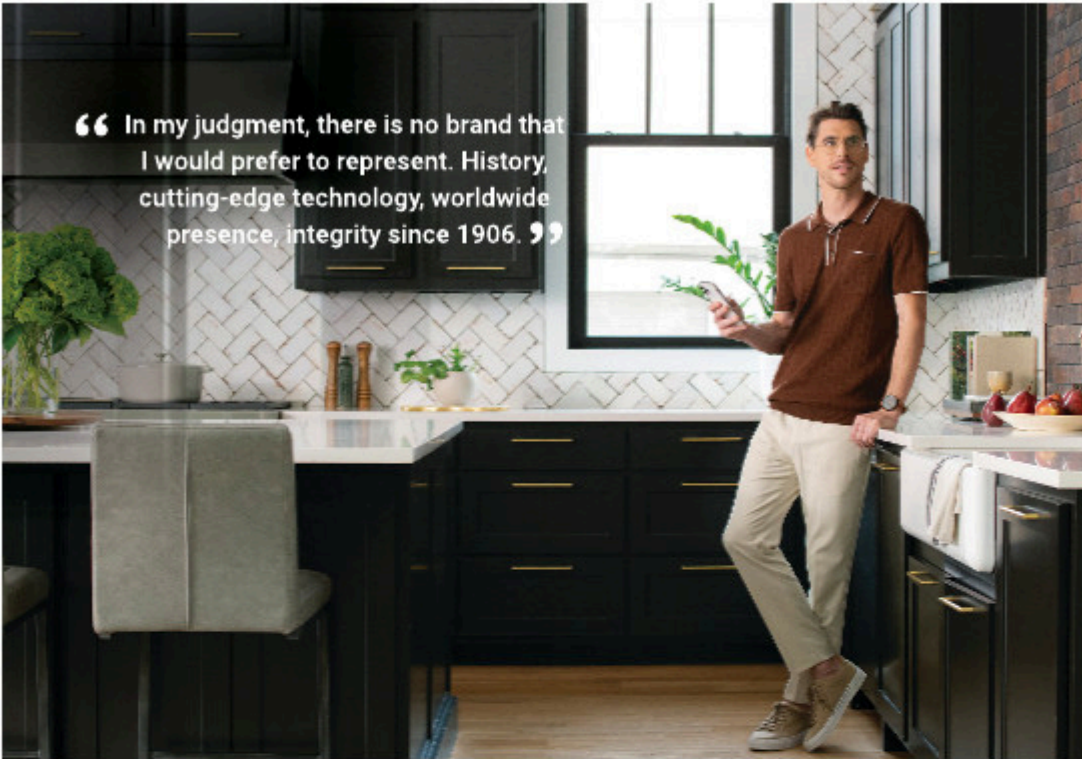
Coldwell Banker is ranked #1 in agent loyalty<sup>1</sup>. We're honored to say this. And we're so proud to be a home where people of diverse backgrounds and experiences thrive. Our way of doing things has made us the premier destination for agents who want results, and it's earned their loyalty. Every day, our brand delivers at the high standard demanded by the industry's best agents and brokers.

Our extensive Coldwell Banker University® courses are second to none. We are committed to empowering real estate professionals to grow their businesses, exceed their goals and live well by offering world-class coaching, education and support for lasting impact.

What's more, our powerful brand presence pays dividends. We've got the most recognized real estate brand logo<sup>2</sup> and in countless communities across the world, Coldwell Banker yard signs command their markets. This is an extraordinary brand that's empowered our network to transact \$234 billion in sales volume in 2023<sup>3</sup>.

The Coldwell Banker brand is continuously dedicated to helping our people reach new heights of success.

1. Coldwell Banker/Quincy Real Estate Agent Retention: January 2024. Least Likely to Change Brand Affiliation. 2. 12/14/2021, Lucidpress, <https://www.lucidpress.com/real-estate-news/sales-marketing/the-most-recognized-real-estate-brands>. 3. Based on Coldwell Banker Financial Data 01/01/2023-12/31/2023.



“ In my judgment, there is no brand that I would prefer to represent. History, cutting-edge technology, worldwide presence, integrity since 1906. ”

## TESTIMONIALS

### **Just a few of the things Coldwell Banker® affiliated agents love about the brand:**

“CB’s global presence and marketing. Our marketing hits people all around the world. Not just within the U.S., or within a region/territory.”

“I like that Coldwell Banker is known for high-end real estate across the world. I like that it is a well-known brand and highly recognizable.”

“The culture, marketing, education, presence. After 15 years at Coldwell Banker, I can say that the culture is like no other. We are all working together, making relationships, helping each other succeed.”

“I feel like they are constantly evolving as a brand/company and always have their agents in mind. Always rolling out new marketing and tech to help us succeed, and managers are constantly checking in to make sure we are good.”



## CORE 4

# DISCOVER HOW WE EMPOWER YOUR SUCCESS IN BUSINESS & LIFE.

At Coldwell Banker® the most important part of our business is our affiliated agents and brokers. In fact, our number-one priority is helping you live an exceptional life. How do we do it? With our Core 4. Focused on the things that drive agent success, this powerful system is the basis of our most unique and effective offerings.



### PRODUCTION POWER

We help affiliated agents sell more homes, make more money and work more efficiently.

### WEALTH BUILDER

We offer real financial strategies that affiliated agents can use to grow and protect their personal wealth, now and into the future. We believe your best years are ahead of you.

### COACHING TO CONFIDENCE

We enable affiliated agents to expand their sales and business development skills through effective education, coaching and support.

### CULTURE OF AWESOMENESS

We provide a diverse environment that is collaborative, supportive and fun. We are a company that inspires pride.



**OUR INDUSTRY-EXCLUSIVE  
MOVE METER® — DEEMED THE  
MOST USEFUL TOOL IN THE REAL  
ESTATE INDUSTRY<sup>1</sup>**

## PRODUCTION POWER

# A WORLD-CLASS TECHNOLOGY SUITE.

Discover why Coldwell Banker® technology and services are second to none. These cutting-edge and easy-to-use tools help you generate more leads, automate your marketing and make your business more efficient.

### DESK

With Desk, you only need one login to access all the products and programs the Coldwell Banker brand has to offer. And it combines everything you love about an intranet, news site and search engine into one easy-to-use application.

### EXCLUSIVE LOOK

Leverage the strength of your Coldwell Banker network and promote your listing before it goes live on the market. Affiliated agents and teams who used Exclusive Look earned \$36.5K more<sup>2</sup>.

### MARKETING CENTER

Save time and easily create beautiful materials in minutes. Automate your marketing and stylishly promote yourself and your listings with customizable social assets, videos and print integration.

### BOOST, POWERED BY LONE WOLF

Easily advertise your business and properties on social media and other digital platforms.

### PROSPECT SQUARE

Stay in touch with your contacts with automated, customizable reports and an e-marketing center. Affiliated agents and teams who used Prospect Square earned \$25.7K more<sup>3</sup>.

### MOXIPRESENT®

MoxiPresent creates sleek, customizable, show-stopping CMAs, luxury presentations, open house flyers and neighborhood tours. Affiliated agents and teams who used MoxiPresent are 1.4X more productive<sup>4</sup>.

### MOXIWEBSITES®

MoxiWebsites gives you (or your team) the opportunity to create a professional, custom website in minutes, using its easy-to-use and versatile content management system and collection of branded webpage templates.

### MOXIENGAGE®

MoxiEngage is a powerful CRM and business planner which allows you to manage your entire book of business, create marketing campaigns, set your sales goals, and get data-driven insights that help you achieve them.

### MOXIMPRESS®

MoxiImpress helps you promote your listings by allowing you to automatically create and distribute print, digital and social media advertising materials in a matter of minutes.

## CONCIERGE SERVICES

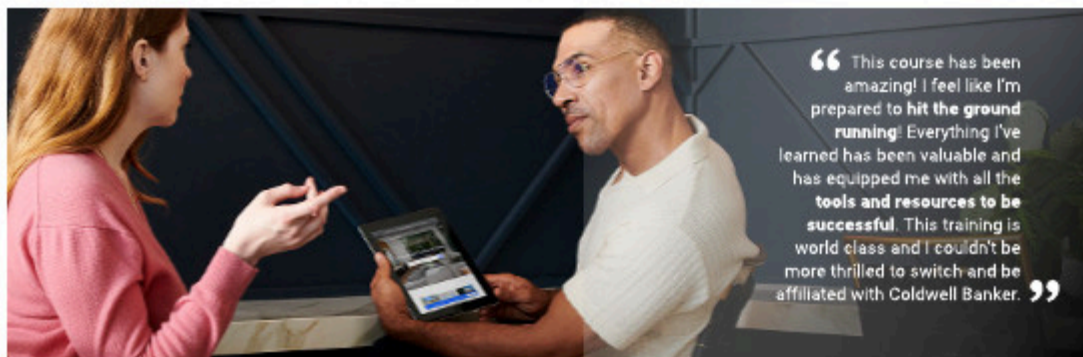
### DESIGN CONCIERGE

Combine your creative vision and the hands-on assistance of our top design talent to capitalize on the power of the Coldwell Banker brand — helping your unique identity stand out in a crowded marketplace. At every design touchpoint, we build upon your personal brand and unite it with the strength of ours. Affiliated agents and teams who used Design Concierge had 2.3X more closed units<sup>5</sup>.

### LISTING CONCIERGE

Listing Concierge delivers a listing marketing package with white-glove support that makes it feel like you have an entire listing marketing team working for you to beat the competition. It's where state-of-the-art tech meets exceptional service — we help you win the listing, prove your value and turn one listing into three. Affiliated agents and teams who use Listing Concierge are approximately 2X more productive than those that don't<sup>6</sup>.

1. September 2022 Axis Metrics consumer survey. 2. Based on average commission amount of active agents with production that performed an action in Exclusive Look between Jan. 1, 2021 and Dec. 31, 2021. Results are not guaranteed. 3. Based on average commission amount of active agents with production that performed an action in MoxiPresent between Jan. 1, 2021 and Dec. 31, 2021. Results are not guaranteed. 4. Based on average commission amount of active agents with production that performed an action in MoxiPresent between Jan. 1, 2021 and Dec. 31, 2021. Results are not guaranteed. 5. Based on average commission amount of active agents and teams with production between Jan. 1, 2021 and Dec. 31, 2021 that placed an order with Design Concierge versus the program's closed set. Results are not guaranteed. 6. Based on Listing Concierge usage data from Jan. 1, 2021 through Dec. 31, 2021 with an average sales price of properties marketed through Listing Concierge of \$658,697. Results are not guaranteed. MoxiWebsites and its related marks and logos are owned by MoxiWebsites, LLC and used with permission. Any services or products provided by MoxiWebsites, LLC are not provided by, affiliated with, or related to Coldwell Banker Real Estate LLC or its affiliated companies.



“ This course has been amazing! I feel like I'm prepared to **hit the ground running**. Everything I've learned has been valuable and has equipped me with all the **tools and resources to be successful**. This training is world class and I couldn't be more thrilled to switch and be affiliated with Coldwell Banker. ”

## COACHING TO CONFIDENCE

# HELP GROW YOUR SKILLS AND BUSINESS WITH EXCEPTIONAL EDUCATION.

## COLDWELL BANKER UNIVERSITY®

Coldwell Banker University is a remarkably powerful resource where Coldwell Banker® affiliated agents develop and sharpen their skills. Discover dynamic in-person and virtual programs designed to help you throughout your career, covering topics like maximized productivity, negotiating skills, listing presentations, team-building and more.

In 2023 our instructors earned a Net Promoter Score (NPS) of 96<sup>1</sup> – which is quite meaningful coming from the gold-standard in customer experience metrics and knowing that a score of 80 or above is considered world-class. And also noteworthy, we logged over 110,000 total course registrations in 2023 which equates to a registration every five minutes<sup>2</sup> from our ardent affiliated agent community.

The Coldwell Banker University course feedback is compelling:

“Priceless info for all agents new and old! It makes our job easier. It gives us that edge of confidence!”

“Knowledge, insights, tips and tricks, so much to learn and know! This is my second time taking the course in a year.”

“It provided me the needed tools to get my business going.”

## LUXURY PROPERTY SPECIALIST CERTIFICATION

This powerful and elite course provides the foundation for a successful business representing exceptional properties and an affluent clientele. It's a remarkable opportunity to learn from top luxury specialists at the Coldwell Banker brand and superstar agents from across the industry. Affiliated agents with Luxury Property Specialist Certification sell properties with a \$200K higher average sales price<sup>3</sup>.

## SALES AND BUSINESS COACHING

We offer learning opportunities designed for individual and team-building success, provided by internal and external coaches who know our systems and programs.

1. Based on a 27% response rate of agents affiliated with the Coldwell Banker® brand who took any training course in 2023 through Coldwell Banker University® and participated in an optional survey following the course. 2. Based on internal data for calendar year 2023. 3. Based on 2022 U.S. listed transactions reported by Coldwell Banker. Results not guaranteed. coldwellbankerluxury.com/lead





## WEALTH BUILDER

# CREATE A STRONG FOUNDATION FOR YOUR FINANCIAL HEALTH.

### REFERRAL REWARDS

Unlock unlimited earning potential and generate a passive commission stream by introducing other productive agents to the Coldwell Banker® brand. When you refer a qualifying agent who joins our network, you'll receive a Referral Rewards Commission Payment on their eligible closed transactions, with no cap or limits on how much you can earn or how many agents you can refer. Discover amazing passive commission earning potential as part of the Coldwell Banker brand.

**Agents are telling other agents about the value Coldwell Banker is bringing to their business – in fact, more than 38% of agents who affiliated with a Coldwell Banker company in 2023 were referred by another Coldwell Banker agent through this program\***

### BENEFIT OPPORTUNITIES (SPARK)

We offer access to health, savings/retirement, identity theft protection, legal services and other personal lifestyle options designed to help you grow your business and balance your life.

SPARK is available to all Coldwell Banker affiliated agents. It's a membership association providing access to exclusive products and services tailored to your needs including health, dental, disability and vision insurance; retirement savings accounts; cyber security compliance and protection; discount business services and discounted CE and license renewal.

### STRATEGIC PARTNERSHIPS

Coldwell Banker has even created partnerships with many strategic alliances that can further help your business thrive. Through the Coldwell Banker Business Advantage<sup>SM</sup> Program, you have access to exclusive savings and perks with dozens of vendors that provide tools and services to support your daily business needs. Our Business Advantage partners cover a variety of areas including real estate software, moving and home services, print and visual marketing, back office suppliers and more.

\*Based on Coldwell Banker internal data as of 12/31/23.



## CULTURE OF AWESOMENESS

# FIND YOUR PLACE IN THE COLDWELL BANKER® COMMUNITY.

### CELEBRATING OUR PEOPLE

Gen Blue® is our name for the Coldwell Banker® network and the industry-leading power we represent. You can connect with the Gen Blue spirit all year long at fun and informative networking events. But at the Generation Blue Experience® we put together a truly special, one-of-a-kind, semi-annual celebration for our brand and people.

Here you'll join affiliated agents from around the world to network, share ideas and learn from top real estate professionals while exploring premier venues like Radio City Music Hall and enjoying performances from A-list entertainers. We also honor the agents and brokers who reach the highest levels of achievement within the brand through the Coldwell Banker international awards and recognition program.

### DOING GOOD LOCALLY AND GLOBALLY

Ethics played a crucial role in differentiating Coldwell Banker from other real estate companies at the time of our founding, and they are at the core of who we are to this day. Our ethics are a big part of the reason why we're #1 in agent loyalty<sup>1</sup>. We're also passionate about supporting the communities where we live, work and play. The Coldwell Banker brand facilitates inspiring organization-wide charitable programs like the CB Supports St. Jude program.

We're incredibly proud that many local offices generously support amazing local nonprofits in their region, too, donating over \$32 million since 2012<sup>2</sup>. What's more, our parent company, Anywhere Real Estate Inc., has been named one of the World's Most Ethical Companies® for over a decade by the Ethisphere Institute, which recognizes organizations that continuously raise the bar on ethical leadership and corporate standards.

1. Coldwell Banker/Quarter Real Estate Agent Research, January 2024. Least Likely to Change Brand Affiliation. 2. CB Gives Supports St. Jude 2012-2023.

THE NUMBERS ARE IN.  
NOBODY BEATS THE  
COLDWELL BANKER® BRAND.

#1 IN AGENT  
LOYALTY

Colliers Global/Compass Real Estate Agent Research, January 2021. Lead Line is Coldwell Banker® ATTN.

WOMEN'S CHOICE  
AWARD® WINNER  
7 YEARS IN A ROW

#1 MOST VISITED  
REAL ESTATE  
BRAND  
ONLINE

Reflected total website visits for 2020. Source:  
Comscore 2021 Media Trends.

AGENTS THAT  
UTILIZED PRODUCTS  
WITHIN OUR  
TECHNOLOGY SUITE  
WERE 3.3X MORE  
PRODUCTIVE

Based on production of agents that completed an action in at least one of the following products: i.e. your strategy  
kickstarter, app 7, 2021 and Jan. 11, 2020. Product: Agents, Listing Campaigns, Design Campaigns, Smart  
Feedback Loop, Market Smart, Real Estate, Real Estate and Marketing. Results are not guaranteed.

100,000  
AGENTS ACROSS 40 COUNTRIES

as of 10/1/2021

#1 RATED REAL ESTATE ADVERTISING  
12 YEARS RUNNING

© COLDWELL BANKER 2021. Real estate advertising.

118 YEARS  
OF GUIDING PEOPLE HOME

\$234  
BILLION  
IN SALES VOLUME

Based on Coldwell Banker Financial Data  
2019-2020-2021-2022.

\$1.6 MILLION  
DONATED TO ST. JUDE CHILDREN'S  
RESEARCH HOSPITAL\*

\* \$1.6 million in 2020.

OVER \$200  
MILLION  
IN DAILY LUXURY SALES

Based on luxury sales volume in 2020. Source:  
Luxury Real Estate Market Report by Coldwell Banker  
Research, based on an annual per \$100,000.

481,548  
U.S. TRANSACTION SIDES

Based on Coldwell Banker Financial Data U.S. 2020-2021-2022.

OVER HALF  
A BILLION  
MEDIA IMPRESSIONS  
IN 2023

©2023 Coldwell Banker and Media Agency Reporting.



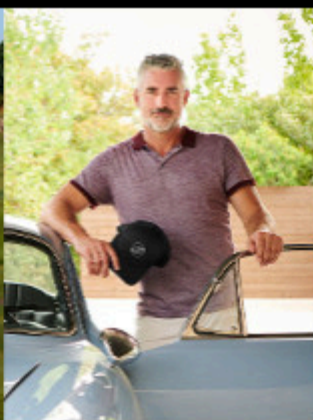
# THE GLOBAL STANDARD IN LUXURY REAL ESTATE.



Our affiliated agents are a remarkable force in the arena of high-end real estate, transacting over \$200 million in daily luxury sales in 2023, with over 39,000 transactions of \$1 million+ properties<sup>1</sup>. We're also proud to be a leader in the ultra-luxury space, having closed more than 280 transactions over \$10 million last year<sup>2</sup>.

With our global network of high-net-worth clientele and highly prestigious properties, experienced luxury agents and brokers can be certain that there's no better home for their business than with the Coldwell Banker Global Luxury® program.

1. 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 2023, US\$B. 2. Data based on closed and recorded buyer and/or seller transaction sides of homes sold for \$10 million or more as reported by affiliates of the U.S. Coldwell Banker franchise system for the calendar year of 2023, US\$B.



#### Coldwell Banker Global Luxury® Certification

For agents seeking to develop and enhance their luxury skillset, a Coldwell Banker Global Luxury® certification is a fantastic way to open new doors. Presented by the esteemed Coldwell Banker Global Luxury Ambassadors in association with the Institute for Luxury Home Marketing®, the course is designed to help affiliated agents win luxury listings, market luxury properties and grow your business. Affiliated agents with Luxury Property Specialist Certification sell properties with a \$200K higher average sales price<sup>1</sup>.

Upon completion of the luxury certification course, agents can gain two esteemed designations: Luxury Property Specialist (LPS) and Certified Luxury Home Marketing Specialist (CLHMS). Additional luxury mentorship and prestigious speaker series are invaluable occasions to learn firsthand from some of the industry's most successful figures.

**ON AVERAGE, COLDWELL BANKER  
AFFILIATED AGENTS TRANSACT  
OVER \$200 MILLION IN DAILY  
LUXURY SALES<sup>2</sup>.**

#### World-Class Luxury Marketing

Discover the countless ways you'll be supported by the Coldwell Banker Global Luxury program.


Enjoy expansive online syndication on high-traffic websites such as The Wall Street Journal, Robb Report, Mansion Global, MarketWatch, Penta, Barron's and Unique Homes. As well as international syndication through ListHub Global and James Edition<sup>3</sup>.

We create real influence through dedicated platforms like the elegant [coldwellbankerluxury.com](http://coldwellbankerluxury.com) website, Homes & Estates magazine, custom editorial articles via the Curated newsletter, featured content and real estate updates via the Coldwell Banker Global Luxury blog site, and industry-leading market reports.

We're constantly looking for new ways to increase networking opportunities for our Global Luxury Property Specialists through exclusive events both in-person and virtually.

Bespoke marketing assets, an array of print and digital advertising opportunities, and a refined identity empower agents even amidst the most intense competition. This is luxury real estate with the power of the Coldwell Banker® brand.

1. Based on 2020 U.S. closed transactions reported by Coldwell Banker®. Results not guaranteed. [coldwellbankerluxury.com/about](http://coldwellbankerluxury.com/about). 2. James Edition, Barron's, Mansion Global and Penta display properties priced at \$1M+. JustList Global displays properties priced at \$2M+. 3. 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 2021. USD\$.



INCLUSIVE OWNERSHIP  
PROGRAM AGENT COUNT  
GREW BY OVER 21% YOY\*.

## SUPPORTING DIVERSITY AND INCLUSION AT THE COLDWELL BANKER® BRAND.

The Coldwell Banker® brand has long been committed to being a leader in diversity and inclusion, not just in the real estate industry but in the world at large. We're proud to be a company where people of diverse backgrounds and experiences succeed and grow together.

### INCLUSIVE OWNERSHIP PROGRAM

The Inclusive Ownership Program, an industry-first initiative, is designed for the important purpose of increasing the presence and power of underrepresented communities within the real estate industry. The program waives the initial franchise fee on the Main Office for people of color, women, LGBTQ+ people and veterans, and provides up to \$100k in financial incentives\* such as discounted tuition on CB Brand leadership experiences and business support to help these entrepreneurs thrive. All of this is combined with a year-long, one-on-one mentoring program with our senior executives. Since its debut in 2020, we've welcomed 34 companies to the Coldwell Banker community through the Inclusive Ownership Program.

### FAIR HOUSING FOR ALL

Our affiliated agents are proud to take the Fair Housing Pledge, a commitment to providing every client, regardless of race, gender or orientation, the same level of respect and excellence. What's more, the Coldwell Banker brand has reimaged our Fair Housing Act workbook, making it one of the most current and comprehensive guides in understanding and abiding by this legislation.

### EMPOWERING WOMEN

The Coldwell Banker brand is deeply invested in fostering leadership and entrepreneurship opportunities for women. We host informative, fun, and inspiring events like our What Moves Her® series, championing the perspectives and talent of women in real estate. And we're honored to be a winner of the Women's Choice Award® for seven years in a row – a recognition designated by 9 out of 10 female customers highly recommending the brand.

### A NETWORK OF BELONGING

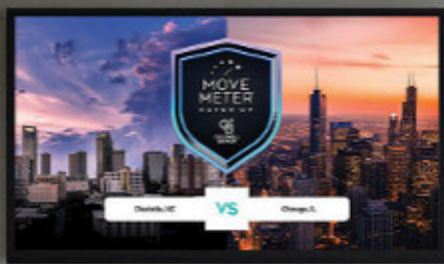
We're deeply committed to our partnerships with industry associations like NAHREP®, NAREB®, AREA and the LGBTQ+ Real Estate Alliance that represent and support agents from diverse backgrounds. Our Agents of Change Mastermind events are another powerful opportunity for Coldwell Banker affiliated agents to network and learn together while celebrating diversity.

\*Coldwell Banker Internal Data as of 12/31/2023. Based on 2022 full year agent count for all companies who joined the System through the Inclusive Ownership program prior to 2022 and comparing to agent count for the same companies as of 12/31/23.



# THE TOP RATED MARKETING IN REAL ESTATE. 12 YEARS RUNNING.

CONSUMERS WHO  
WATCHED OUR  
ADVERTISING WERE 4X  
MORE LIKELY TO WORK  
WITH A COLDWELL BANKER  
AFFILIATED AGENT<sup>1</sup>



When you join the Coldwell Banker® network, your business benefits from being a part of a marketing powerhouse. From the national level, where our advertising has been the #1 rated real estate ad for 12 years in a row<sup>2</sup>, to client outreach pieces customized just for you, discover what happens when you're supported by the best marketing anywhere.

## BEAUTIFUL MARKETING MADE SIMPLE

Present your business at every touchpoint with engaging marketing pieces and elegant design. Your business can take full advantage of our market presence and professional branding via a library of beautiful imagery, video and graphics. And we make it seamless to customize your marketing materials across social media, websites, email marketing, video and more.

## BENEFIT FROM NATIONAL ADVERTISING

Our award-winning commercials appear across media where home buyers and sellers spend the most time, making for brand recognition and influence of the highest tier — consumers who watched our advertising were nearly 4X as likely to work with a Coldwell Banker affiliated agent<sup>1</sup>. Our advertising campaigns are a rallying point for the network and a great occasion for client outreach.

In addition to powerful national advertising, our agents benefit from brand-led search engine marketing and social media lead generation for every listing on coldwellbanker.com, at no additional cost.

## EXPERIENCE POWERFUL PR

The Coldwell Banker brand is a newsmaker in the real estate industry, earning over 37,000 media hits in 2023. And, we averaged 104 media mentions, touching 3.3 million consumers daily, equating to 31.6 billion consumers reached<sup>3</sup>. Our leadership team and network of agents are consistently called upon by the likes of *The Wall Street Journal*, *The New York Times*, *Yahoo Finance*, *Robb Report*, *Fast Company*, *Forbes* and *CBS News* as the authoritative voice in real estate.

## REACH HOME SELLERS LIKE NEVER BEFORE

Winning the listing has never been more important and more of a challenge. That's why we've created highly useful and powerful new web experiences for home sellers that can be harnessed to benefit your business. With our instant home estimate tool, CB Estimate®, and our industry exclusive Move Meter® — a big data tool that compares quality of life and cost of living city-by-city, and deemed the most useful tool in the real estate industry<sup>4</sup> — we empower people to see the advantages of selling.

1. Coldwell Banker/Quarter Consumer Research June 2020. 2. Ad Meter Scores 2012-2023. Real Estate Category. 3. Oviom, a media/marketing company, 2023. 4. September 2023 Ad Meter consumer survey.

# A CULTURE OF CARING.



We're proud to say that Coldwell Banker® affiliated agents and offices leave their mark on their communities in incredibly positive ways. Our charitable initiatives make it easy and rewarding to get involved and make new connections in your neighborhood.

## CB SUPPORTS ST. JUDE

The CB Supports St. Jude campaign allows Coldwell Banker affiliated agents to make a donation for every home sale or purchase they complete to support the lifesaving mission of St. Jude Children's Research Hospital.® Finding cures. Saving children.® Since then, our CB Supports St. Jude partnership has gone on to far surpass its goals four years in a row, donating more than \$1.6 million to St. Jude Children's Research Hospital since the program's inception in 2020<sup>1</sup>.

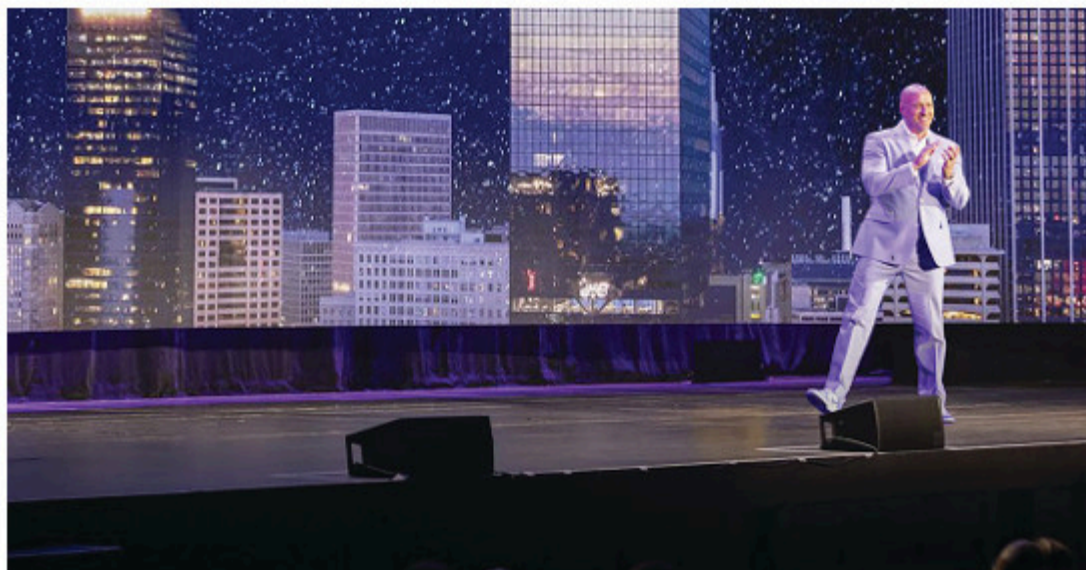
## LOCAL INITIATIVES

It's illustrative of the character of our network that Coldwell Banker affiliated agents and offices have countless additional causes that they choose to devote their time, energy and resources to support. Whether benefiting outstanding local organizations or larger nonprofits that make a big impact, together, our network has donated over \$32 million<sup>2</sup>. It's inspiring to see our network doing good in the world.

1. Since program inception in September 2020. 2. CB Network Submissions 2012-2023

St. Jude patient Kamryn and his mother, Melissa





## SUCCESS IS CAUSE FOR CELEBRATION.

The Generation Blue Experience® is a gathering unlike any other. Here, thousands of affiliated agents come together to share knowledge, have fun and get fired up to be the best. Whether united virtually from every corner of the globe, or brought together in the most prestigious venues of amazing cities like Los Angeles, Miami, Las Vegas, Chicago, New York and Atlanta, we gather to celebrate who we are and what we can become.

Incredible speakers share knowledge, insight and wisdom. Informative classes teach new skills and the latest technology. Dozens of business-building vendors are there to connect with you. Amazing social events featuring some of the world's top entertainers let agents connect professionally as colleagues and personally as friends — many times creating friendships that last a lifetime.

**"I ENJOYED GEN BLUE® FOR MANY REASONS... IT WAS A UNIQUE CHANCE TO IMMERSE MYSELF IN COLDWELL BANKER®, GAIN INSIGHTS INTO THE MARKETPLACE, AND DISCOVER FRESH PERSPECTIVES ON OUR TOOLS AND PRODUCTS. WE ARE 'ONE' CB IS REAL AND TRUE AND WE CAN BENEFIT BY WORKING AND GLEANING FROM ONE ANOTHER."**

*- Generation Blue Experience Atlanta 2023 Attendee*

At the Generation Blue Experience, it's easy to see that being part of the Coldwell Banker brand means being part of something truly special. There's a powerful spirit that runs through the Gen Blue community, through every agent, office and broker. We wake up inspired. Inspired to have fun. Inspired to care. Inspired to be an indispensable part of our neighborhoods. Inspired to create something amazing for our clients and our business. Across 40 countries and 100,000 people\*, we are united by our passion, by our joy and by our desire to do great things in real estate.

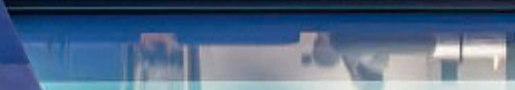


## THE COLDWELL BANKER® BRAND. YOUR NEW HOME.

The Coldwell Banker® brand is home to affiliated agents and brokers with drive and vision, talent and compassion. They work every day to redefine the standards of what it means to serve their clients and guide them to the homes of their dreams. They create successful and fulfilling lives for themselves and their families with the strength and support of the Coldwell Banker brand. That's the power of the Coldwell Banker Way.

It's our highest honor to provide our affiliated agents and brokers the resources they use to achieve their most ambitious goals. Tools and programs that grow and strengthen their businesses. A culture of success and positivity that empowers and unites. And a commitment to industry leadership that's remained steadfast for well over a century.

If you've found yourself inspired, energized and ready to take the next step in your career after learning all about our company, we welcome you to the Coldwell Banker brand, your new home.





## LISTING SUPPORT TOOLS

### LISTING CONCIERGE

Get impactful, creative property marketing in minutes – at a cost to you that's often below market price. Listing Concierge offers a comprehensive marketing campaign sellers will love and buyers will notice. With Listing Concierge you can:

- Win more listings by offering an exclusive, 360-degree marketing strategy
- Prove your value to prospects
- Turn one listing into two or three when happy clients refer you to their friends

**AFFILIATED AGENTS AND TEAMS WHO USE LISTING CONCIERGE ARE APPROXIMATELY 2X MORE PRODUCTIVE\***

**LISTINGS INVOLVED IN THE PROGRAM CLOSE WITH A 2.4% HIGHER COMMISSION RATE\***

\*Based on Coldwell Banker Realty Listing Concierge usage data from Jan. 1, 2020 through Dec. 31, 2021 with an average sales price of properties marketed through Listing Concierge at \$538,657. Results are not guaranteed.

## AGENT BRANDING PRODUCTS

## DESIGN CONCIERGE

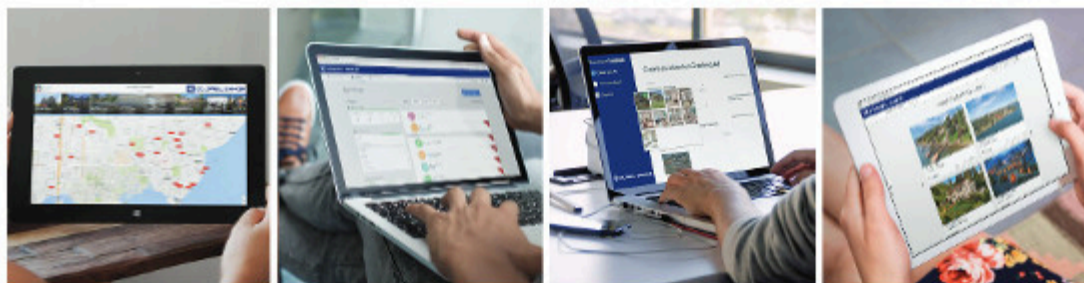
Leverage the power of the Coldwell Banker® brand while championing what makes you unique. Our in-house agency, Design Concierge, combines your creative vision and the hands-on assistance of a full-service team – including project management, account management, copywriting and design – to craft a distinctive identity that sets you apart in a crowded marketplace.

Create, refresh or redefine your brand with a one-on-one Agent Branding Consultation focused on bringing your unique identity, vision and style to life. Or choose from one of our packages or a la carte products, including memorable logos, professional bios, personal brochures, social media templates and much more.

**AFFILIATED AGENTS AND TEAMS WHO USED DESIGN CONCIERGE ARE 3.3X MORE PRODUCTIVE AND HAD 2.3X MORE CLOSED UNITS\***







## READY TO GROW YOUR BUSINESS? MAKE IT HAPPEN WITH MOXIWORKS®.

MoxiWorks offers one of the most renowned and powerful technology platforms in the industry. This integrated suite of products is designed to help you boost your productivity, strengthen your marketing efforts and provide your clients with an unparalleled level of service.

### **MOXIPRESENT®**

MoxiPresent creates sleek, customizable, showstopping CMAs, luxury presentations, open house flyers and neighborhood tours. Affiliated agents and teams who used MoxiPresent earned \$26K more<sup>1</sup>.

### **MOXIENGAGE®**

MoxiEngage is a powerful CRM and business planner which allows you to manage your entire book of business, create marketing campaigns, set your sales goals, and get data-driven insights that help you achieve them. Affiliated agents and teams who used MoxiEngage earned \$26.8K more and are 1.4X more productive<sup>2</sup>.

### **MOXIWEBSITES®**

MoxiWebsites gives you (or your team) the opportunity to create a professional, custom website in minutes, using its easy-to-use and versatile content management system and collection of branded webpage templates.

### **MOXIIMPRESS®**

MoxiImpress helps you promote your listings by allowing you to automatically create and distribute print, digital and social media advertising materials in a matter of minutes. Affiliated agents and teams who used MoxiImpress earned \$34.8K more and are 1.5X more productive<sup>3</sup>.

<sup>1</sup> Based on average commission amount of active agents with production that performed an action in MoxiPresent between Jan. 1, 2023 and Dec. 31, 2023. Results are not guaranteed. <sup>2</sup> Based on average commission amount of active agents with production that performed an action in MoxiEngage between Jan. 1, 2023 and Dec. 31, 2023. Results are not guaranteed. <sup>3</sup> Based on average commission amount of active agents with production that performed an action in MoxiImpress between Jan. 1, 2023 and Dec. 31, 2023. Results are not guaranteed.

# PROSPECTING TOOLS

## MARKET REPORTS

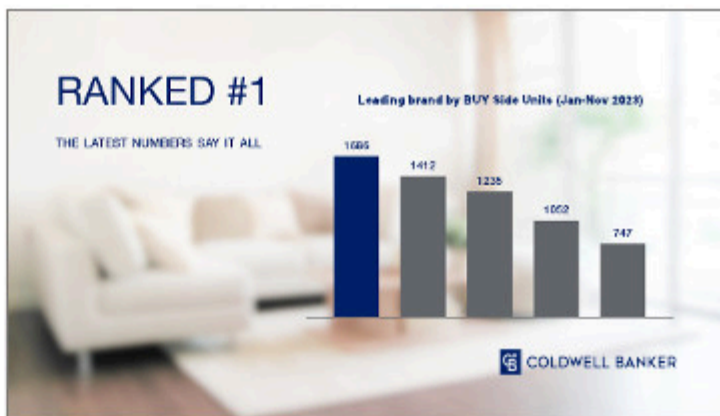
Through Prospect Square, you can share the latest market data and trends to showcase your expertise with three customizable, automatic reports: Market, Area and Quarterly Reports. Affiliated agents and teams who used Prospect Square earned \$25.7K more and are 1.3X more productive<sup>1</sup>.

## MARKET SHARE REPORTS

Use these quarterly reports in listing presentations or send them to your sphere to show the counties, cities and ZIP codes where the company is #1 in sales volume or closed units.

## MARKET QUEST

Create graphs and reports including market share, days on market, percentage of listing price, and homes for sale, sold and pending. Affiliated agents and teams who used Market Quest earned \$43.6K more and are 1.6X more productive<sup>2</sup>.



1. Based on average commission amount of active agents with production that performed an action through Prospect Square between Jan. 1, 2023 and Dec. 31, 2023. Results are not guaranteed. 2. Based on average commission amount of active agents with production that performed an action in Market Quest between Jan. 1, 2023 and Dec. 31, 2023. Results are not guaranteed.



## FIX IT UP WITH NOTHING UP FRONT.

The RealVitalize® program can help your clients make needed improvements and repairs to prep their home for sale with no up-front costs. There are no hidden fees or interest and they don't have to pay until their property sells\*.

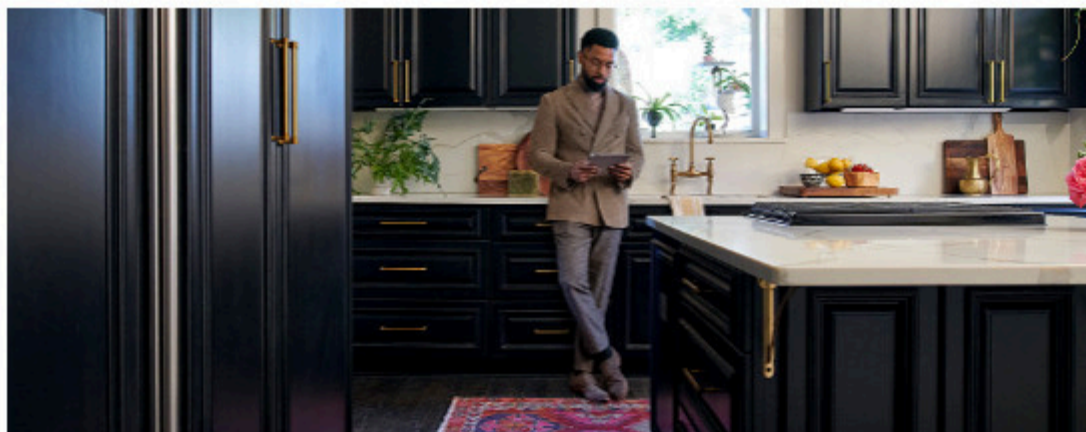
### Popular services offered:

- PAINTING
- STAGING
- ROOM RENOVATIONS
- LANDSCAPING
- JUNK REMOVAL
- CLEANING
- HANDYMAN SERVICES
- FLOORING AND CARPENTRY
- ELECTRICAL UPGRADES
- PLUMBING
- AND MUCH MORE

\*Seller must pay for work upon completion of closing. An equal opportunity policy, in effect, on the basis of race, ethnicity, sex, or other protected characteristics, is required to cover the RealVitalize project costs. Seller must pay the balance within 15 days after closing. ©2024 Golden Service, All Rights Reserved. Colwell Broker/it makes Colwell Broker/it and its services available to Golden Service Real Estate LLC. The Golden Service System is comprised of company owned offices and/or one or more subsidiary of Knapware Advisors LLC and franchise offices which are independently owned and operated. Colwell Broker/it System helps promote the principles of the Fair Housing Act and the Equal Housing Opportunity Act. RealVitalize and the REALVITALIZE and RV logos are registered service marks owned by Anywhere Real Estate Group LLC ("Anywhere"). The RealVitalize program is not available in all states and is available only at participating offices. Notwithstanding, Terms and conditions apply. Execution of program agreement is required. Results are guaranteed. Seller must pay for work upon completion of closing, no up-front payment is required, or 15 days after completion of RealVitalize. If settlement proceeds are insufficient to cover the RealVitalize project costs, seller must pay the balance within 15 days after closing. All participating RealVitalize services are provided by the applicable service provider affiliated with Anywhere and are not provided by Knapware, Colwell Broker/it or any of its affiliated companies, but intended to assist a seller. If your property is overvalued by another broker,







## PROMOTE YOURSELF AND YOUR LISTINGS.

### MARKETING CENTER

As a digital content management solution and asset generator, Marketing Center gives you the ability to download company and brand logos, access brand photography, customize and post personalized social media assets, create and print marketing materials, customize national advertising campaigns and more.

### BOOST, POWERED BY LONE WOLF

With Boost powered by Lone Wolf, you can automate targeted digital advertising campaigns, allowing you to create ads that promote you and your listings in minutes. Ads run on Facebook, Instagram, the Nextdoor app and over 1,000 other websites. Agents who used Boost earned \$77.1K more and are 2.5X more productive<sup>1</sup>.

### **Coldwell Banker® social media channels saw impressive numbers in 2023:**

- Over Half a Billion Impressions<sup>2</sup>
- 88.9M+ Engagements<sup>2</sup>
- 8.6M+ Link Clicks<sup>2</sup>
- 102M+ Total Video Views<sup>2</sup>
- 1.1M+ Followers<sup>3</sup>

<sup>1</sup> Based on average commission amount of active agents with affiliated companies (Coldwell Banker, Better Homes and Gardens Real Estate, and ERA) with production that performed an action in Boost between Jan. 1, 2023 and Dec. 31, 2023. Results are not guaranteed. <sup>2</sup> 2023 Sprout Social and Media Agency Reporting. <sup>3</sup> Sprout Social Reporting 01/01/2023-12/31/2023.

# A DOMINANT ONLINE PRESENCE.

**You are backed by the power of the #1 most visited real estate brand online\*.**

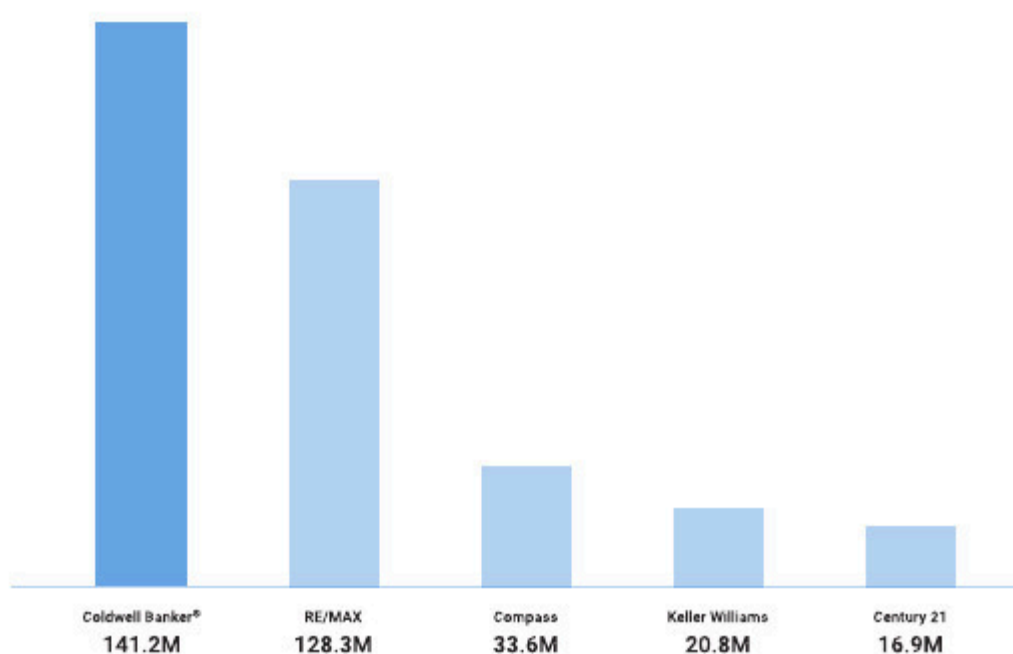
Additionally, your listing will be showcased on dozens of sites – putting it in front of potential buyers everywhere.

COLDWELLBANKER.COM  
HOMEFINDER.COM

HOMES.COM®  
REALTOR.COM®

TRULIA.COM  
ZILLOW.COM

**THE COLDWELL BANKER® BRAND  
RECEIVED 141.2 MILLION  
SITE VISITS IN 2023\***



\*Reflects total website visits for 2023. Comscore 2023 Media Trends.





[coldwellbanker.com/Careers](https://coldwellbanker.com/Careers)

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