

# VALUE OF FULL SERVICE COLDWELL BANKER ADVANTAGES



## Power of the Coldwell Banker Name since 1906

- Global presence in 45 countries
- More than 3,100 offices nationwide
- Local strength - A network of over 4,700 agents in 64 offices

## Marketing

- National advertising and promotion - Coldwell Banker message is seen and heard on major TV networks and cable stations
- Local and regional advertising - millions of dollars are spent annually
- Previews - A world leader in marketing of luxury properties
  - Provides a full spectrum of high-end marketing materials including our acclaimed *Previews Magazine* and advertising in *The Wall Street Journal*, *CS*, *Crain's* and *Chicago Magazine*
- Professional public relations firm
- Agent press release templates
- Professional presentation materials available in the office and online
- Personalized e-postcards, newsletter, and flyer templates
- Direct mail programs with customizable postcards and flyers
- Hispanic marketing materials
- Comcast VOD

## Business Development

- School of Real Estate and continuing CE classes
- ColdwellBankerCareers.com
- New Associate Development Programs
- Training from E-Advantage team and exclusive seminars
- Coaching/Business planning

## Full Service

- Concierge – local vendor recommendations
- Mortgage Programs
- Home Warranty
- Burnet Title
- Homeowners Insurance
- Relocation
- Commercial Division
- Builder Marketing
- Coldwell Banker Charitable Foundation
- Legal Defense Staff
- Full-Time Office Staff

## Broadest Internet Exposure

“Owning” the Internet’s best real estate.

- Agent-owned internet leads go directly to you with no referral fee
- Ability to capture leads and competitors’ listings
- ColdwellBankerOnline.com
  - Customizable, branded web site
  - Profile pages
- ColdwellBanker.com
  - Profile pages
- Realtor.com – including Enhanced Listings
- OpenHouse.com
- NewYorkTimes.com (\$750K minimum)
- GoogleBase.com
- Trulia.com
- Yahoo!
- FrontDoor.com
- Zillow-Coming Soon
- Homescape/ChicagoTribune.com-Coming Soon
- SunTimes News Group, includes 60+ papers-Coming Soon
- LeadRouter ‘rapid response system’
- Purchasing over 5,000 key real estate search terms on Yahoo! and Google locally
- NRTTourBuilder.com and NRTPropertyWebsites.com

## E-Business Tools

- Personal Right Fax Number
- Email-Outlook Web Access (OWA)
- Blackberry Exchange Server
- IT Support
- Toolkit CMA

## Available Personal Benefits

- Profit Sharing/Team Building - Recruit a talented agent and you can earn extra income
- Long and Short Term Disability
- Medical and Dental Coverage (based on state availability)
- Life Insurance
- Financial and Retirement Planning
- Business and Personal Agent Discounts
- E&O with no deductible/legal defense fund