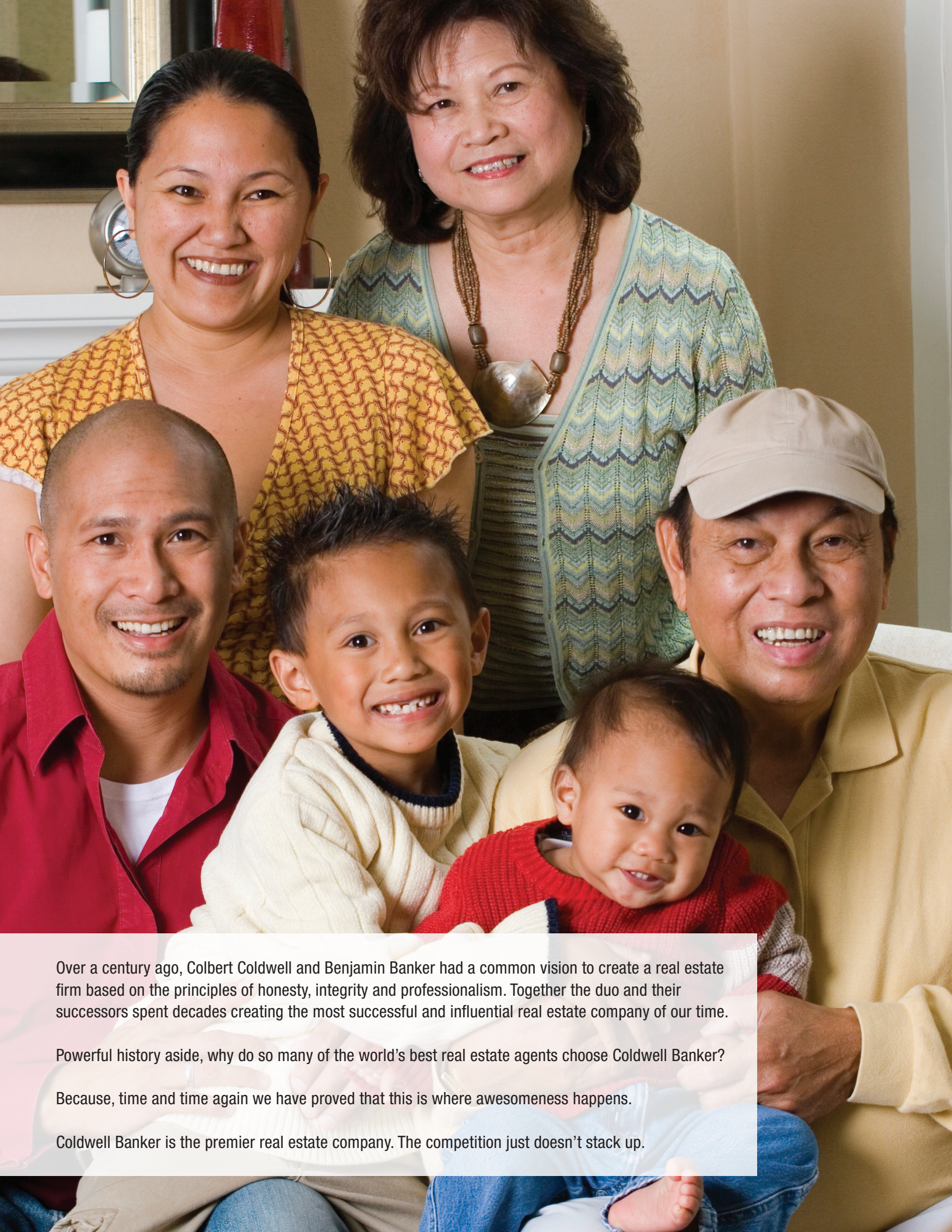


EXPECT THE
EXTRAORDINARY

A REAL ESTATE FIRM YOU CAN
TRUST



You deserve a knowledgeable Realtor® with an extraordinary track record of successful results and the ability to provide unparalleled customer service. Our independent sales associates know the cities and neighborhoods they serve in every day. Most of all, they know you, and are committed to translating your real estate goals into a strategic plan for selling your home quickly, efficiently and at the highest price possible.



Over a century ago, Colbert Coldwell and Benjamin Banker had a common vision to create a real estate firm based on the principles of honesty, integrity and professionalism. Together the duo and their successors spent decades creating the most successful and influential real estate company of our time.

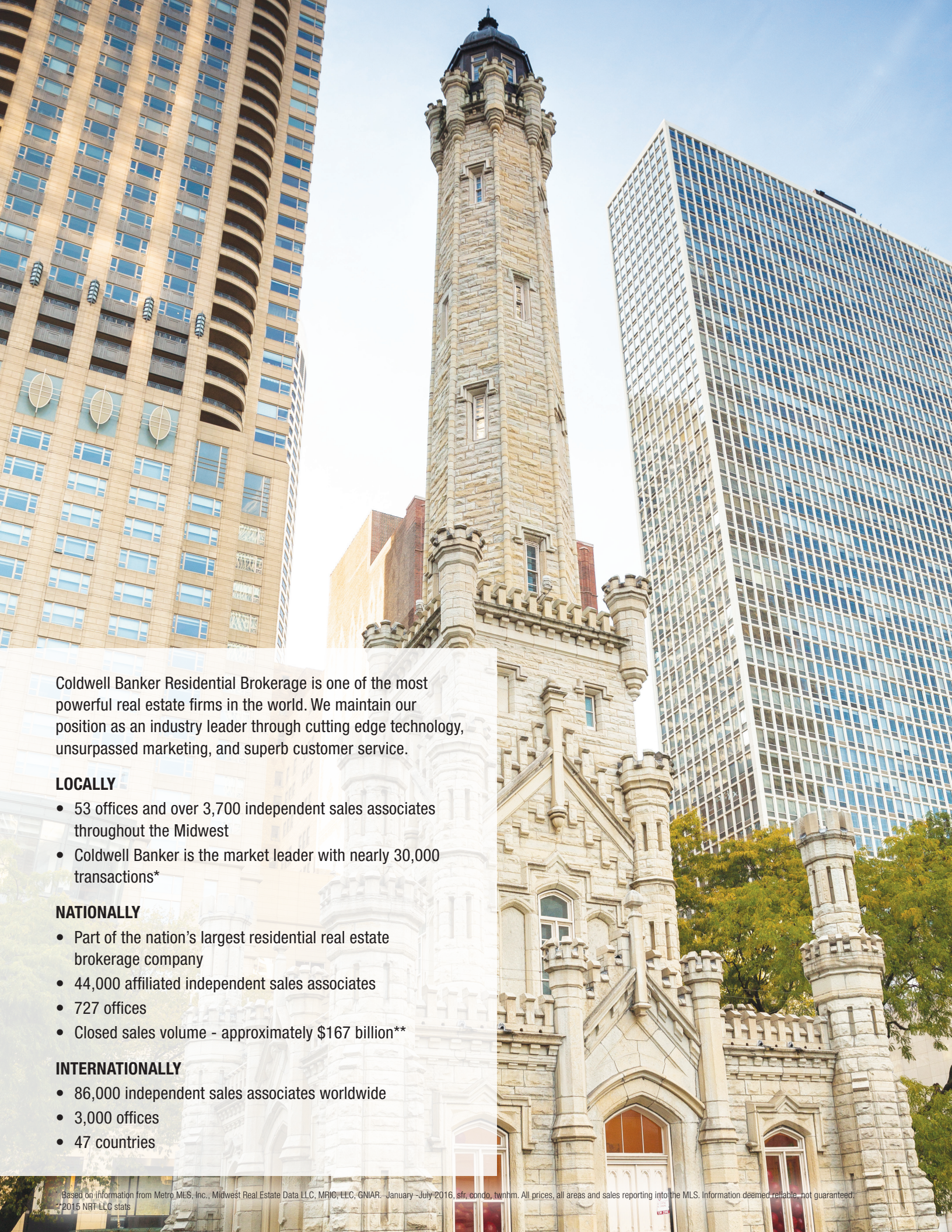
Powerful history aside, why do so many of the world's best real estate agents choose Coldwell Banker?

Because, time and time again we have proved that this is where awesomeness happens.

Coldwell Banker is the premier real estate company. The competition just doesn't stack up.

POWERFUL
LEGACY

MARKET DOMINANCE



Coldwell Banker Residential Brokerage is one of the most powerful real estate firms in the world. We maintain our position as an industry leader through cutting edge technology, unsurpassed marketing, and superb customer service.

LOCALLY

- 53 offices and over 3,700 independent sales associates throughout the Midwest
- Coldwell Banker is the market leader with nearly 30,000 transactions*

NATIONALLY

- Part of the nation's largest residential real estate brokerage company
- 44,000 affiliated independent sales associates
- 727 offices
- Closed sales volume - approximately \$167 billion**

INTERNATIONALLY

- 86,000 independent sales associates worldwide
- 3,000 offices
- 47 countries



Realtors® work tirelessly to bring together buyers and sellers, by tapping into their networks and aggressively following up with the right buyers - all while expertly negotiating on your behalf and advising you along the way. An experienced real estate agent can make all the difference between a good outcome and a great outcome. We have the passion, knowledge, tools and experience to deliver seamless transaction experiences.

THE RIGHT
PEOPLE

THE MOST COMPREHENSIVE **DIGITAL STRATEGY**

realtor.com®

Zillow®

Aol Real Estate.

trulia®

hotpads™

Homes.com®

YAHOO!
REAL ESTATE

msn.®

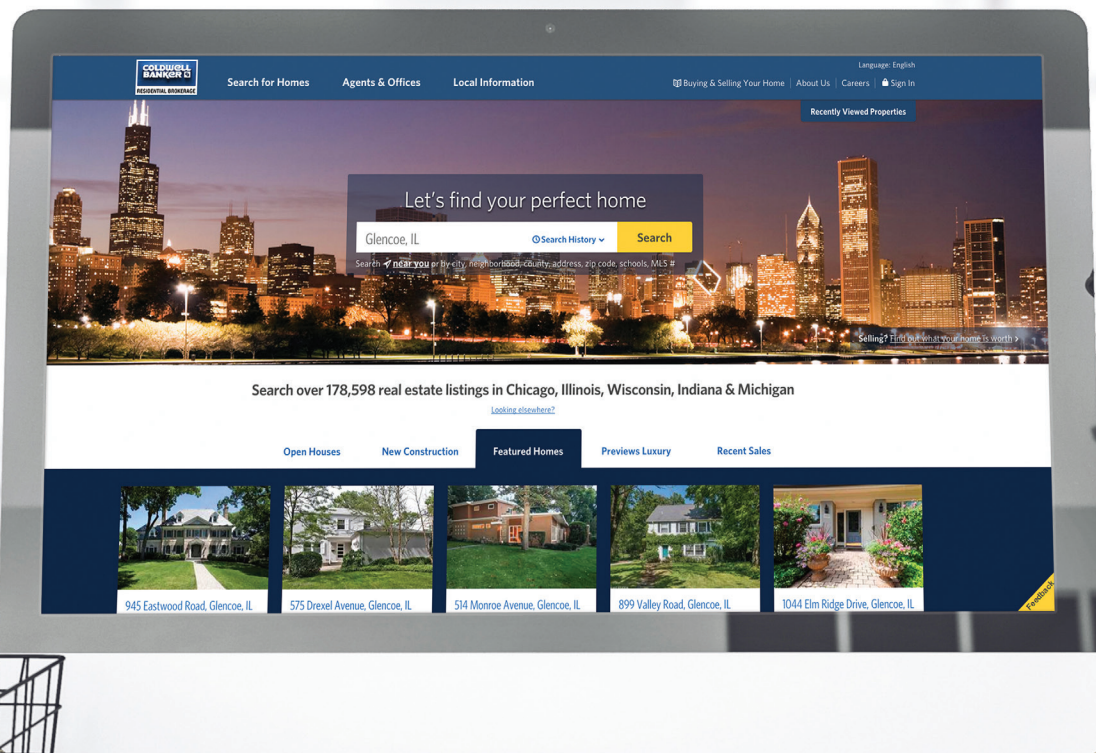
Coldwell Banker leverages new and existing technologies that maximize the online exposure of your home to thousands of qualified buyers.

Your home will appear on the top real estate search engines where over 79% of internet searches for real estate are done.* When a prospective buyer indicates interest, that notification is instantly sent to your agent. Prominently featuring your home on the dominant search engines ensures that you will get maximum exposure to interested buyers - all day, every day.

*Statista, Most popular real estate websites in the United States as of May 2016 based on monthly visits (in millions)

ColdwellBankerHomes.com connects the world to the best local listing information, comprehensive neighborhood data and local market experts.

- 8,446,370 average monthly visits*
- Responsive design technology means your home is easy to find on any device, from smart phones to tablets
- Listing data is updated in real time so that new listings and changes are reflected in property detail information almost instantaneously



THE MOST POWERFUL
REAL ESTATE WEBSITE

HERE, THERE
EVERYWHERE

Successful marketing is about getting your home in front of the right buyer. Coldwell Banker combines a powerful combination of online and print media channels to expose your home to qualified buyers.

GLOBAL

- Maximum online exposure through:
 - ColdwellBankerHomes.com; ColdwellBanker.com; Zillow.com; Realtor.com; Trulia.com; Yahoo.com; MSN.com; AOL.com; HotPads.com; Homes.com and more
- Lead management system that instantly communicates buyer interest directly to your independent sales associate
- Exposure to transferring executives through Cartus, the world's leading relocation firm

NATIONAL

- Public relations to generate credibility and traffic
- Client communication system that keeps you consistently well informed
- Comprehensive luxury marketing program that targets affluent buyers for qualifying homes

LOCAL

- The largest local network of independent sales associates
- Professional photography showcases your home
- High quality printed material to tell your home's story
- Broker and public open houses
- Area wide broker exposure through the Multiple Listing Service





Marketing extraordinary real estate demands exceptional expertise, unparalleled discretion and extensive experience. Coldwell Banker Previews International® provides that and more, handling \$133.5 million in luxury home sales every day.*

- Coldwell Banker Previews participated in more than 25,000 transactions for homes valued over \$1 million
- Previews has been a world leader in the marketing of luxury properties since 1933
- The Coldwell Banker brand dominated the 2015 The Thousand by REAL Trends as advertised in *The Wall Street Journal*, with more agents named to the list than any other brand. Coldwell Banker affiliated agents and teams on the list generated a total of \$8.8 billion in total sales volume - 40% more than the next highest-ranking brand
- Certified Coldwell Banker Previews Property Specialists are an exclusive group of highly trained and experienced independent sales associates who know exactly how to market your luxury home

ColdwellBankerPreviews.com | PreviewsInsideOut.com

* Sales volume based on closed and recorded buyer and/or seller transaction sides of homes sold for \$1 million or more as reported by affiliates in the U.S. Coldwell Banker® franchise system for the calendar year 2015. USD\$. Total volume calculated by multiplying the number of buyer and/or seller sides by price. The property information herein is derived from various sources that may include, but not limited to, county records and the Multiple Listing Service, and it may include approximations. Although the information is believed to be accurate, it is not warranted and you should not rely upon it without personal verification.

INTERNATIONAL LUXURY
LEADERS

SERVICE
IS OUR PROFESSION



At Coldwell Banker we are dedicated to making your real estate transaction as stress free as possible. Technology assists in managing your transaction, ensuring that you receive the high level of service you deserve.

- **intouch**, our innovative lead management platform puts potential home buyers directly in contact with your listing agent and allows your agent to respond immediately.
- Transaction management through our paperless **dotblue** system seamlessly manages all aspects of your transaction, online, from anywhere.
- Client communication keeps you up-to-date on consumer activities related to the sale of your home.



PHH Mortgage

Today, PHH Mortgage is recognized as an industry-leading provider of mortgage services, operating across the United States.

Burnet Title

Burnet Title is one of the upper Midwest's largest title and closing agencies, professionally serving the needs of homebuyers, sellers, lenders, builders and real estate independent sales associates.

Home Warranty

A Coldwell Banker Home Protection Plan administered by American Home Shield can give you the assurance of knowing you are helping safeguard that investment.

Concierge

The Coldwell Banker Concierge program provides you with a choice of qualified vendors in your neighborhood through the convenience of a single phone call.



VALUED PARTNERSHIPS

GIVING BACK

BECAUSE EVERYONE NEEDS A SUPERHERO



At Coldwell Banker, we believe in helping others. Through the Coldwell Banker Charitable Foundation, our passion goes beyond just helping clients, we also give back to the communities where we live, work and play. This core value runs throughout our company and it is our honor to support housing-related charities that directly benefit the needs of the people and communities we are privileged to serve.

