



## 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.<sup>1</sup>

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.

### OUR HISTORY

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

## TABLE OF CONTENTS

02

Welcome

06

Our Values

08

Agent Perspective

12

Core 4

14

Production Power

16

Coaching To Confidence

18

Wealth Builder

20

Culture Of Awesomeness

22

By The Numbers

24

Coldwell Banker Global Luxury®

28

Diversity & Inclusion

30

Advertising & Marketing

32

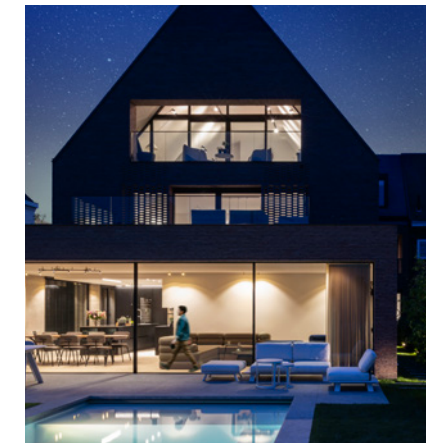
Causes & Charity

34

The Gen Blue Experience®

36

Join Us



# POWERFUL VALUES GUIDE EVERYTHING WE DO.

As part of a network of 100,000 strong<sup>1</sup>, these principles unite those that are part of the Coldwell Banker<sup>®</sup> 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 home ownership 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.

\$234 BILLION IN SALES VOLUME.<sup>3</sup>



1 - Coldwell Banker/Quester Real Estate Agent Research. January 2024. Least Likely to Change Brand Affiliation

2 - 12/14/2021, Lucidpress, <https://www.nar.realtor/magazine/real-estate-news/sales-marketing/the-most-recognizable-real-estate-brands>

3 - Based on Coldwell Banker Financial Data 01/01/23 - 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 US, 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 at 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.

## COACHING TO CONFIDENCE

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

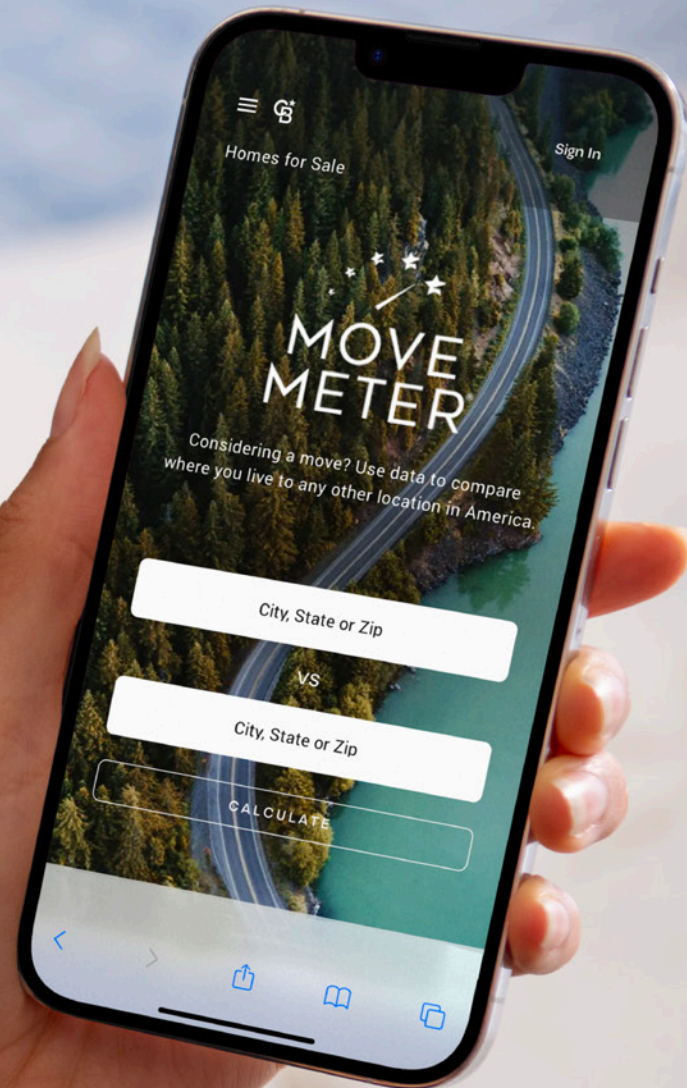
## WEALTH BUILDER

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.

## 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>6</sup>



1 - Based on average commission amount of active agents with production that performed an action in Exclusive Look between Jan 1st, 2023 and Dec 31st, 2023. Results are not guaranteed.

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

3 - Based on average commission amount of active agents with production that performed an action in MoxiPresent between Jan 1st, 2023 and Dec 31st, 2023. Results are not guaranteed.

4 - Based on average commission amount of active agents and teams with production between Jan 1st, 2023 and Dec 31st, 2023 that placed an order within Design Concierge since the program's inception. Results are not guaranteed.

5 - Based on Coldwell Banker Realty Listing Concierge usage data from Jan 1st, 2023 through Dec 31st, 2023 with an average sales price of properties marketed through Listing Concierge of \$658,697. Results are not guaranteed.

6 - September 2023 Ace Metrix consumer survey.

MoxiWorks and its related marks and logos are owned by MoxiWorks, LLC and used with permission. Any services or products provided by MoxiWorks, LLC are not provided by, affiliated with, or related to Coldwell Banker Real Estate LLC, or its affiliated companies.

## 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. Agents and teams who used Exclusive Look earned \$36.5K more.<sup>1</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. Agents and teams who used Prospect Square earned \$25.7K more.<sup>2</sup>

### MOXIPRESENT

MoxiPresent® creates sleek, customizable, show-stopping CMAs, luxury presentations, open house flyers and neighborhood tours. Agents and teams who used MoxiPresent are 1.4x more productive.<sup>3</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 in-sights that help you achieve them.

### 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.

## 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. Agents and teams who used Design Concierge had 2.3x more closed units.<sup>4</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. Agents who use Listing Concierge are approximately 2x more productive than those affiliated agents that don't.<sup>5</sup>

“ 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 31% response rate of agents affiliated with the Coldwell Banker® brand who took any learning 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. closed transactions reported by Coldwell Banker®. Results not guaranteed. coldwellbankerluxury.com/about.



## 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<sup>1</sup>**

### 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.





## 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.



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



**#1** IN AGENT  
LOYALTY

- Coldwell Banker/Quester Real Estate Agent Research. January 2024. Least Likely to Change Brand Affiliation

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

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

- Based on production of agents that performed an action in at least one of the following products in our technology suite between Jan 1, 2023 and Dec 31, 2023: Prospect Square, Listing Concierge, Design Concierge, Boost, Exclusive Look, Market Quest, MoxiPresent, MoxiEngage, and MoxiImpress. Results are not guaranteed.

**100,000**  
AGENTS ACROSS 40 COUNTRIES

- As of 12/31/2023

**#1** RATED REAL ESTATE  
ADVERTISING 12  
YEARS RUNNING

- ACE Metrix scores 2012-2023. Real Estate Category.

**118 YEARS**  
OF GUIDING PEOPLE HOME

**\$1.6 MILLION**

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

- Since program inception in 2020

**#1**

MOST  
VISITED  
REAL ESTATE  
BRAND  
ONLINE

- Reflects total website visits for 2023. Source: Comscore 2023 Media Trends

**481,548**

U.S. TRANSACTION SIDES

- Year-End Coldwell Banker Numbers Based on Coldwell Banker Financial Data as of 12/31/2023

**\$234  
BILLION**  
IN SALES VOLUME

- Based on Coldwell Banker Financial Data 01/01/2023 - 12/31/2023

OVER **\$200  
MILLION**  
IN DAILY LUXURY SALES

- 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. USDS.

OVER **HALF  
A BILLION**  
MEDIA IMPRESSIONS IN 2023

- 2023 Sprout Social 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. USD\$.

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. USD\$.

## Coldwell Banker Global Luxury® Certification

For agents seeking to develop and enhance their luxury skillset, securing a Coldwell Banker Global Luxury® certification is a fantastic way to open new doors. Presented by the esteemed Coldwell Banker Global Luxury Ambassadors in direct 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>2</sup>

Upon completion of the luxury certification course, agents can gain two esteemed designations: Luxury Property Specialist (LPS) and the title of 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>1</sup>**



## World-Class Luxury Marketing

Discover some of 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 maintain a highly influential presence on 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 - 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. USD\$.  
2 - Based on 2022 U.S. closed transactions reported by Coldwell Banker®. Results not guaranteed. [coldwellbankerluxury.com/about](http://coldwellbankerluxury.com/about).

3 - James Edition, Barron's, Mansion Global and Penta display properties priced at \$1M+. ListHub Global displays properties priced at \$2M+.



YOY INCLUSIVE OWNERSHIP  
PROGRAM AGENT COUNT  
GREW BY OVER 21%.<sup>1</sup>

## 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<sup>1</sup> 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®, AREAA 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.

# THE TOP RATED MARKETING IN REAL ESTATE. 12 YEARS RUNNING.<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>1</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>2</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 *WSJ*, *NYT*, *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.

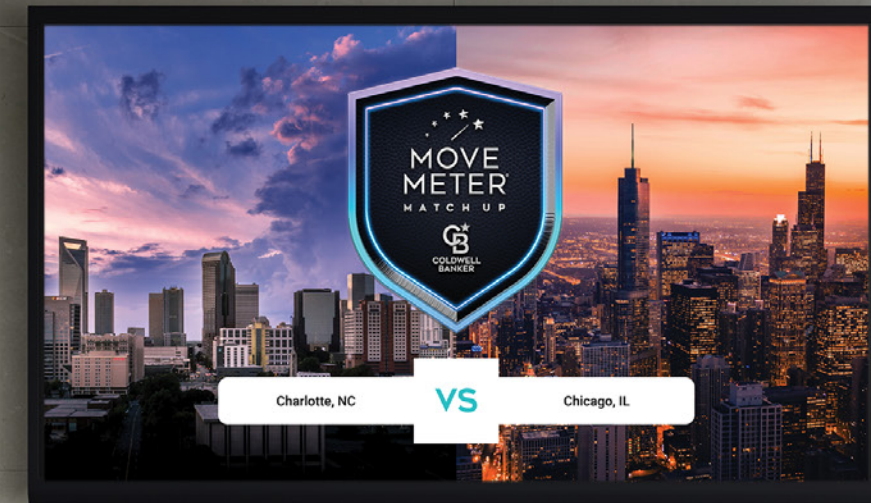
<sup>1</sup> - Ace Metrix Scores 2012-2023. Real Estate Category.

<sup>2</sup> - Coldwell Banker/Quester Consumer Research June 2023

<sup>3</sup> - Cision, a media monitoring company, 2023

<sup>4</sup> - September 2023 Ace Metrix consumer survey

CONSUMERS WHO WATCHED OUR  
ADVERTISING WERE 4X MORE LIKELY  
TO WORK WITH A COLDWELL BANKER  
AFFILIATED AGENT.<sup>2</sup>



## 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.



<sup>1</sup> - Since program inception in September 2020

<sup>2</sup> - CB Heroes Submissions 2012-2023







## 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 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<sup>1</sup> 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.

