

10 REASONS TO LIST

with Coldwell Banker Residential Brokerage



Stability



Founded in 1906, Coldwell Banker® has a legacy of stability and reliability. As the **first national real estate brand**, Coldwell Banker has grown and remained the trusted source of innovation in real estate while continuing to create exceptional experiences.

Ethical



One of the founding principles of Coldwell Banker is that of utmost honesty and integrity. Parent company to Coldwell Banker, Realogy Holdings Corp., is designated as a **2014 World's Most Ethical Company** by Ethisphere Institute®.

Education



Coldwell Banker offers **ongoing education** to stay current with industry and legal issues and is the only real estate company whose educational platform has been ranked by *Training Magazine* in the Top Ten for all industries for three consecutive years.

Performance



Nationally, Coldwell Banker is the **#1 real estate company**, selling over \$571 million in real estate every day, with a total of \$208.7 billion annually¹. In Southern California, Coldwell Banker sells over \$53 million¹ in real estate each day!

Global Presence



Coldwell Banker has a global reach, with offices in **49 countries and territories**, including the United States and Canada. There are 3,100+ Coldwell Banker offices and 84,900 independent sales associates worldwide.

Powerful Advertising



Exclusive to Coldwell Banker Residential Brokerage, *View* magazine is the **largest real estate publication in Southern California**, with an annual distribution of over 15 million copies. Reach a wider audience with this unique powerful home-selling tool.

Online Dominance



Coldwell Banker is the **most visited real estate brand**² on the web and is also recognized as the most influential real estate brand on social media³. Additionally, Coldwell Banker syndicates your home's marketing to the top real estate websites around the world.

Rapid Response



Assuring **powerful and rapid representation**, HOMEBASE intouch™ is proprietary technology that allows your independent sales associate to receive and respond to online inquiries about your home from prospective buyers within 60-90 seconds.

Full Service



As a full-service brokerage, Coldwell Banker Residential Brokerage **offers you the services needed throughout the entire home selling and buying process**, with in-house affiliations including escrow, title, mortgage, home warranty and concierge services.

Relocation



Coldwell Banker is positioned to **help buyers find homes anywhere in the country** through an affiliation with CARTUS, the world's largest relocation network and as a USAA MoversAdvantage® Preferred Broker.

**COLDWELL
BANKER**

RESIDENTIAL BROKERAGE

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Real estate agents affiliated with Coldwell Banker Residential Brokerage are independent contractor sales associates and are not employees of Coldwell Banker Residential Brokerage.