

PROVEN. POWERFUL. PERSONAL.

Selling your home is a big deal. The company that helps you should be, too. For 116 years, the **Coldwell Banker®** brand has been one of the world's most trusted names in real estate, giving you advantages other brokerages can't.

[Proven Success](#) | [Online Impact](#) | [Strategic Marketing](#) | [Full Service](#)

WE LEAD THE WAY

Over a Century of Excellence

The Coldwell Banker brand practically invented modern-day real estate. Founded in 1906 on the principles of honesty, integrity and always putting the customer first, we changed the industry then and continue to do so today.

Global Network

Through non-stop innovation and forward thinking, the Coldwell Banker brand has grown to become one of the most well known names in real estate around the globe. Wherever your home's buyer might be, we're there, too.

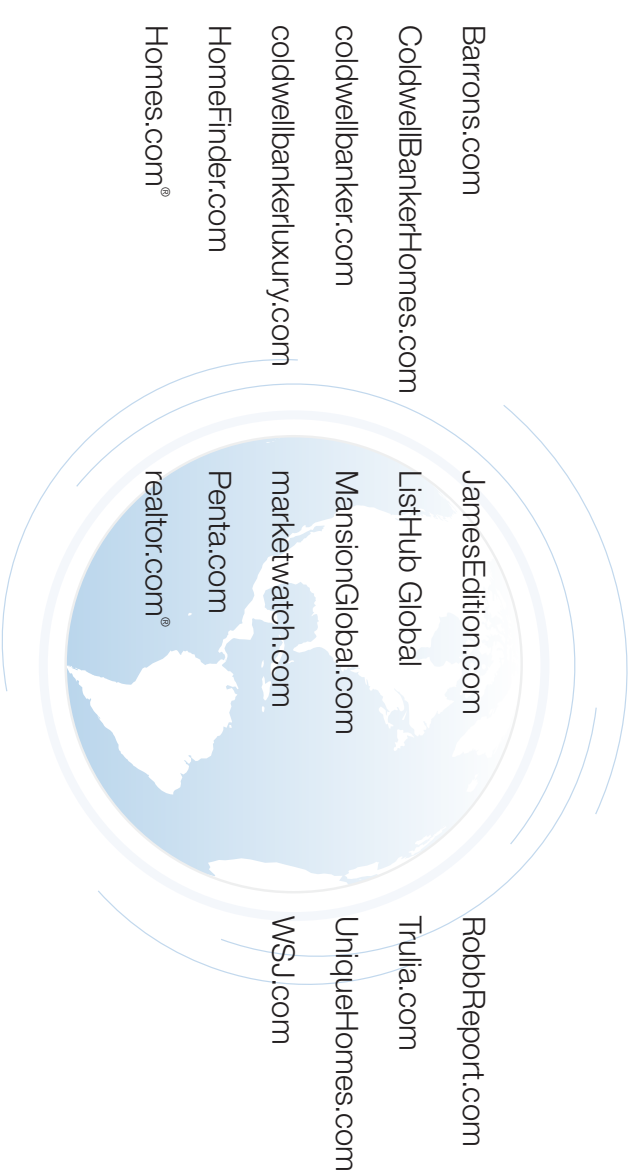
Coldwell Banker

Agents (Worldwide)	100,000+
Offices (Worldwide)	2,900 in 41 countries/territories
Sales Volume (U.S.)	\$335 Billion ¹
Transaction Sides (U.S.)	753,355



INTERNET MARKETING ADVANTAGE

Your home will be shown on hundreds of websites, including the most visited real estate websites in the world², putting it in front of potential buyers everywhere. Our comprehensive internet marketing strategy includes displaying your home with a detailed description and multiple photos to make your property look its very best.



HUNDREDS OF WEBSITES

Displaying your property to buyers worldwide

284 MILLION

Impressions from **Coldwell Banker®** social media channels³

151.43 MILLION

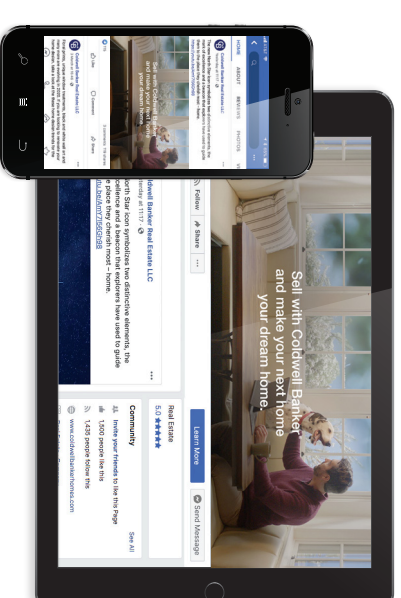
Visits to ColdwellBankerHomes.com in 2021⁴

221 MILLION

Property views on ColdwellBankerHomes.com in 2021⁵

SOCIAL MEDIA INFLUENCER

The **Coldwell Banker®** brand has an impressive social media presence designed to engage, entertain and connect with today's home buyers.



RAPID RESPONSE

Displaying your property on the greatest possible number of websites is an important advantage, but it is just as important that any leads from interested buyers are received and responded to quickly. Our exclusive response technology lets us do just that. This helps to ensure that no potential buyer for your home is missed.

ONLINE MARKETING THAT GETS RESULTS

eMarketing Report

The Coldwell Banker brand's unmatched online presence attracts attention from potential buyers. I will provide you with our monthly website traffic report, which shows both overall engagement on **ColdwellBankerHomes.com** as well as the number of site visits and listing views over the last month and past 12 months, number of saved searches and saved properties, international traffic and more. The report also provides the number of views that Coldwell Banker listings have received on some of the top real estate websites, including realtor.com®, Trulia.com and Homes.com®.

Online Showing Report

You'll know our comprehensive internet marketing strategy is working when you see the InSight online showing report – it tells you how many views or click-throughs your property received on major real estate websites like **ColdwellBankerHomes.com**, coldwellbanker.com, realtor.com®, Trulia and more. This helps you know that your home is presented and priced to grab buyers' attention.

