

# BROKERS

OF THE VALLEY

*Locally owned and operated since 1994*



COLDWELL BANKER

# BETTER TOGETHER

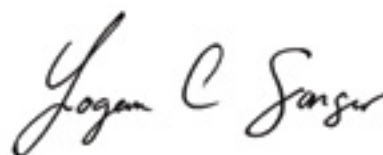
**ONE OF THE FOUNDING PRINCIPLES OF BROKERS OF  
THE VALLEY IS THE BELIEF THAT WE CAN ACCOMPLISH  
MORE TOGETHER THAN WE CAN INDIVIDUALLY.**

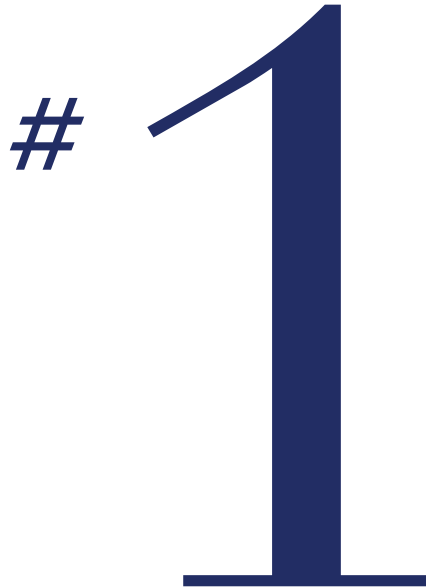
Our management team and support staff provide our real estate associates with our very best so they can focus more of their time, energy, and attention on expertly serving you—our valued clients. We provide our team with an extensive amount of continuing education and expert-level training. Named Best Places to Work 2020 in the North Bay Business Journal as well the past 10 years. Our real estate professionals are the best in the business, and they continue to learn, grow, and expand because of their commitment to excellence. What that means for you is extraordinary service, top-rated results, and unparalleled support—both from your real estate associate and from our entire team at Brokers of the Valley.

Since we opened our doors in Napa in 1994, we've been rated as the #1 local brokerage and successfully closed more transactions for both buyers and sellers than our top three competitors combined. For more than 27 years, we've navigated the market fluctuations and changes within the real estate industry and remained a stable force. We've lived and worked in the wine valley for generations. Our local network was built on a strong foundation and cultivated on loyalty, reliability, and trust.

Community is one of our core values, and most of our staff and real estate team have been with us for more than a decade. Many of our clients have remained with us through multiple generations to serve their growing family's needs. Our relationship with you doesn't end at the close of business. We continue to support you and stay connected after the successful completion of your sale or purchase. Your choice to partner with us at Brokers of the Valley is an honor, and our promise to you is that we'll continue to provide you with the exceptional service that we're renowned for across the wine country.

**Logan C. Songer**  
General Manager





**#1 IN SALES VOLUME**

(Napa Valley, City of Napa, St. Helena)\*

**#1 IN SALES TRANSACTIONS**

(Napa Valley, City of Napa, St. Helena)\*

**#1 IN MILLION+ SALES VOLUME**

(Napa Valley, City of Napa, St. Helena)\*

**#1 IN MILLION+ SALES TRANSACTIONS**

(Napa Valley, City of Napa, St. Helena)\*

**#1 IN COMBINED MARKET SHARE BY BRAND**

(Napa + Sonoma Counties)\*\*

**#1 INDEPENDENTLY OWNED COLDWELL BANKER® OFFICE**

(California)\*\*\*

**#1 INDEPENDENTLY OWNED COLDWELL BANKER® OFFICE**

(North America)\*\*\*

---

\*BAREIS MLS 2020

\*\*All Coldwell Banker® offices in Napa and Sonoma Counties combined 2020

\*\*\*Independently owned offices with 100 - 149 associates, Coldwell Banker® 2020

# SERVING WINE COUNTRY FOR OVER 27 YEARS

In 1994, three of the top local real estate companies came together to form Coldwell Banker® Brokers of the Valley. One of our founding principles is the belief that we can accomplish more together. We value excellence, quality, collaboration, and community. Exceptional service and long-term relationships are at the heart of our brokerage.

Our first year in business, Brokers of the Valley led the industry in sales volume and transactions, representing more buyers and sellers than any other brokerage, and we've continued that trend every year since—for 27 years and counting. Our outstanding local team and renowned global heritage brand provide our clients with world-class service, an invaluable network of personal and professional connections, and expert market knowledge, among many other benefits.

**WHAT TRULY SETS US APART FROM THE CORPORATELY OWNED BROKERAGES IN THE AREA IS OUR PERSONAL TOUCH, EXTRAORDINARY SERVICE, AND LOCAL EXPERTISE. WE'VE LIVED AND WORKED IN THE WINE COUNTRY FOR GENERATIONS.**

As a locally owned and operated brokerage, we proudly serve our community—in the real estate market and beyond. We invest our time and resources in hundreds of local organizations, schools, and charities to give back to the place we call home. We look forward to welcoming you into our growing community and showing you the best of what our thriving local culture has to offer.

# A LEGACY OF SERVICE

**C**oldwell Banker® is one of the oldest national real estate brands, leading the industry with more than a century of experience and expertise. Founded in 1906 on the core values of honesty, integrity, and always putting the customer first, these principles still guide our business today.

At Coldwell Banker® Brokers of the Valley, we dedicate ourselves to building long-term relationships, cultivating community, and providing outstanding service. The power of our legacy brand, our loyal network of real estate professionals and clients, and our unique combination of longevity and ingenuity are a few of the things that set us apart.

**BROKERS OF THE VALLEY IS LOCALLY OWNED AND OPERATED, AND WE'VE BEEN RANKED AS THE TOP BROKERAGE IN NAPA SINCE OUR FIRST YEAR IN BUSINESS.**



# 2021

Brokers of the Valley celebrated 27 consecutive years as Napa's top brokerage

# 2019

Brokers of the Valley celebrated 25 consecutive years as Napa's top brokerage

# 2017

After 37 years, the exclusive luxury real estate marketing program, Previews®, relaunched as Coldwell Banker® Global Luxury®

# 2016

Brokers of the Valley closed \$1 billion in sales volume

# 2012

Brokers of the Valley expanded to Sonoma

# 1997

Brokers of the Valley expanded to St. Helena

# 1994

Brokers of the Valley founded in Napa

# 1906

Coldwell Banker® founded in San Francisco

# STRENGTH IN NUMBERS

Last year, Coldwell Banker® represented more buyers and sellers in Napa and Sonoma Counties than any other brand. Since its inception, Brokers of the Valley has consistently closed the most transactions and generated the highest sales volume of any Napa brokerage. In 2020, we closed more transactions and generated more sales in Napa County than our three closest competitors combined.

What do these figures mean to you as a client? Our strength in numbers demonstrates our market expertise, proven success, and exponential reach. With our vast network of buyers and sellers and our high volume of transactions, we have a wealth of knowledge and industry experience to ensure a successful sale.

WHEN YOU PARTNER WITH BROKERS OF THE VALLEY, YOU'RE PART OF A LOCAL, NATIONAL, AND GLOBAL NETWORK THAT DELIVERS TOP-RATED RESULTS.

COLDWELL BANKER®  
WORLDWIDE

706,421

Closed Transactions

32,663

Million+ Closed Transactions

\$265.1B

Sales Volume

96,000

Agents

COLDWELL BANKER®  
BROKERS OF THE VALLEY

1,061

Closed Transactions

313

Million+ Closed Transactions

\$1.26B

Sales Volume

130

Agents





# YOUR PARTNERS FOR LIFE

Since we opened our doors in 1994, we've led the way in sales volume and closed transactions year after year. Despite the market fluctuations and changes within the real estate industry, we've remained a stable force for more than 27 years. One reason for this is our dedication to building community and forming lasting partnerships with our staff, agents, brokers, and clients.

If you're new to wine country, you're looking to make this your second home, or you've lived here for generations as we have, we're here to serve you. Whether you're a first-time buyer or seller, you're upgrading or rightsizing, you're buying your second or third property, or you're acquiring an investment property—we've done it all.

Our relationships continue long after the close of your transaction. Our clients are also our friends, colleagues, local volunteers, community members, and local business owners. The wine country is a special place to call home, and we're committed to serving and cultivating our communities.

**WE'VE BUILT OUR LOCAL NETWORK  
ON A SOLID FOUNDATION OF LOYALTY,  
RELIABILITY, AND TRUST. WHEN WE  
PARTNER WITH A CLIENT, IT'S FOR LIFE.**

# MARKETING MASTERY

**A**s the top local brokerage for more than 27 years, we're the local experts. We know the market, we have decades of industry expertise, and we've built a reputation in our local communities for delivering top-rated results. We offer one of the most comprehensive marketing programs, using a combination of traditional methods and cutting-edge technology to showcase your home and find the perfect buyer. Our strategic marketing plan equips our agents with the best resources in the business.

Our goal is to provide our real estate associates with the most effective and efficient marketing resources in the industry so that they can best serve your needs. When you partner with Coldwell Banker®, you have access to proven marketing strategies, proprietary software, and far-reaching networks of real estate associates and qualified buyers. Our skilled real estate professionals and management team are here to support you every step of the way—from pre-sale to listing to closing and beyond.

**WE WILL ENSURE YOUR HOME MAKES  
A LASTING IMPRESSION, TARGETS  
THE MOST QUALIFIED BUYERS, AND  
PROMOTES YOUR PROPERTY LOCALLY,  
NATIONALLY, AND GLOBALLY THROUGH  
OUR EXTENSIVE NETWORK.**

01/  
ADVERTISING

02/  
ONLINE  
PRESENCE

03/  
INNOVATIVE  
TECHNOLOGY

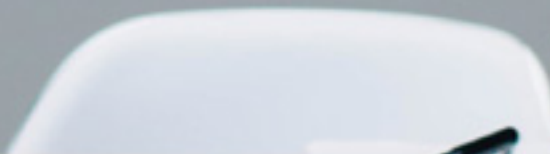
04/  
NETWORKING

05/  
LOCAL  
EXPOSURE

360°

MARKETING STRATEGY

06/  
GLOBAL  
EXPOSURE



# 01/ ADVERTISING

## DIGITAL

---

**97% OF RECENT BUYERS LOOKED ONLINE DURING THE HOME SEARCH PROCESS.\***

For starters, your listing will be featured on our Brokers of the Valley website and nationally on the Coldwell Banker® site—the most-visited real estate brand online. Our digital platform includes exclusive access to build dynamic ad campaigns that retarget social media visitors to the Coldwell Banker® site. We offer syndication to hundreds of websites, including the top local and national real estate sites—such as *Zillow*, *Trulia*, *Realtor*, *MLS*, and more—to ensure the highest level of exposure for your property.

## PRINT

---

**PRINT ADVERTISING REMAINS A POWERFUL MEDIUM IN THE LOCAL MARKET.**

Reaching buyers online is crucial, but there is still a significant percentage of people who search for their home through periodicals—especially in Napa and Sonoma Counties. Part of our marketing strategy will be showcasing your property in local print publications, such as the *Napa Valley Register*, *St. Helena Star*, or *Sonoma Tribune*. Diversity in distribution is the key to ensuring that we reach potential buyers wherever they're looking.

# 02/ ONLINE PRESENCE

In 2020 Coldwell Banker® was the most visited real estate brand website. Our platforms received more than 56 million visitors and drove more than 400,000 buyer inquiries to affiliated companies, offices, and agents in the Coldwell Banker® family. Our international audience is diverse and growing, with 2.5 million visitors coming from 231 countries and territories outside of the United States.\* Our brand is recognized worldwide as one of the most trusted names in real estate.

For more than a century, Coldwell Banker® has built a vast global network of loyal clients, expert real estate professionals, and independently owned affiliates. What this means to you as a seller is more exposure for your property and the ability to reach more potential buyers. As a buyer, that means you have access to a vast global network where you can find your perfect home.

**FOR THE LAST FIVE YEARS,  
COLDWELL BANKER® RANKED #1 AS  
THE MOST VISITED REAL ESTATE  
BRAND ONLINE.\*\***

\*Google Analytics

\*\*Comscore Media Trends 2020

# 166 MILLION

IMPRESSIONS

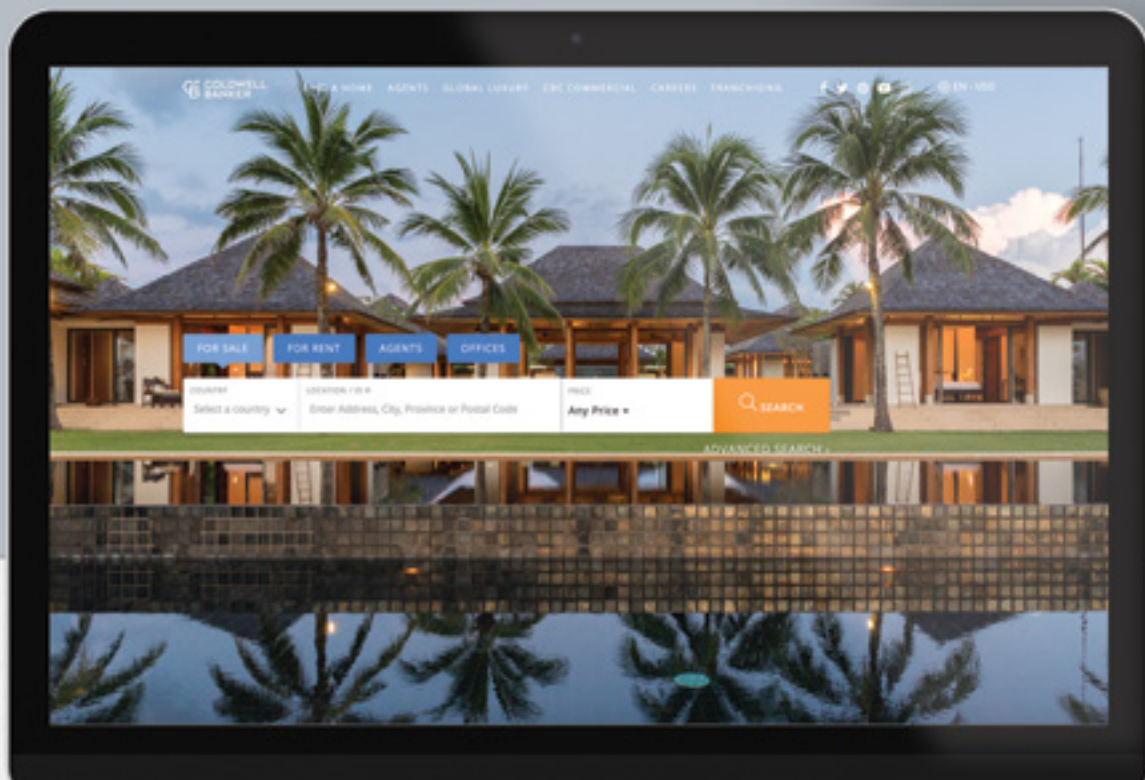
YOUTUBE

# 100 MILLION+

LIFETIME VIDEO VIEWS

# 6.3 MILLION

LINK CLICKS FROM SOCIAL TO A  
COLDWELL BANKER WEBSITE



# 03/ INNOVATIVE TECHNOLOGY

**F**or your home's marketing to be effective, it needs to reach the right audience. That's where **CBx Tech** comes in. An innovative tool developed exclusively for the Coldwell Banker® network, CBx Tech uses big data to analyze your market, your neighborhood, and more. Then, it creates a profile of the most likely buyer for your home.

**OUR PROPRIETARY SOFTWARE, CBX TECH, GIVES OUR TEAM EXCLUSIVE ACCESS TO BIG DATA AND PREDICTIVE ANALYTICS SO THEY CAN DESIGN TARGETED MARKETING CAMPAIGNS FOR YOUR PROPERTY.**

These tools give our team at Brokers of the Valley access to specific information about buyers, where they're coming from, and how to reach them. With this specialized approach, your real estate associate can create efficient and effective marketing strategies to reach potential buyers directly and eliminate the guesswork.

**Social Ad Engine** is also a proprietary marketing tool exclusive to Coldwell Banker®. Built specifically for real estate professionals, this enables our team to create optimized Facebook and Instagram ad campaigns for your listing. Social Ad Engine campaigns maximize exposure for property listings, drive traffic to listings on syndicated websites, and generate quality buyer inquiries and leads from social media.

Another useful marketing tool is **ListTrac** from MLS—the top site for listings with the most accurate property information for buyers, sellers, and real estate professionals. ListTrac generates weekly reports with analytics about your listing and its performance. This report tracks the number of listing views, number of leads, number of email and social media shares, and other metrics related to your listing. Your real estate associate can use this information to determine how to adjust the listing and gain insights about how to market your property most effectively.

# 04/ NETWORKING

At Brokers of the Valley, community is one of our core values; it's also a foundational part of our wine country culture. Our personal touch and lasting relationships are some of the qualities that set us apart from other companies. As the top local brokerage since 1994, our personal and professional networks have grown exponentially over the past 27 years. And our global Coldwell Banker® network includes more than 96,000 real estate professionals worldwide.

One of our main marketing strategies is reaching our vast network of real estate professionals, qualified buyers and sellers, and industry colleagues. The Coldwell Banker® exchange network allows us to share information and communicate directly with more than 130 real estate professionals across Napa and Sonoma Counties.

At Brokers of the Valley, we run weekly company-wide business meetings to promote and market your listing to other agents. We share exclusive news about

new listings before they hit the market and updates about active listings and price reductions. Then, our Brokers of the Valley agents view all of the new listings around town before the industry-wide previews are shown later in the week. Our team also attends the weekly MLS meeting and property tour to connect and network with agents from other brokerages.

**IN A 2020 SURVEY, BUYERS AND SELLERS BOTH REPORTED THAT PERSONAL CONNECTIONS WERE THE MOST IMPORTANT FEATURE IN THEIR AGENT RELATIONSHIP.\***

One of the most effective ways to connect buyers and sellers is through this broker-to-broker network; this is where many successful transactions begin. Targeting other real estate professionals is essential when marketing your property. An effective marketing plan targets the real estate community, first and foremost.

\*National Association of Realtors® Profile of Home Buyers and Sellers 2020



# 05/ LOCAL EXPOSURE

**W**ithin our local market in the wine country, we've found that visibility is crucial and potential buyers appreciate a visually engaging presentation.

**TO GAIN THE MAXIMUM LOCAL EXPOSURE FOR YOUR LISTING, WE FOCUS ON THESE KEY COMPONENTS: SIGNAGE, NETWORKING, CUSTOM PRINTING, AND DIRECT MARKETING.**

The wine country is one of the top tourist destinations in California, with nearly 4 million visitors annually\*, so the placement of our main offices in prime locations allows us to reach tourists as well as residents. We are the only real estate brokerage with offices on Main Street in St. Helena and on the Plaza in Sonoma. These locations feature digital signage with rotating property photos and listing information on high-definition screens 24/7.

We have more listings than any other local brokerage, so we also have more signage around town. Our signature blue Coldwell Banker® yard signs are noticeable no

matter where you are in the wine country, so your property is sure to be seen.

As part of your marketing plan, we will develop a suite of custom printed collateral—flyers, brochures, postcards—for your property. Potential buyers appreciate a tactile experience and elevated design, so high-quality printed materials are crucial. These materials are ideal for networking, direct mail campaigns, and distribution to other real estate professionals. In addition to direct mail campaigns, we also email newsletters to local agents promoting new and active listings.

\*Destination Analysts: Visit Napa Valley 2018

\*\*National Association of Realtors® Profile of Home Buyers and Sellers 2020

# 06/ GLOBAL EXPOSURE

**O**ur 360° marketing approach reaches qualified buyers wherever they are—locally, nationally, or globally. Our real estate professionals design targeted marketing strategies to find those buyers and utilize our vast international network to gain maximum exposure for your property. Your ideal buyer may be found in your local area, in another state, or in another country. The benefit of our global presence is that we have the tools to reach your perfect buyer wherever they may be.

Our extended network of clients and real estate professionals is unparalleled. Our loyal clients have referred us to friends, family, and colleagues in other cities, states, and countries to handle their relocations across California, the U.S., and worldwide. Wherever you call home, we're there to serve you.

AS A GLOBAL LEGACY BRAND THAT'S LED THE INDUSTRY FOR MORE THAN 100 YEARS, COLDWELL BANKER® IS INTERNATIONALLY KNOWN AND RECOGNIZED AS ONE OF THE MOST TRUSTED NAMES IN REAL ESTATE



96,000

COLDWELL BANKER AGENTS

3,000

COLDWELL BANKER OFFICES

40

COUNTRIES AND TERRITORIES

# EXCLUSIVE FINANCING FOR SELLERS

**M**ove-in ready homes are a more desirable purchase for many buyers. When buying a new home or relocating, most buyers don't have the time to make repairs or renovations. So, investing in upgrades and maintenance before you list your property can increase the sale price and help your home sell more quickly.

With this in mind, Brokers of the Valley created our **Blue Ribbon Program**, which offers interest-free\* financing for improvements to increase the marketability and value of your home.

Some improvements that increase the market value of a property are new appliances and fixtures, refinished

or new flooring, and renovations to your kitchen or bathrooms. We also recommend professional services such as staging, painting, landscaping, and photography to show your home in its best light and highlight key features to create the best first impression for buyers.

If you qualify for our exclusive Blue Ribbon Program, then you can borrow up to \$30,000 interest-free\* to get your home looking its best before it hits the market.

**SINCE 2019, WE HAVE LOANED  
MORE THAN \$1.6 MILLION TO OVER  
50 CLIENTS FOR UPGRADES AND  
NECESSARY REPAIRS.**

\*Qualified sellers may borrow up to \$30,000 interest-free while the property is listed for sale by Coldwell Banker® Brokers of the Valley. No guarantee that improvements will increase the value of the home by the exact amount invested. Ask your real estate professional for information about the application process.

# THE GIFT OF GIVING BACK

**W**e believe giving back to our community is our privilege and our responsibility. We know that the pandemic caused great heartache for local businesses, which is why we are proud to share that Brokers of the Valley reinvested more than \$25,000 in our communities by supporting other locally-owned businesses after every real estate closing in the first quarter of 2021.

Over the last ten years, Brokers of the Valley raised more than \$300,000 through our annual golf tournament for Napa Valley Community Housing, which provides low-income housing options. While the tournament didn't happen in 2020, we look forward to it resuming as soon as it is safe to do so to help support the NVCH mission. Our Sonoma office supports the Sonoma Valley Education Foundation, which provides scholarships to local students, through the Sonoma Valley Realtor Golf Tournament. We also proudly support local food banks and volunteer as a team to feed those in need among many other local nonprofits and organizations. In fact, our team supports more than 100 local nonprofits and organizations collectively.

**AS A LOCALLY OWNED AND OPERATED BROKERAGE, WE ARE PROUD TO SERVE OUR COMMUNITIES AND GIVE BACK TO THE PLACE THAT WE CALL HOME.**

On a national level, the Coldwell Banker® Heroes initiative has raised more than \$25 million for charitable organizations and donated more than 180,000 hours of volunteer time since it began in 2012.

In 2015, Coldwell Banker® partnered with *Adopt-a-Pet.com* to create the Homes for Dogs Project. This project brings pets and people together through national advertising, social media, and local adoption events. Since its inception, we've helped more than 20,000 adopted pets find loving homes.