

*Representing world-class luxury real estate since 1994*

# BROKERS

OF THE VALLEY



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. 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.

Coldwell Banker® has represented more buyers and sellers of \$1 million+ properties than any other brokerage. In 2020, Brokers of the Valley had more sales volume and represented more buyers and sellers of \$1 million+ properties in Napa County than the four closest brokerages combined. Named "Best Place to Work" in the North Bay Business Journal for 2020, as well as the past 10 years. For more than 27 years, we've navigated the market fluctuations and changes within the real estate industry and remained a stable force.

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 and around the world.



**LOGAN C. SONGER**  
GENERAL MANAGER

# THE WORLD'S TOP LUXURY SPECIALISTS

Coldwell Banker® is a prominent global legacy brand known for selling world-class luxury real estate. Our certified Coldwell Banker Global Luxury® specialists have represented some of the most prestigious properties in the world. The Coldwell Banker Global Luxury® program provides best-in-class marketing for exceptional homes and estates, continuing the legacy of excellence that began with the founding of Coldwell Banker® in 1906. More than a century later, Coldwell Banker® is still known worldwide for its impeccable service, extensive market expertise, and skilled network of award-winning real estate professionals.

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*As luxury experts, we know the discerning taste of affluent real estate buyers and sellers requires thoughtful marketing, exceptional service, and elevated design, which is exactly what we provide.*

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The Coldwell Banker Global Luxury program delivers an insider's perspective on luxury real estate, design, and lifestyle through our proprietary magazine, *Homes & Estates*, which reaches more than 100,000 high-net-worth individuals around the globe. The program offers an impressive international stage from which to showcase your home through proprietary marketing tools exclusive to our certified Luxury Property Specialists. Extraordinary homes and estates deserve world-class marketing—that's our specialty.

BEST IN CLASS

# A GLOBAL LEGACY OF EXCELLENCE


Coldwell Banker® is renowned for representing the world's finest homes and estates. Our global heritage brand is one of the most trusted names in luxury real estate. In 2020, our real estate associates closed more than 32,000 sales for \$1 million+ properties, which is more luxury transactions than any other national real estate brand. Brokers of the Valley is the foremost luxury specialist across Napa and Sonoma Counties for those interested in the wine country lifestyle. We represent affluent buyers and sellers in search of wineries, agricultural properties, equestrian estates, historic homes, and more.

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*Decade after decade, the Coldwell Banker Global Luxury® program has remained the gold standard in luxury marketing through innovation, technology, and the expertise of our Luxury Property Specialists worldwide.*

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Locally, Brokers of the Valley has the highest luxury sales volume and represents more buyers and sellers of \$1 million+ properties in Napa County than the four closest brokerages combined. Our real estate professionals have exclusive access to off-market and pocket listings through our personal and professional networks, so our clients have a trusted local resource for the wine country's top luxury properties before they hit the market.



COLDWELL BANKER® WORLDWIDE

32,663

MILLION+ CLOSED TRANSACTIONS

\$52.7B

MILLION+ SALES VOLUME

# NOTABLE SALES

## NAPA

Big Ranch Road	-	\$17,402,820
Green Valley Road	-	\$15,700,000
Grandview Drive	-	\$12,000,000
Silverado Trail	-	\$11,500,000
North 3rd Avenue	-	\$ 7,550,000
Redwood Road	-	\$ 5,640,000
Mccormick Lane	-	\$ 5,505,080
Kaanapali Drive	-	\$ 4,995,000
Soda Canyon Road	-	\$ 4,995,000
Trubody Lane	-	\$ 4,850,000
Las Amigas Road	-	\$ 4,795,000
Hagen Road	-	\$ 4,300,000
Hoffman Lane	-	\$ 4,300,000
1st Avenue	-	\$ 4,050,000
Coombs Street	-	\$ 3,400,000
Ross Circle	-	\$ 2,500,000

## YOUNTVILLE

Finnell Road	-	\$ 6,450,000
State Lane	-	\$10,400,000

## OAKVILLE

Oakville Grade	-	\$15,000,000
Oakville Grade	-	\$ 5,950,000
Saint Helena Hwy	-	\$ 5,400,000

## RUTHERFORD

Rutherford Road	-	\$11,500,000
Rutherford Road	-	\$ 4,600,000
Rutherford Road	-	\$ 3,000,000

## ST. HELENA

Sulphur Springs	-	\$11,300,000
Dean York Lane	-	\$11,000,000
Crystal Springs	-	\$10,500,000
Zinfandel Lane	-	\$ 9,875,000
Zinfandel Lane	-	\$ 7,550,000
Meadowood Lane	-	\$ 5,500,000
Kidd Ranch Road	-	\$ 5,250,000
Palmer Drive	-	\$ 4,950,000
Spring Street	-	\$ 4,675,000
Greenfield Road	-	\$ 4,100,000
Allyn Avenue	-	\$ 3,650,000
Chablis Circle	-	\$ 3,330,000
Spring Mountain Rd.	-	\$ 3,200,000
Pope Street	-	\$ 3,180,000
Voorhees Circle	-	\$ 3,100,000

## CALISTOGA

Tubbs Lane	-	\$ 9,600,000
Diamond Mountain	-	\$ 5,050,000
Bale Lane	-	\$ 4,900,000
Foothill Boulevard	-	\$ 3,150,000

## SONOMA

Carriger Road	-	\$ 4,500,000
Burndale Road	-	\$ 4,485,000
Michael Drive	-	\$ 4,450,000
Carriger Road	-	\$ 4,000,000
White Alder	-	\$ 2,495,000
E Napa Street	-	\$ 2,300,000

## INDUSTRY LEADERS

#1

**#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)\*\*\*

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\*BAREIS MLS 2020

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

\*\*\*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.

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*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.*

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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.



OUR HISTORY

# A LEGACY OF SERVICE

Coldwell 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.

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*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.*

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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.



# 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

OUR EXPERIENCE

# 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 than our four closest competitors combined.

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*When you partner with Brokers of the Valley, you're part of a local, national, and global network that delivers top-rated results.*

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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.

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



OUR VALUES

# 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.

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*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.*

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# MARKETING MASTERY

As 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.

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*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.*

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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.

01/  
ADVERTISING

02/  
ONLINE  
PRESENCE

03/  
INNOVATIVE  
TECHNOLOGY

360°

MARKETING STRATEGY

04/  
NETWORKING

05/  
LOCAL  
EXPOSURE

06/  
GLOBAL  
EXPOSURE



# 01/ ADVERTISING

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DIGITAL

*97% of recent buyers looked online during the home search process.\**

PRINT

*Print advertising remains a powerful medium in the local market.*

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Through our ListHub Global network, your listing will reach more than 161 million potential buyers through 92+ portals in 60+ countries in 16 different languages. We offer syndication to 100's of web partners, including the Coldwell Banker Global Luxury® site and the top local and national real estate sites, such as Zillow, Trulia, Realtor, and MLS. We also partner with prominent publications and sites such as *James Edition*, *the Wall Street Journal*, *the Robb Report*, *Unique Homes*, and *Mansion Global*.

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, ColdwellBanker.com was the most visited real estate brand website for the fifth consecutive year. In 2019, our platform 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.

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*Coldwell Banker® ranked #1 as the most visited real estate brand online.\*\**

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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. Coldwell Banker® syndicates listings to hundreds of web partners, including the real estate industry's most-visited sites. Luxury properties are also syndicated to a comprehensive network of prominent real estate sites, including WSJ.com, JamesEdition.com, RobbReport.com, Bloomberg, Barron's, and UniqueHomes.com. ListHub Global, the largest international real estate advertising network automatically publishes \$2 million+ property listings to additional leading real estate sites around the world.

\*Google Analytics 2020

\*\*Comscore Media Trends 2020

# 166 Million

IMPRESSIONS ON SOCIAL PLATFORMS

# 100 Million+

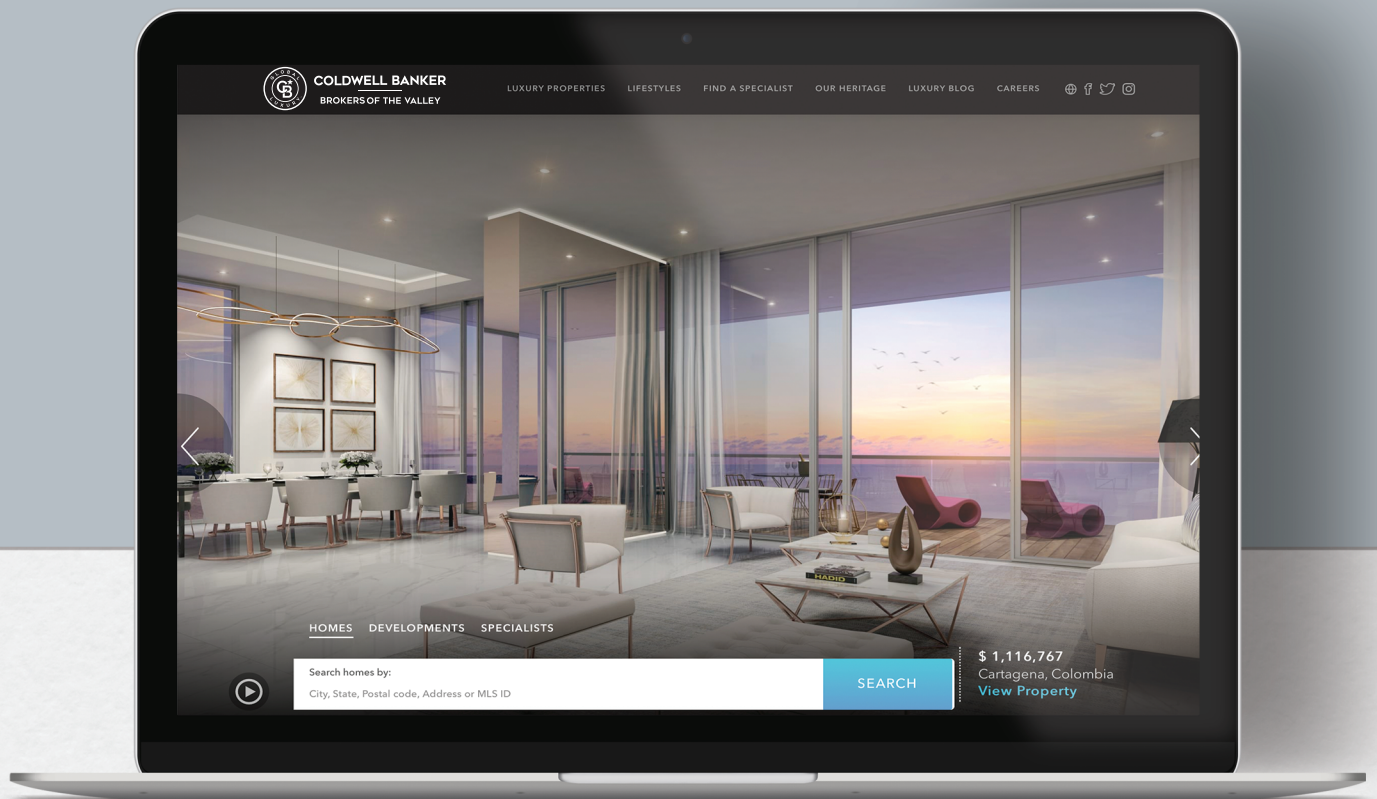
LIFETIME VIDEO VIEWS

# 4.8 Million

ENGAGEMENTS ON SOCIAL PLATFORMS

# 6.3 Million

LINK CLICKS FROM SOCIAL TO A  
COLDWELL BANKER WEBSITE



Source: Sprout Social 2020 Reporting + Media Agency 2020 Reporting. 2 Lifetime Video Views: The total number of times the video was viewed for more than 30 seconds. 3Engagements: comments, and/or shares on social media. 4 Link Clicks: From social to a Coldwell Banker website.

# 03/ INNOVATIVE TECHNOLOGY

For 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.

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*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.*

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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. 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.

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*In a 2020 survey, "Personal relationships and connections remained the most important feature of the agent-buyer/seller bond."*

*"Seller's placed a high importance on the reputation of the agent when looking to hire, and trustworthiness and honesty were at the top of the list."*

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At Brokers of the Valley, we run weekly companywide 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 changes. Then, our Brokers of the Valley agents view all of the new listings in a virtual caravan before the industry-wide previews are shown later in the week. Our team also attends the weekly MLS meeting and virtual property tour to connect and network with agents from other brokerages.

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.

# 05/ LOCAL EXPOSURE

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*To gain the maximum local exposure for your listing, we focus on these key components: signage, networking, custom printing, and direct marketing.*

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

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. Our offices on Main Street in St. Helena, and on the Plaza in Sonoma 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 luxury properties stand out from the rest with a platinum look finish, 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 direct mail campaigns, networking, and distribution to other real estate professionals. In addition to direct mail campaigns, we also email newsletters to local agents promoting new listings.

At Brokers of the Valley, we run weekly company-wide business meetings with our team from Napa, St. Helena and Sonoma to promote and market your listing to other agents. We have 90+ associates on some of these Zoom meetings, more than any other local company and the local Chapter association meetings. What does this mean to you? More exposure and reminders to agents in both Napa and Sonoma working with buyers.

\*Destination Analysts: Visit Napa Valley 2018

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

# 06/ GLOBAL EXPOSURE

Our 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.

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*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.*

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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.



96,000

COLDWELL BANKER AGENTS

3,000

COLDWELL BANKER OFFICES

40

COUNTRIES AND TERRITORIES

# TARGETED LUXURY MARKETING

The Coldwell Banker Global Luxury® program includes a partnership with WealthEngine, which gives your Luxury Property Specialist access to the largest database of high-net-worth individuals in the world. WealthEngine provides statistical data to identify and directly target affluent clientele based on a number of lifestyle categories, personal interests, and financial information, such as the number of properties a person owns and their real portfolio value.

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*WealthEngine offers real-time access to more than 240 million high-net-worth individuals and provides data points on 1,500 wealth and lifestyle categories.*

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With this advanced demographic data, your Luxury Property Specialist can determine the precise audience of affluent buyers most likely to purchase your home and design a targeted marketing strategy to reach that specific set of qualified buyers.

Rather than using static email lists and broad advertising campaigns to cast a wide net, your Luxury Property Specialist will refine your listing and marketing strategy to reach your ideal buyer directly. The data from WealthEngine gives your real estate professional the market research and tools to assemble targeted prospect lists and create direct mail campaigns based on your criteria.



# THE GIFT OF GIVING BACK

We believe giving back to our community is our privilege and our responsibility. We know that the pandemic caused great heartache for local business, 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 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.

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*As a locally owned and operated brokerage, we are proud to serve our communities and give back to the place that we call home.*

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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.

The Coldwell Banker® network also partnered with St. Jude Children's Research Hospital in September 2020, with a goal of \$250,000 to help children and families who are fighting cancer so they can get back home. That goal was surpassed and increased to \$500,000 by September 2021.

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.