



COLDWELL BANKER

REALTY

Coldwell Banker Global Luxury® Program



When the prestige of the Coldwell Banker® name aligns with the expertise of today's leading luxury real estate masters and the reach of an international network in 41 countries and territories, the extraordinary is possible.

BRAND POWER

GLOBAL CONNECTIONS

A LEADER IN LUXURY

MARKETING MASTERS

MARKET EVALUATION

This is the Coldwell Banker Global Luxury® program at its essence.





BRAND POWER

A name that commands instant respect and trust the world over

A CENTURY OF “FIRSTS”

The Coldwell Banker® brand has always lived on the cutting edge of luxury, cemented by more than a century of innovation. This pioneering spirit can be traced from San Francisco's Financial District in 1906, to Manhattan's prestigious Madison Avenue in 1933 as luxury real estate marketing was revolutionized by capturing fine estate homes on film, to our worldwide presence today as a trailblazer in video, mobile, social media and smart home technology.

In 2020, we unveiled an exciting change to the Coldwell Banker Global Luxury® program – with the much-anticipated debut of a new look. The redesigned and reimagined Coldwell Banker Global Luxury logo elegantly reflects the exceptional nature of the program's Luxury Property Specialists and my distinguished clientele.

- 1906 — Two visionaries establish Coldwell Banker on the foundation of ethical business practices in the real estate industry, a first for its time.
- 1933 — For the first time, prized estates are marketed through motion-picture technology.
- 2010 — Coldwell Banker Real Estate becomes the first national real estate company to launch a YouTube channel.
- 2017 — A new era of luxury real estate begins with the Coldwell Banker Global Luxury program.
- 2018 — The *Homes & Estates* publication wins Gold at the 2018 Astra Awards from New Jersey Communications, Advertising and Marketing Association (NJCAMA).
- 2020 — Coldwell Banker Global Luxury launches elegant new logo and design style.
- 2021 — The "Craftsmanship" campaign showcases the exclusive Global Luxury certification process as well as the expertise of the program's esteemed Luxury Property Specialists.





GLOBAL CONNECTIONS

Crossing oceans, continents and language barriers

POWER IN NUMBERS

The Coldwell Banker® brand is a true global force, with the power to showcase exceptional properties and reach affluent buyers around the world. Through a master franchise network located in 41 countries, we offer unmatched services in their local languages.



100,000+

AGENTS

2,900

OFFICES

41

COUNTRIES & TERRITORIES

*Andorra
Argentina
Aruba
Bahamas
Bermuda
British Virgin Islands
Cambodia
Canada
Cayman Islands
Chile
Costa Rica*

*Curaçao
Cyprus
Dominica
Dominican Republic
Egypt
England
France
Grenada
India
Indonesia
Ireland*

*Italy
Jamaica
Luxembourg
Malta
Mexico
Monaco
Netherlands
Portugal
Singapore
Sint Maarten
Spain*

*St. Kitts & Nevis
Thailand
Turkey
Turks & Caicos
United Arab Emirates
United States
Uruguay
U.S. Virgin Islands
(St. Croix & St. Thomas)*



A LEADER IN LUXURY

Exceeding expectations and creating exceptional experiences

SUCCESS BY THE NUMBERS

As a Luxury Property Specialist with the Coldwell Banker Global Luxury® program, I am a master at my profession, exceeding expectations and creating exceptional experiences for my discerning clients every day. In 2021, Coldwell Banker® affiliated agents achieved tremendous results:

\$267

MILLION

in \$1 MILLION+ sales
each day*
(59% year-over-year growth)

\$1.9

MILLION

average sales price of
\$1 MILLION+
transaction sides*

50,353

SIDES

\$1 MILLION+
transaction sides*



*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 2021. USD\$.

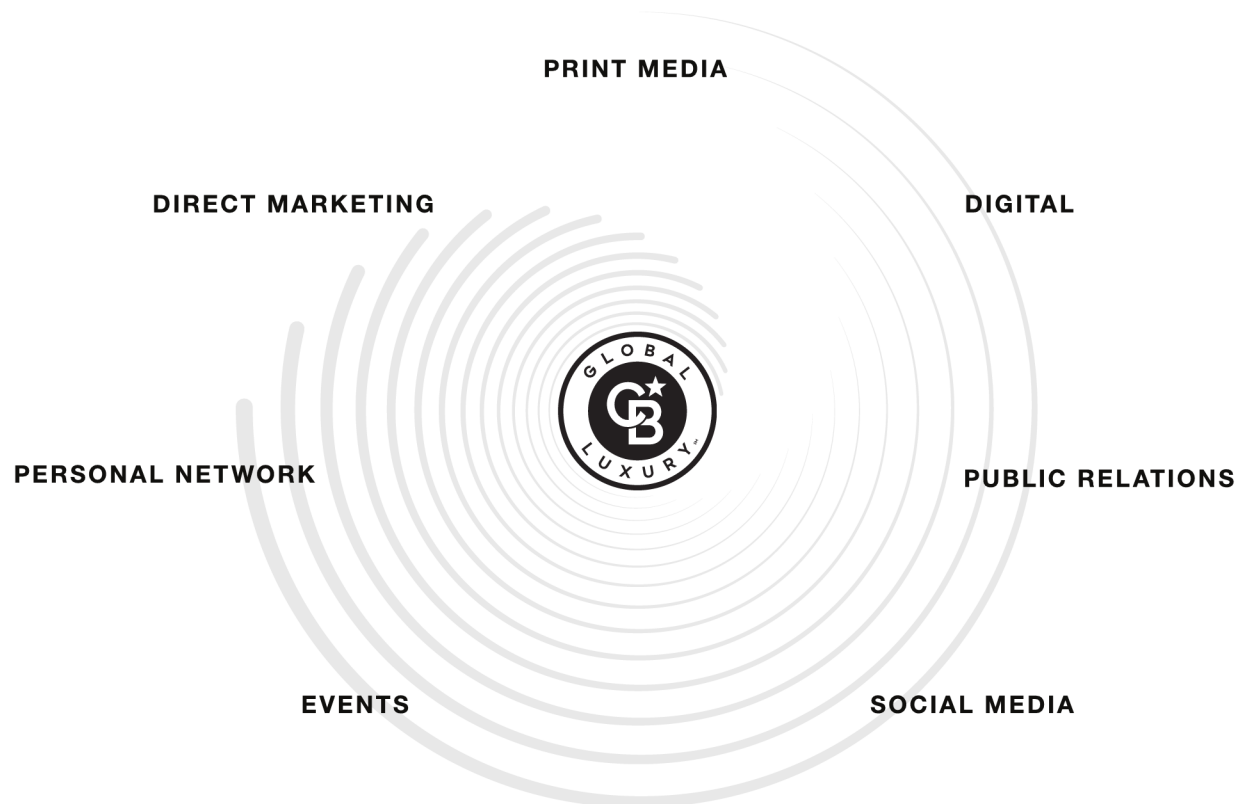


MARKETING MASTERS

Setting a new standard by which many of the world's finest estates are bought and sold

360° MARKETING APPROACH

We offer an impressive global stage from which to showcase your home. With the Coldwell Banker Global Luxury® program, I am truly borderless and come armed with a complete suite of tools designed to share the beauty of your home with an affluent audience at all times, no matter where they happen to be in the world.



BROKER-TO-BROKER NETWORKING

EXCLUSIVE LOOK

With this powerful online marketing platform, I can showcase your extraordinary property to brokers within our company in minutes for greater exposure, before it even hits the MLS.

BROKER PREVIEW

Your property may be registered as part of a weekly preview inviting the area's top brokers to tour your property for an agreed-upon period of time.

BROKER OPEN HOUSE

To ensure that your property is front and center in the local real estate community, top-performing brokers will be invited to a private reception at your home.

DISTRIBUTION OF MATERIALS

Property marketing materials, including but not limited to postcards, flyers and brochures, will be distributed through the Coldwell Banker Global Luxury® network to keep the broker community informed.



SPOTLIGHT MARKETING PLAN

In today's competitive real estate market, the key to success is differentiation – doing common things in an uncommon way. In fact, differentiation from the competition has become the cornerstone of outstanding real estate service.

We are proud to deliver exceptional property marketing that is designed to attract attention, showcase your property's distinctive qualities and help your home sell quickly and for the best price. From professional photography to a single-property website, brochure, print ad and TV promotion, the Coldwell Banker® brand ensures that your property is uniquely positioned to sell.



Professional Photography

36 high-quality perfect for print and online to make your property look its very best

Upgraded media options may include:

- Aerial photography
- Twilight photography
- High-definition video tour



Single-Property Website

Professionally designed property website that is viewable on all devices and easily shared via social media



Just Listed eFlyer

"Just Listed" announcement eBlast sent to an exclusive list of personal and professional contacts



Property Tour

Professionally produced photo slideshow with narration



Print Advertising

Eye-catching property advertisement in VIEW magazine, which is inserted into the region's prime print publications



TV and Online Promotion

Professionally produced spot posted on the Coldwell Banker YouTube channel and featured on one of these local Coldwell Banker TV shows:

- *At Home in the Tri-State Area* on PIX11 in NY Saturdays at 10:30 am or in Hartford/New Haven on The CW Sundays at 9 am
- *At Home in New England* on myTV38 in Boston Sundays at noon



Property Brochure

Beautiful, professionally printed property brochures to showcase your home



Mobile Brochure

Exclusive yard sign panel with CB Mobile Brochure technology that delivers your home's unique details and photos to consumer mobile phones



Silver Envelope

Home Announcement

Stunning, trifold property announcements direct mailed to your neighborhood in silver envelopes that get noticed



Targeted Online Advertising

Geographic targeting technology markets your property directly to local buyers online and on social media



Area REALTOR® Notification

Agents at local real estate companies in your area will be notified that your home has come on the market



Extensive Online Exposure

Your home will be displayed on the real estate industry's most visited websites and viewed by potential buyers all over the world

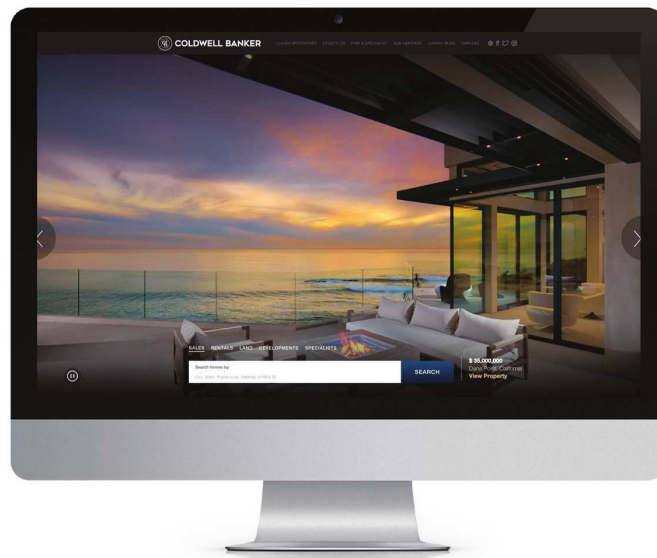


Seller Update

Detailed report outlining everything that has been done to bring your home to market and maximize its exposure

COLDWELLBANKERLUXURY.COM

The Coldwell Banker Global Luxury® website connects an affluent audience to some of the world's finest homes. From golf course properties to wine country estates, the website's cutting-edge lifestyle search allows potential buyers to select properties according to their passions. Multiple language translations and currency conversion tools also allow international buyers to tailor their user experience. A built-in referral network for Luxury Property Specialists' exclusive use links me to other high-end real estate professionals locally and around the world.



EXPANSIVE ONLINE SYNDICATION

Finding a discerning buyer for a one-of-a-kind property takes ingenuity — and an expert command of today's online arena. The Coldwell Banker Global Luxury® program has mastered the art of digital marketing, ensuring your property is seen by the widest possible audience of qualified buyers. Luxury properties that are marketed through the program will enjoy immediate syndication through a comprehensive network of prominent real estate websites, including WSJ.com, JamesEdition.com, RobbReport.com, UniqueHomes.com and international websites through ListHub Global*.



coldwellbankerluxury.com

Coldwell Banker® automatically syndicates listings to hundreds of the real estate industry's most visited websites.

JAMES EDITION

Robb Report
FOR THE LUXURY LIFESTYLE

Homes.com

MANSION GLOBAL

UNIQUE
HOMES

THE WALL STREET JOURNAL

ListHubGlobal

HomeFinder
.com

PENTA

BARRON'S
THE NEW YORK TIMES BUSINESS AND FINANCIAL WEEKLY

MarketWatch

*JamesEdition, Barron's, Mansion Global and Penta display properties priced at \$1M+. ListHub Global displays properties priced at \$2M+.

ELITE INTERNATIONAL SYNDICATION

The Coldwell Banker Global Luxury® program has joined forces with some of the world's most exclusive and high-performance real estate syndication websites to maximize the global exposure of your luxury home.

92+
PORTALS

57+
COUNTRIES

116.18
MILLION
POTENTIAL BUYERS*

16
LANGUAGE
TRANSLATIONS



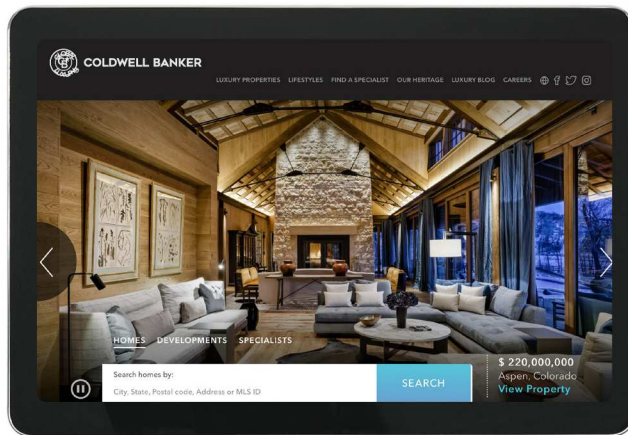
THE LARGEST INTERNATIONAL REAL ESTATE ADVERTISING NETWORK

ListHub Global automatically publishes \$2 million+ property listings to leading real estate sites around the world, such as China's Anjuke, the United Kingdom's Properstar UK and India's 99acres.

*Number provided is an approximation due to frequent changes to the syndication.

MOBILE MARKETING

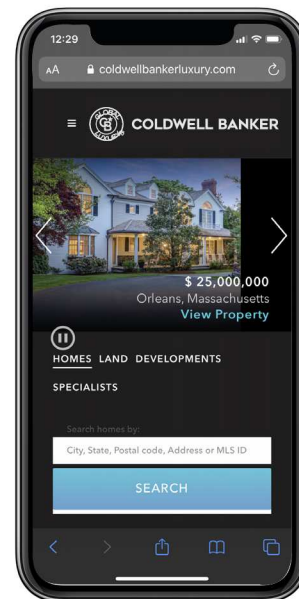
The Coldwell Banker® brand has long regarded mobile marketing as the future of luxury. Expertise in the mobile space has led to the creation of a unique suite of products designed to give me the ability to respond immediately to online leads and maintain relationships with affluent clients who are on the go.



All Coldwell Banker websites feature responsive design, fully optimized for mobile.

Coldwell Banker Mobile

Delivers rich media and video integration, attracting affluent buyers seeking exceptional properties.



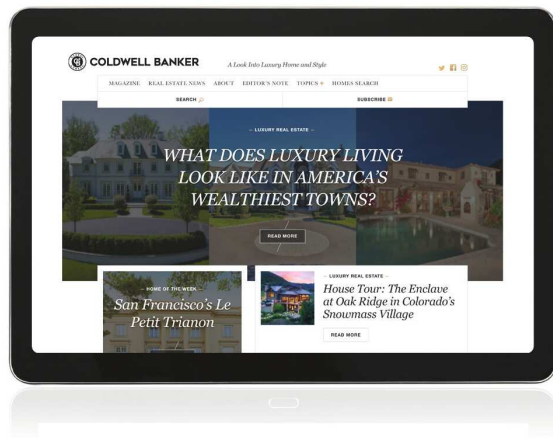
TARGETED MARKETING

The Coldwell Banker Global Luxury® program enables me to identify the right affluent clientele for your exceptional home. Our relationship with WealthEngine® gives me access to the largest database of high-net-worth individuals in existence, elevating direct marketing for some of the most exclusive properties to a new level. By curating the data based on lifestyle, interest and net worth, the precise audience of affluent buyers most likely to purchase your home can be targeted.



COLDWELL BANKER GLOBAL LUXURY® BLOG

The Coldwell Banker Global Luxury® blog offers an international look into luxury and style through the eyes of some of today's leading voices, visionaries and style-setters.



265

THOUSAND+ PAGE VIEWS IN 2021¹

100

**THOUSAND+ AFFLUENT
SUBSCRIBERS TO
GLOBAL LUXURY
CURATED NEWSLETTER²**

SOCIAL MEDIA

The social media landscape is yet another global stage where the beauty of your home may be put on display. Powered by a dedicated and expert social content team, the networks under the Coldwell Banker Global Luxury® banner are among the most widely used sites today, delivering a unique perspective on fine living and fine homes all over the world.

284

MILLION+

Impressions¹



17.6

MILLION+

Engagements¹



8.5

MILLION+

Link clicks from social to a
Coldwell Banker® website¹



142

MILLION+

Lifetime video views²



HOMES & ESTATES

There is something special about capturing the essence of a property in print. The intricate details, the design, the art, the craftsmanship, the light of a home — all of it lives in a state of permanence through classic storytelling and beautiful photography in *Homes & Estates*, the proprietary publication of the Coldwell Banker Global Luxury® program.

Distributed four times a year and paired with two leading publications, *Unique Homes* and *The Wall Street Journal*, *Homes & Estates* offers stories of lifestyle inspiration in a range of luxury pursuits, including real estate, architecture, design, art, fashion, culture and travel.



HOMES & ESTATES READERSHIP

UNIQUE
HOMES

H&E
HOMES & ESTATES

THE WALL STREET JOURNAL.

Total Annual Reach*

2.2 million

HOMES & ESTATES

55,000+

PER ISSUE

- Direct-mail distribution to the WealthEngine® Demi-Billionaire List of individuals with a minimum net worth of \$500 million. Plus, distribution to the top clients of Coldwell Banker Global Luxury® agents, and Coldwell Banker Realty offices worldwide.

DIGITAL

100,000+

PER ISSUE

- Digital editions are emailed to a targeted group of affluent consumers and subscribers of the Coldwell Banker Global Luxury blog

UNIQUE HOMES MAGAZINE

100,000+

PER ISSUE

- *Homes & Estates* magazine is inserted into *Unique Homes*, which is distributed worldwide and has been published for more than 50 years

THE WALL STREET JOURNAL

300,000+

PER ISSUE

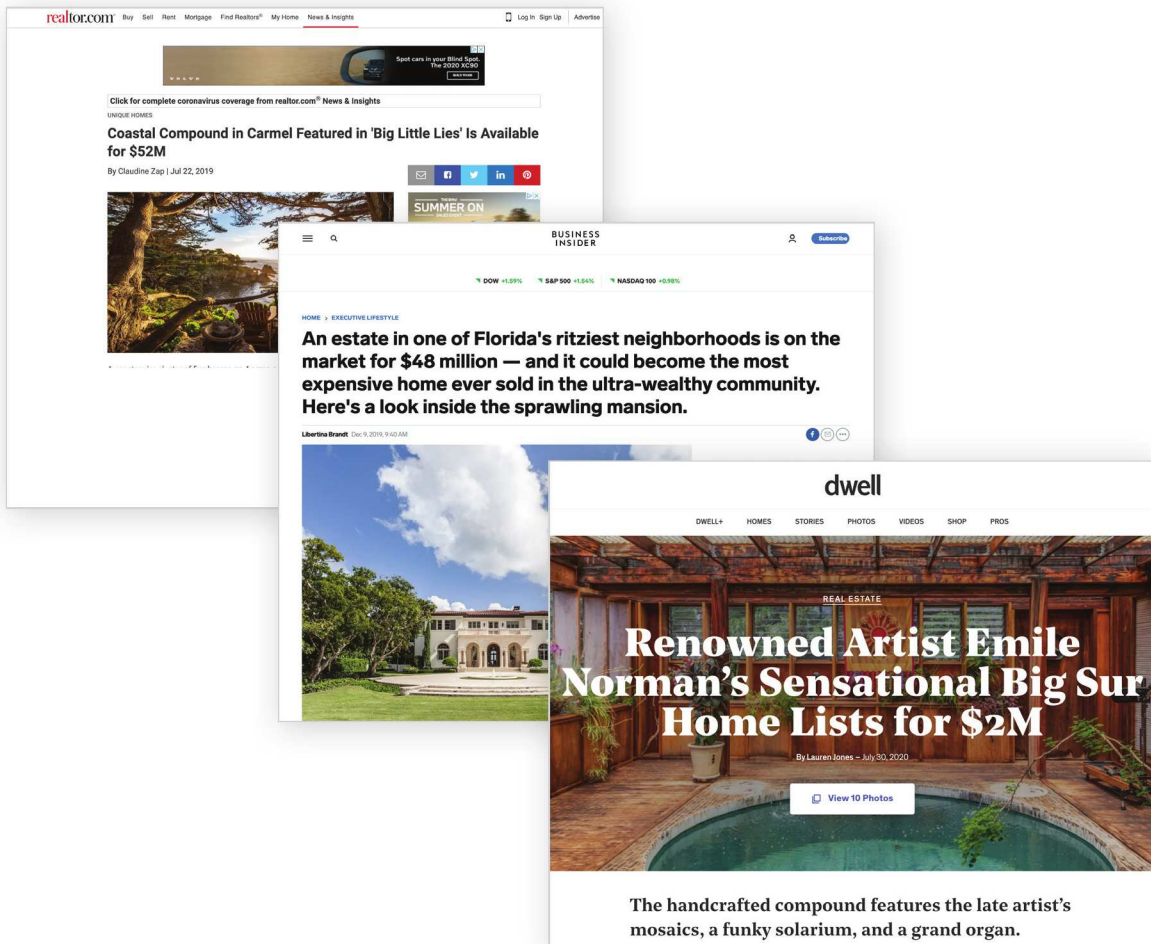
- Insertion into subscriber copies of the Friday edition of *The Wall Street Journal* in top ZIP codes in major metropolitan areas

*Combined print and digital publications.

MEDIA RELATIONS

Guided by the belief that each home has a story to tell, the Coldwell Banker Global Luxury® program offers elite clients the opportunity to share their homes' unique narratives through the media.

As part of a bespoke marketing plan, I may work closely with regional marketing teams to leverage strategic media relationships in order to showcase your home to the widest possible affluent audience. Harnessing the global influence of these key media players has historically generated exposure for our most notable listings in top-tier outlets such as *The Wall Street Journal*, *Forbes* and *CNBC*.





**COLDWELL BANKER
REALTY**

Your extraordinary home deserves representation of an equally extraordinary caliber.

Experience the superior levels of local expertise, personal attention and utmost discretion that come with the power of Coldwell Banker Global Luxury®.

The property information herein is derived from various sources that may include, but not be limited to, county records and the Multiple Listing Service, and it may include approximations. Although the information is believed to be accurate, it is not warranted and you should not rely upon it without personal verification. Affiliated real estate agents are independent contractor sales associates, not employees. ©2022 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Realty Brokerage Group LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. 22EN69_CBR_5/22