

Coldwell Banker® eMarketing Advantage

Expanding The Buyer Universe | Focusing Home Buyer Interest | Re-inventing Customer Service



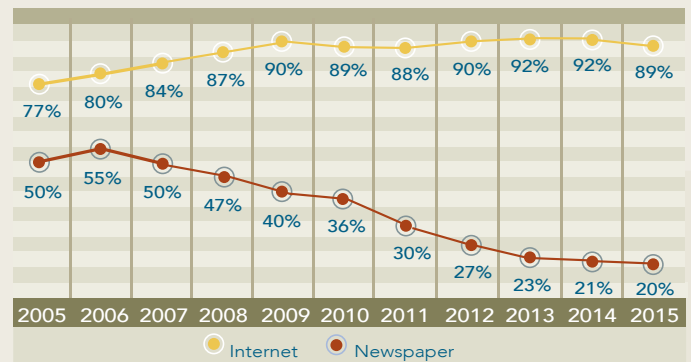
**COLDWELL
BANKER** 

RESIDENTIAL BROKERAGE

Real estate's new reality – your buyer is online.

Today, **89% of home shoppers use the Internet as part of their home search.**¹ That's a pretty stunning figure when you consider that only a decade ago, real estate eMarketing was in its infancy. Even more stunning are the implications of this change in home buyer behavior. Suddenly, a playing field that was once much more level, has become stacked in the favor of one type of real estate agent – your affiliated Coldwell Banker sales associate.

Use of Media During Homes Search Process¹



How so? It's simple. Coldwell Banker Residential Brokerage uses its size and resource advantage to canvas the Internet, entering into national marketing relationships with the world's top real estate sites. This creates broad-based exposure for your home, the kind that makes it easy for buyers to find your property, but is next to impossible for local or regional brokerages to replicate. And once a home shopper finds your property, Coldwell Banker's feature-rich Web sites provide the service tools to encourage shopper interest and help buyers and sellers stay connected throughout the transaction process.



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Expanding the buyer universe.

By being the first to fully embrace the Internet with a far-reaching vision, Coldwell Banker Residential Brokerage has found the formula for expanding your universe of potential home buyers. Today, through our careful investment and powerful alliances, we've claimed virtual ownership over the Internet's most exclusive real estate – those sites where home buyers aggregate in the largest numbers.

eMarketing that makes a difference.

A home buyer is more likely to use the Internet than newspapers at some point during their home search process². In the course of just a few years, once tried-and-true marketing plans that overlooked the Internet have suddenly become outdated and incomplete. At the same time, the vast majority of eMarketing plans don't reach enough of the top real estate sites, leaving them similarly incomplete. By providing our affiliated sales associates with a comprehensive eMarketing program, Coldwell Banker Residential Brokerage is helping ensure that your listing appears where today's home buyers will be shopping.

Home buyers start online – so did we.

89% of home buyers are searching online²

To tap into this audience of home buyers, we are continually purchasing key real estate search terms on major search engines such as Google.

The **millions we are spending on search engine advertising** this year includes thousands of search terms.³

2. 2015 National Association of REALTORS® Profile of Home Buyers and Sellers.

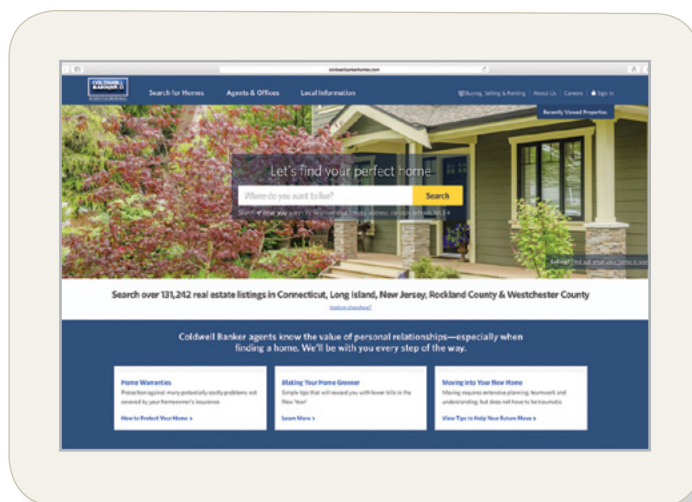
3. Based on the estimated retail value of NRT LLC's annual spend for search engine advertising. Coldwell Banker Residential Brokerage is a member of the NRT family of companies. NRT has over 787 offices and 47,000 sales associates operating in over 40 metropolitan areas.

Location. Location. Location.

It's an axiom as old as the industry itself – location is everything! That's why Coldwell Banker Residential Brokerage has built, brokered and bought some of the Internet's most valuable real estate for hosting your home listing.

>> ColdwellBankerHomes.com

Featuring over 150,000 homes, **ColdwellBankerHomes.com** is one of the most convenient destinations to find homes throughout the Tristate area. Once a buyer has zeroed in on your area as a desirable location, **ColdwellBankerHomes.com** helps ensure that your home receives the full benefit of its geographic desirability. Buyers who visit can find your home searching by city, zip code, address, school district, and they have access to community information that will help them further appreciate your area. **ColdwellBankerHomes.com** also gives visitors access to innovative features like our buyer inquiry rapid response system and automated listing update tool to alert buyers when your home comes on the market. Mobile version available.



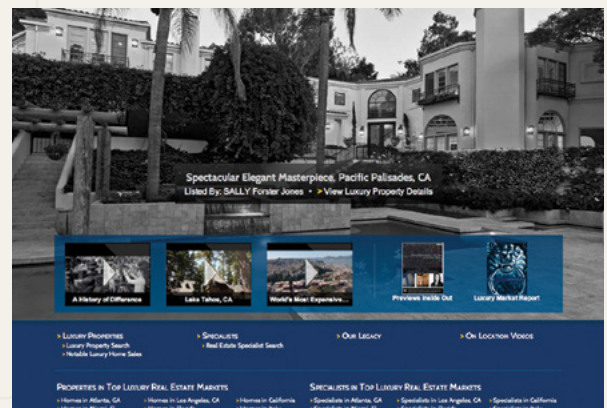


>> ColdwellBanker.com

As the first national real estate brand to integrate streaming video online and integrate community amenities into its satellite mapping feature, ColdwellBanker.com is at the forefront of helping buyers and sellers make the connections that lead to a satisfying home sale/purchase experience. Coldwell Banker has an average of over 2.5 million unique visitors per month⁴.

>> ColdwellBankerPreviews.com

ColdwellBankerPreviews.com features exceptional home inventory that attracts affluent buyers worldwide. With added features that include a currency convertor, language translator and property and agent videos, **ColdwellBankerPreviews.com** makes it easier than ever for visitors to search for luxury homes.

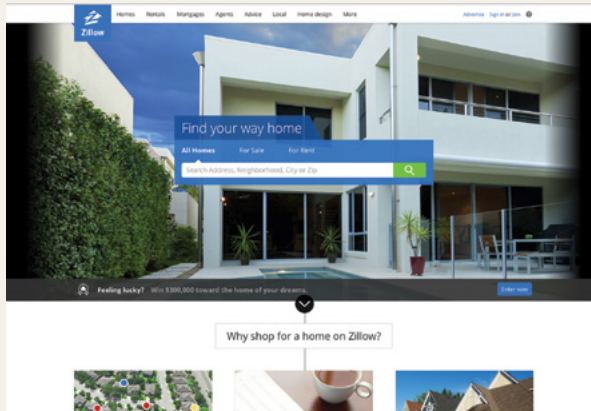




Selling Your Home is Our Top Priority.

Coldwell Banker's® industry-leading technology presents your property to buyers worldwide who are searching for homes like yours. In addition to our powerful network of over 725 websites, your property will be enhanced through an exclusive program on the most dominant high-traffic real estate websites — REALTOR.com®, Trulia, Zillow, AOL, MSN Real Estate, HotPads, Homes.com, HomeFinder, NYT.com and WSJ.com

- Featured and enhanced listings on REALTOR.com, Trulia, Zillow, AOL, MSN Real Estate, HotPads, and Homes.com.
- Your home, with a detailed description and multiple photos, will be seen more often than it would without this enhancement.
- Through our exclusive partnership with these sites, the number of inquiries have nearly doubled.
- Leads are routed directly to your independent sales associate's cell phone for immediate response.

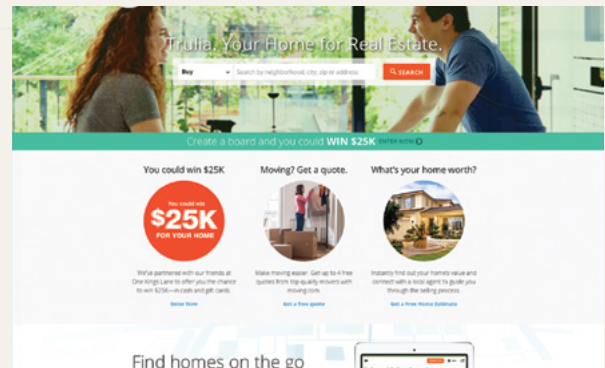


>> Zillow.com

As one of the most-visited real estate websites, **Zillow.com** has more than 55 million unique visitors per month⁵. Your home will also benefit from featured listing placement on this site.

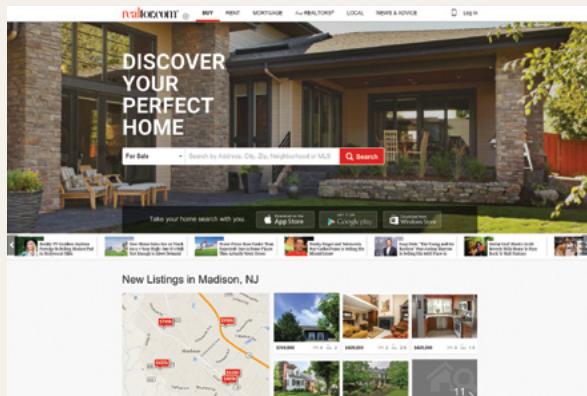
>> Trulia

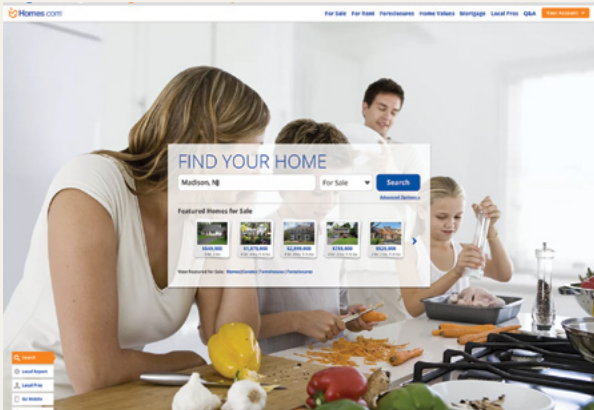
Trulia has nearly 28 million unique visitors a month thanks to its easy-to-use Web 2.0 map-based search interface that provides high-level property information and links to your home's property detail page.⁶



>> REALTOR.com®

Your enhanced listing appears on REALTOR.com which attracts an average of 30 million unique visitors each month.



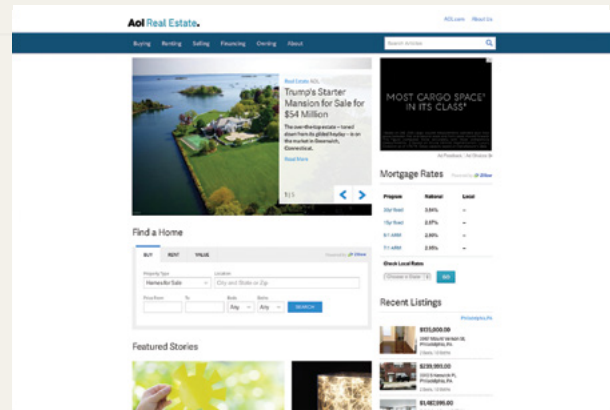


>> Homes.com

Homes.com is a leading provider of real estate advertising solutions. Each month over 13 million unique consumers visit Homes.com to search for real estate by location or property type⁷. Your home will also benefit from featured listing placement on this site.

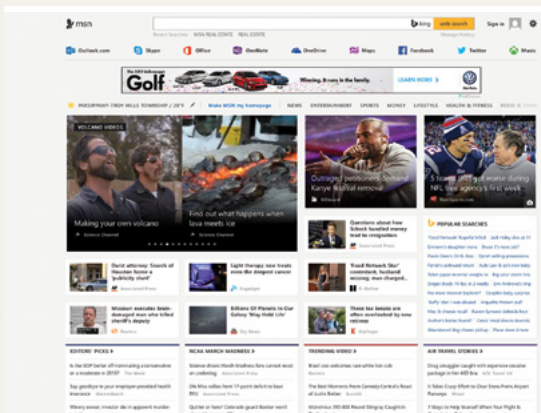
>> AOL® Real Estate

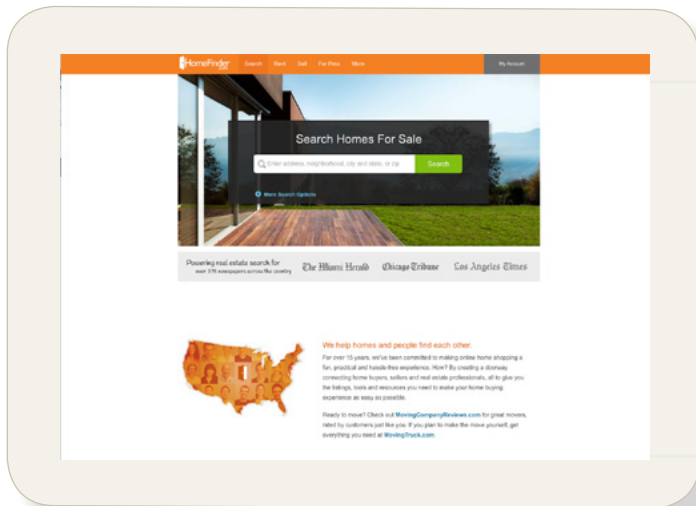
AOL®Real Estate helps make your home listing available to the entire AOL® online community. This site displays new and existing homes, foreclosures, for sale by owners and even apartments all together in one search result. Your home will also benefit from featured listing placement on this site.



>>MSN

MSN Real Estate as a part of **MSN.com** attracts more than 128 million unique visitors per month⁸. Your home will also benefit from enhanced listing placement on this site.



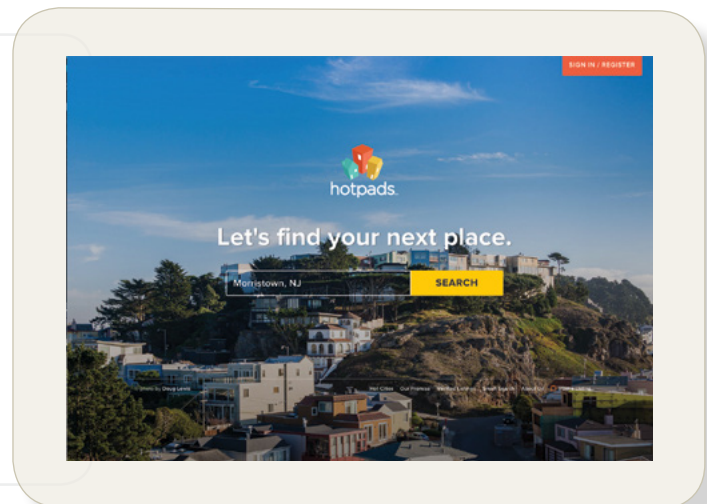


>> HomeFinder.com

Connecting home buyers and sellers to the real estate section of newspaper websites, **HomeFinder.com**, offers a network of more than 375 online newspaper real estate sites and more than three million property listings nationwide.

>> HotPads.com

HotPads.com lists your apartment, rental home, or condominium through a unique map-based search engine. This enables the consumer to target their search for rental properties to a specific location. Your home will also benefit from featured listing placement on this site.



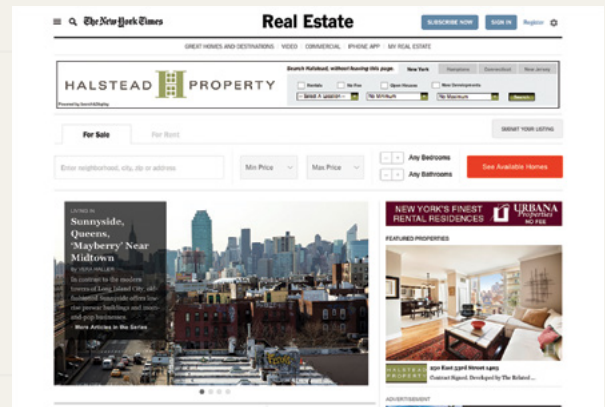


>> WallStreetJournal.com

All properties over \$500,000 are distributed to the leading provider of business and financial news and analysis. **WSJ.com** has over 20 million unique monthly visitors⁹.

>> NewYorkTimes.com

We've partnered with **NYTimes.com**, the #1 newspaper Web site in the world. All of our listings are showcased in the real estate section visited by 68 million unique consumers each month¹⁰.




>> Newsday.com

Newsday.com is Long Island's leading news site with over a million unique visitors each month. This site has community info and homes for sale, along with current real estate news and trends. Newsday's online real estate section is powered by HomeFinder.com.



9. WSJ.com March, 2016.

10. comScore Media Metrix Multi-Platform (Desktop & Mobile) Jan 2015-Dec 2015.



Focusing home buyer interest.

We don't just place your property in the best locations. Like your home itself, we make sure your listing shows well with images and detailed property descriptions that convey the unique character of your home. And because "home" is also a state of mind, ColdwellBankerHomes.com offers content and features that help prospective buyers get to know and appreciate the allure of the surrounding community. It's all part of an eMarketing approach that says it's not enough to help locate prospective buyers when you can also help focus their interest in owning your home.

Photo Marketing Program

To satisfy online shoppers, we've developed a program that markets your home using multiple photos. Why? Because research shows that approximately 87% of home buyers found multiple photos very useful.¹¹ Plus, having multiple photos gives us an opportunity to make your home stand out and show its best. After viewing homes online, over 65% of home buyers have visited the homes they viewed.¹² Your affiliated sales associate will personally help you devise a photo strategy that works harder to sell your home.

11. 2015 National Association of REALTORS® Profile of Home Buyers and Sellers. Percentage is a combined percentage of respondents who found online photos very useful and somewhat useful.

12. 2015 National Association of REALTORS® Profile of Home Buyers and Sellers. Percentage is a combined average of respondents who drove by and walked through specific properties viewed online.

Re-defining customer service.

After generating the greatest exposure for your property, we follow it up with the most knowledgeable and responsive customer service in the business. Before we changed how the industry looks at technology, almost half of the online inquiries made to sales associates went unanswered. Of those inquiries that did receive a reply, the average response time was measured in days.¹³ Now, the technology and infrastructure of Coldwell Banker Residential Brokerage enables immediate sales associate notification, making it possible to respond within seconds.



Online Rapid Response System—Homebase InTouch

With our proprietary online rapid response system, your sales associate has a compelling tool to ensure every potential buyer for your property receives a fast, professional response. In the blink of an eye, your potential buyer can connect with the affiliated sales professional who best knows your home and its unique selling features.

Here's how it works:

- A homebuyer sees a listing online.
- They request additional information or a showing through the website.
- The Coldwell Banker Residential Brokerage independent sales associate receives an alert instantly on their cell phone.
- They are able to respond to the homebuyer within minutes, and you are that much closer to a closing.



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Enjoy the eMarketing Advantage.

While the thought of finding a successful eMarketing plan for your home sale may seem overwhelming, the reality is much simpler – work with a Coldwell Banker Residential Brokerage sales associate.

The keys to selling your home online.

It takes the right mix of technology, resources and know how to make the most of your eMarketing opportunities. We have it all. Now, when you ask “what are you doing to sell my home?” your Coldwell Banker Residential Brokerage sales associate has the ability to respond:

- “I’m generating broad exposure for your property with unprecedented spending at America’s leading Internet real estate sites and portals.”
- “I’m making sure your listing gets syndicated to Zillow, Trulia and other sites appearing at no additional cost to you.”
- “I’m posting multiple photos of your home and a detailed property description – two of the most sought after features by online home shoppers.”
- “I’m using tens of thousands of search terms at the Internet’s biggest search engine sites to drive home buyers to our online properties.”
- “I’m using the latest technology to respond immediately to your service requests and the inquiries of interested buyers.”

Selling in ways the others can’t.

As part of the largest full-service residential real estate brokerage company in the U.S. and now, the nation’s largest residential real estate brokerage company on the Internet, Coldwell Banker Residential Brokerage has the technology and the resources to do it all – ensure that your listing will be seen by more buyers, that it will include the information they want, and that your sales associate will be able to respond instantly to their inquiries. Remember, no marketing plan is complete without the Coldwell Banker Residential Brokerage eMarketing Advantage.



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ColdwellBankerHomes.com



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