

Coldwell Banker® eMarketing Advantage

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

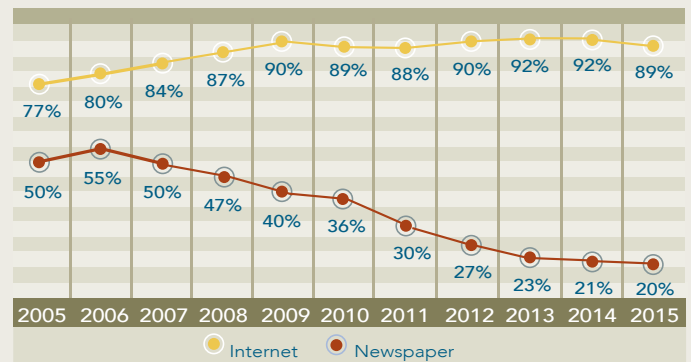


RESIDENTIAL BROKERAGE

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

Today, **92% 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 for 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 Residential Brokerage 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. Once a home shopper finds your property, Coldwell Banker Residential Brokerage's feature-rich websites provide the service tools to encourage shopper interest and help buyers and sellers stay connected throughout the transaction process.



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1. 2015 National Association of REALTORS® Profile of Home Buyers and Sellers.

Expanding the buyer universe.

ColdwellBankerHomes.com ■

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 process.² 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the course of just a few years, once tried-and-true marketing plans that overlooked the Internet have suddenly become outdated and incomplete.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.

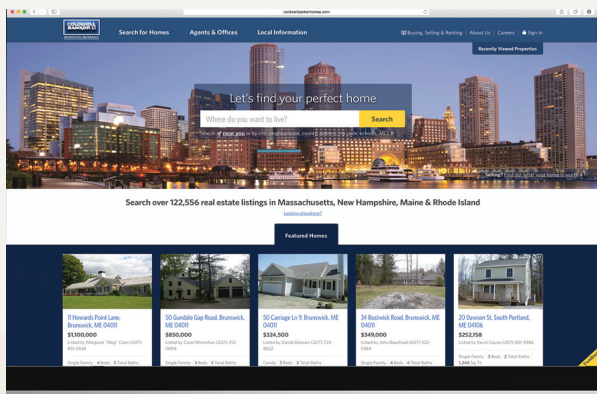
92% of home buyers are searching online.² To tap into this audience of home buyers, we are continually purchasing key real estate search terms on major search engines like Google. The millions we are spending on search engine advertising this year includes thousands of search terms.³

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.



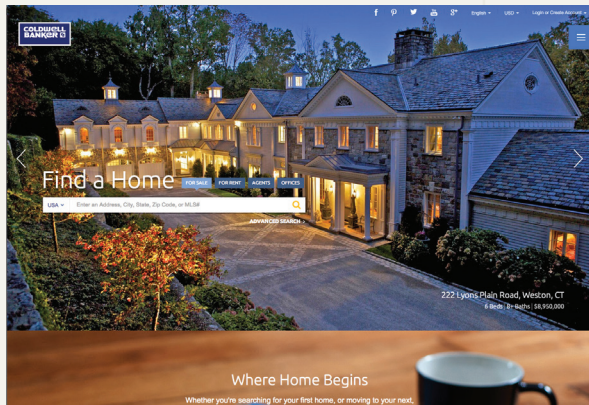
>> ColdwellBankerHomes.com

Averaging a million visitors each month, ColdwellBankerHomes.com is ranked #1 by Compete.com for real estate websites in New England. Once a buyer has zeroed in on your area as a desirable location, ColdwellBankerHomes.com helps ensure that your listing receives the full benefit of its geographic desirability. Buyers who visit can find your home searching by city, zip code, MLS number or property type, 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, HomeMovies, PhotoGalleries and our automated exclusive email alert system targeting thousands of potential buyers when your home comes on the market.

- **HomeBase inTouch**—our online rapid response system that ensures every potential buyer for your property receives a fast, professional response. Inquiries can reach the agent in as little as 30 seconds!
- **HomeBase inBox**—the ColdwellBankerHomes.com search and email alert system for home buyers that manages and organizes the home search process with tools that make it easy to find and maintain a record of the properties of interest.
- **HomeBase inSight**—our exclusive online showing report center provides statistics from ColdwellBankerHomes.com, ColdwellBanker.com and partner web sites, all in one place.
- **Mobile Version**—ColdwellBankerHomes.com's mobile website now features HomeBase inBox so our users may access their accounts and Open House information on the go.

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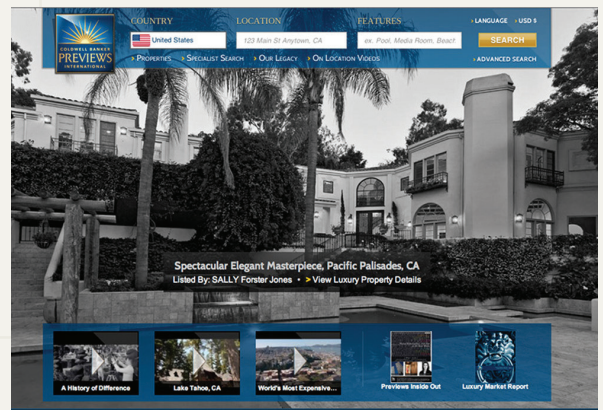


>> ColdwellBanker.com

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.



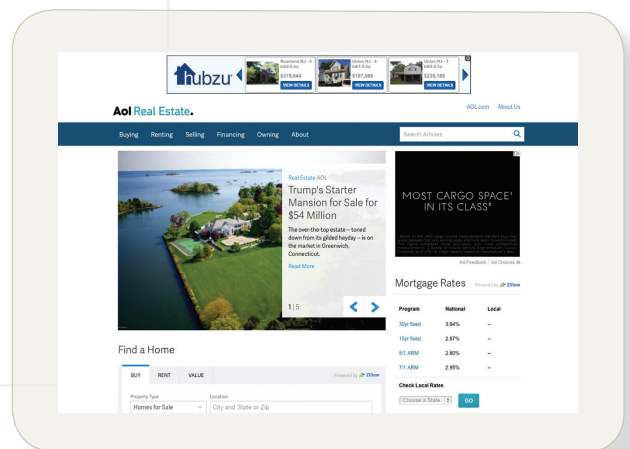
Selling Your Home is Our Top Priority.

Our 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 exclusive programs on the most dominant, high-traffic real estate websites — Trulia, Zillow, REALTOR.com®, AOL, MSN Real Estate, HotPads.com, Homes.com, HomeFinder, NYT.com and WSJ.com.

- Featured listing and top placement in consumer search results on Trulia, Zillow, AOL, MSN Real Estate, REALTOR.com, HotPads.com, and Homes.com.
- Your home, with a detailed description and multiple photos, will be seen more often than it would without this enhancement.
- More views can mean more possible buyer inquiries.
- Leads are routed directly to your independent sales associate's cell phone for immediate response.

>> 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.

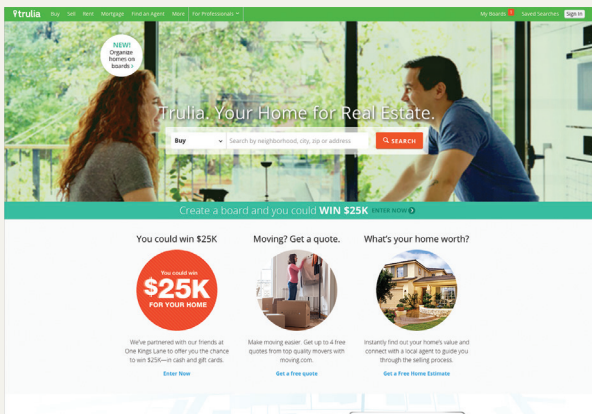
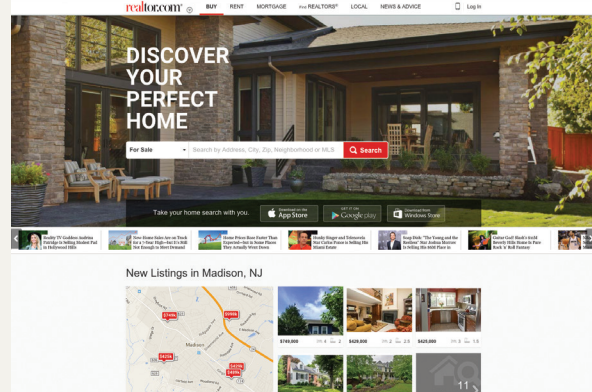


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>> REALTOR.com®

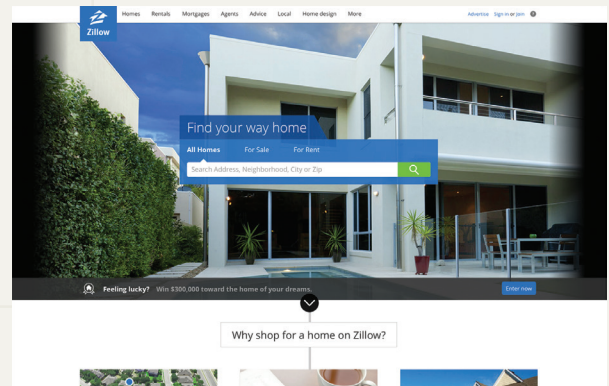
Your enhanced listing appears on REALTOR.com which attracts an average of 30 million unique visitors each month and on the real estate channels of major websites like Move.com, MSN.com, Comcast Interactive Media and more⁵. Your home will also benefit from featured listing placement on this site.

**>> Trulia.com**

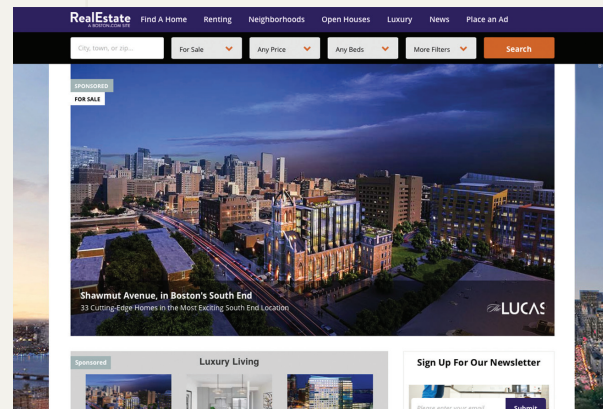
Trulia has nearly 28 million unique visitors a month.⁵ Your home will also benefit from featured listing placement on this site.

>> Zillow.com

As one of the most-visited real estate websites, Zillow.com has more than 55 million unique visitors per month⁶. Your home will also benefit from featured listing placement on this site.

**>> Boston.com**

Boston.com is one of the largest newspaper sites in the country averaging over 5 million unique monthly visitors⁷. Featuring enhanced editorial information for buyers, sellers and home design and improvement content, Boston.com is a robust real estate website. Coldwell Banker Residential Brokerage listings are enhanced to include PhotoGalleries, HomeMovies, expanded property descriptions, sales associate information and links to ColdwellBankerHomes.com.

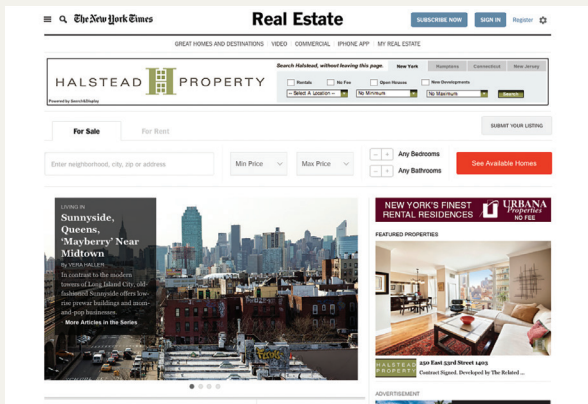


6. comScore Media Metrix Multi-Platform (Desktop & Mobile) Jan 2015-Dec 2015.

7. comScore Media Metrix Multi-Platform Data, November 2015 (3 month average).

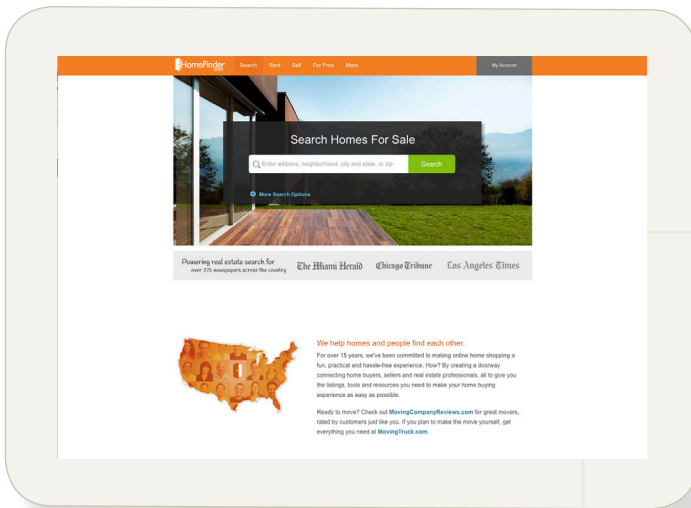
>> WallStreetJournal.com

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 visitors.⁸

**>> NewYorkTimes.com**

NewYorkTimes.com is the #1 newspaper website in the world with 68 million unique visitors per month.⁹ All listings are showcased in the real estate section.

8. WSJ.com March, 2016
 9. comScore Media Metrix Multi-Platform (Desktop & Mobile) Jan 2015-Dec 2015.

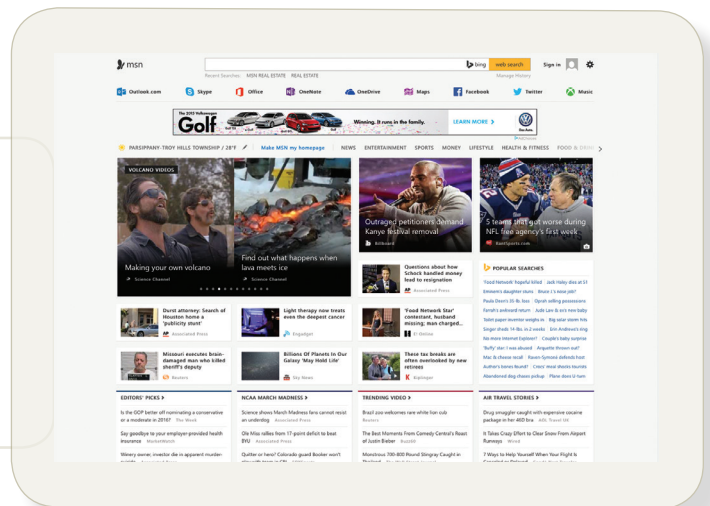


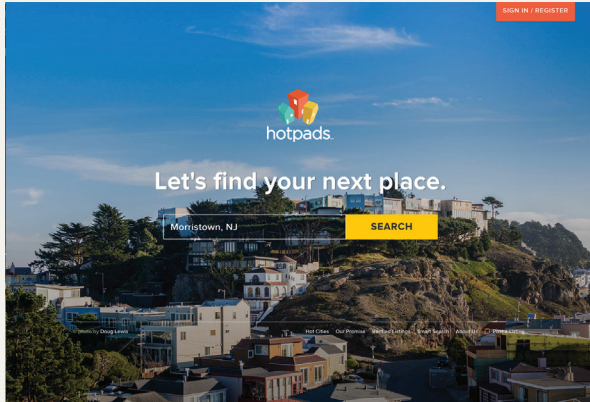
>> HomeFinder.com

Connecting homebuyers 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 3 million property listings nationwide.

>> MSN.com

MSN Real Estate as a part of MSN.com attracts nearly 128 million unique visitors per month.¹⁰ Your home will also benefit from enhanced listing placement on this site.





>> HotPads.com

HotPads.com lists apartments, rental homes, or condominiums 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.

>> 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 type.¹¹ Your home will also benefit from featured listing placement on this site.



Ask your Coldwell Banker Residential Brokerage about our online regional partnerships with Telegram.com, SeacoastOnline.com and MassLive.com.



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 its unique character. 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.¹² 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.¹³ Your affiliated sales associate will personally help you devise a photo strategy that works harder to sell your home.



12. 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.

13. 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.

ColdwellBankerHomes.com ■

Whether you're ready to look or ready to buy, Coldwell Banker Residential Brokerage has the right tools and real estate agents for you!

Visit ColdwellBankerHomes.com today to set up your FREE HomeBase inBox account.

HOME BASE inbox

HomeBase inBox is the smart, easy way to organize and manage your home search:



Get personalized email alerts for searches and properties that you have saved. Find out about new listings, price changes, open houses, and more.



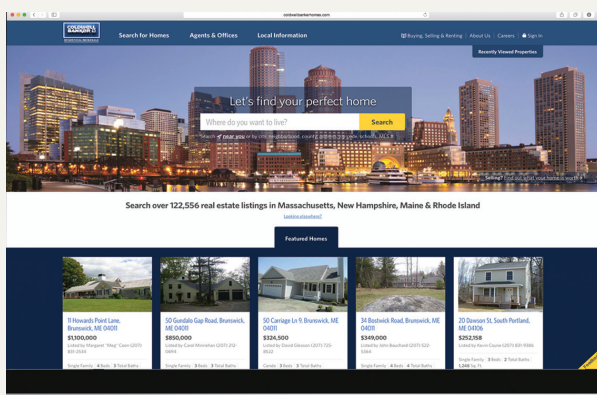
Save your searches to quickly access them when you return, modify your preferences, and get notified when new listings come on the market.

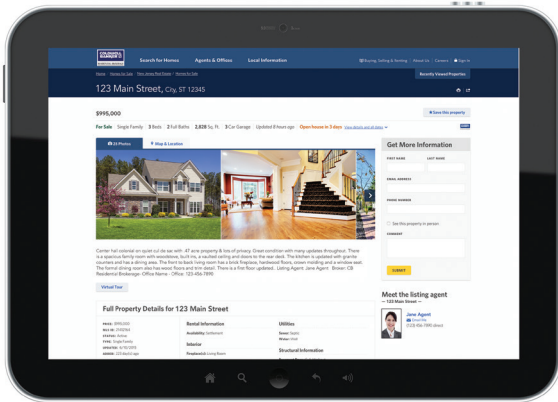


Save individual listings to quickly access them when you return, track their status and get notified when prices change.



Keep track of recently viewed properties, no matter where you are!





HOMEbase intouch

Online Rapid Response System

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 Preferred independent sales associate receives an instant alert.
- They are able to respond to the homebuyer within minutes, and you are that much closer to a closing.

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.¹⁴ Now, the technology and infrastructure of Coldwell Banker Residential Brokerage enables immediate sales associate notification, making it possible to respond within seconds.





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 and enhanced to Google, 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.— 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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