

The Value of the Coldwell Banker® Brand

Attributes Appealing Primarily to Consumers

1. The Brand has a 102-year heritage, predicated on ethical dealing, dating back to 1906 when our company was founded with a goal of protecting customers. Our unique history is a differentiating characteristic, which engenders trust and confidence to consumers and, ultimately, influences them to list their home or buy a new home with **Coldwell Banker®**. Our founders firmly believed in the importance of ethics, professionalism, honesty and above all, putting the customer first. To this day, our company has subscribed to these underlying principles.
Coldwell Banker is known world-wide for its highly ethical beliefs and legendary history of fiduciary trust.
2. Independent studies(1) confirm that **Coldwell Banker** is rated #1 by consumers in terms of a company you can trust and dependability. According to these studies, our brand is recognized by 96% of consumers in our target audience.
Combining a local well-respected name with our brand results in proven competitive advantage because our brand has a prestigious image among nationwide Companies.
3. In 2000, the U.S. House of Representatives Issued a citation recognizing Coldwell Banker Real Estate Corporation (now known as Coldwell Banker Real Estate, LLC) as the nation's oldest National Real Estate Organization.
Today, consumers are seeking the comfort of knowing that their service providers are stable and well-established and Coldwell Banker can affirm that "it has no equal"
4. Among the top 760 firms in the nation, the **Coldwell Banker®** brand collectively sells more real estate in terms of both transactions and dollar volume than any other brand, including the nearest national franchise network (2)(4).
The result is that our brand is the leading seller of real estate in the nation, when compared to other similar sized firms, and buyers are attracted to our firm to find their home.
5. NRT Incorporated ("NRT"), a Realogy® owned company, owns and operates residential brokerage offices in the 35 of the largest US markets, and is considered America's largest real estate company. NRT sells nearly 2 times more real estate in terms of sides & nearly 3 times more sales volume than the next nearest competitor in the nation. (2)
Being in the same business as our franchisees, results in an unparalleled business relationship with partners that understand each other's needs. Consumers should also be comforted to know that they are working with the nation's largest firm.
6. Of the 6 Realogy® Real Estate Brands, whose collective US market share is over 25%, **Coldwell Banker** has the highest productivity per person, highest dollar volume and 2nd highest average sales price.
Coldwell Banker Agents are among the most successful in the nation.
7. **Coldwell Banker** is a worldwide real estate sales organization, with offices in 47 countries on 6 continents with nearly 3,600 offices and 111,000 sales associates. Above and beyond, residential brokerage, the firm also is considered one of the leading Commercial brokerage firms in the United States.
Consumers who select Coldwell Banker to market their home benefit from the worldwide exposure of an international firm.
8. **Coldwell Banker Previews® International** has been the world leader in marketing luxury real estate since 1933. In 2008, **Coldwell Banker** sales associates were involved in the sale of 16,670 transaction sides and more than \$31.2 Billion of homes valued at \$1 million or higher. Independent studies (3) confirm that our brand owns the "high end" designation. The **Coldwell Banker®** luxury home Web site, www.coldwellbankerpreviews.com, was named the Best Real Estate Web Site by the Web Marketing Association in its 2005 WebAward Competition.
Our Brand has more credibility with sellers when marketing upper tier properties throughout the world due to our proven track record over 76 years.

9. **Coldwell Banker** is the most innovative real estate firm & was the first nationwide company to introduce:
- Buyer and seller service guarantees (1987)
 - Mandatory seller disclosure (1992)
 - Nationwide Concierge Services (1998)
 - Interactive search services for Internet home shoppers, the Personal Retriever (1998).
 - The 4 X 4 colonial yard arm sign post (1967)
 - Lead management software, which facilitates nearly instantaneous communication between consumers and sales associates' cell phones (2005)
 - Streaming video on its national website (2006)
 - Listing information on automobile navigation devices(2008)
 - Listing and agent information on Blackberry® and Apple® iphone *smart* phones (2008)
 - Property showing applications for the Microsoft® Surface Display device (2009)

Coldwell Banker was recognized by the prestigious Inman Organization as the nation's most innovative real estate brokerage company or franchise (8).

We will continue to lead the market with new products. Our brand is clearly the most innovative because we are so highly consumer focused.

10. Our National Media spending is among the broadest in the industry with extensive high profile prime-time national television commercials, national network prime-time radio ads and extensive print advertising in exclusive luxury magazines targeted to affluent consumers. Our combined multi-million dollar advertising budget insures that our buyers and sellers have compelling reasons to go to www.coldwellbanker.com.

Potential sellers want to be convinced that the firm they select will do the best job of attracting buyers and our national advertising combined with local classified ads results in an unparalleled package designed to attract qualified buyers.

11. The **Coldwell Banker** national website site is the most visited real estate "brand" website in the nation with over 23M unique visitors and consumers stay to view the robust content nearly 10 minutes on each visit(11). The site had over 31 million total visitors in 2008. Coldwellbanker.com is the first and only web site to offer consumers streaming video and was the first to offer overlay options for its mapping feature. Leads emanating from Coldwell Banker.com have a 100% better closing ratio than comparable leads from Realtor®.com and nearly a 70% better closing ration than leads from individual franchisee websites.

These facts continue to demonstrate the tangible value of our national web marketing and lead generation programs and offer a meaningful listing tool.

12. Consumers expect a "rapid" response to internet inquires about buying, selling or previewing homes. The **Coldwell Banker** Leadrouter® lead management software facilitates nearly instantaneous communication between consumers and sales associates to insure that our listing inquires are addressed with the prompt attention that consumer's demand. The average closing rate on leadrouter leads is 6.47%. Except for other Realogy® branded offices, no other firm in the nation possesses this unique patented technology.

A simple demonstration of our capabilities to a potential seller would most likely result in the listing agent having the competitive advantage.

13. Online advertising has become a strong component of our marketing strategy in association with well-known national websites such as msn.com, aol.com, hgtv.com and forbes.com. We are aggressively competing for placement on major search engines like Google™, Yahoo™ and MSN. Coldwell Banker.com listings are also syndicated to Trulia, Google Base, Yahoo Classifieds, Open House.com and HGTV's Front Door. **Coldwell Banker** was the first company to utilize 2nd Life as a promotional venue. **Coldwell Banker** has a significant presence on Facebook™ to appeal to consumers who are actively involved in social networking.

No matter where consumers search for real estate, they'll find Coldwell Banker.

14. National public relations are an essential part of our company's promotional strategy. By arranging for our well-known President and CEO, Jim Gillespie, to continuously appear on national news shows and radio programs, he simultaneously promotes the **Coldwell Banker** brand name, while educating consumers about real estate brokerage. Mr. Gillespie is a regular guest on CNN, CNBC, PBS and many other prominent news programs. The Coldwell Banker Home Price Comparison Index (HPCI) is considered the news media's most authoritative source of home values around the nation. As a result of this and other efforts by **Coldwell Banker** in 2008, the brand created over 538 Million media impressions with a \$121 million advertising equivalency.

Aside from NAR®, the national news media considers Coldwell Banker the voice of the real estate industry.

Attributes Appealing Primarily to Sales Associates and Broker-Owners

15. *Franchise Times* Magazine ranked **Coldwell Banker®** as the #1 Real Estate Network for the ninth year in a row and the 12th best franchise organization overall in the nation. (13)
Our franchise should be the most sought after by real estate owners and brokers in the nation.
16. Of the top 200 individual agents and teams in nation, more of these real estate professionals are associated with **Coldwell Banker** than any other national brand. (5)
17. **Coldwell Banker** invests millions of dollars annually to update and innovate marketing, sales and technology tools for the benefit of sales associates and broker-owners. With dozens of internal and out-sourced staff, our brand is famous for its extensive, systematized marketing tools and programs.
Our brand is renowned for offering more sales tool options for our franchisees at a fraction of the cost of maintaining a local design & production department.
18. Cartus is the largest third party relocation company in the world. And, among the top 500 companies in the nation, more companies are associated with Cartus than any other relocation company in the nation. (6) The Cartus Network is comprised of more **Coldwell Banker** companies than any other national brand by a significant margin.
Our sales associates are in an excellent position to receive referral and relocation business due to the high number of offices which are either “Principal” or “Associate” members of Cartus.
19. The **Coldwell Banker** internal website, “coldwellbankerworks”, is a powerful repository for our latest systems, tools and critical news. The website is an indispensable resource to sales associates, managers and owners and features our entire support system. Its predecessor, CBNet was awarded a Silver medal as the best business-to-business Web site (9). In late 2007, the site was named one of the 10 best intranet sites in the world (12).
Our sales associates enjoy the benefit of numerous resources at their desktop to enhance their listing, selling and prospecting activities.
20. **Coldwell Banker** Education is among the most innovative in the nation. The “Coldwell Banker University™” Professional Development Series offers unlimited support for agents at every level for a flat annual fee. Our annual International Business Conference features over 100 live courses at that event alone.
Our brand offers abundant, highly accessible and effective training for sales associates & managers.
21. The ongoing support provided by **Coldwell Banker** is superior to any other national network. Our staff of 28 business consultants average over 31 years in the real estate profession and over 15 years tenure with the company, each with outstanding credentials, numerous years in the real estate business and some with postgraduate college degrees.
Our brokers have unparalleled access to valuable management consultation services that would otherwise be unaffordable.

(1) (3) Brooks- Rose Study Dec 2002

(2) Real Trends Magazine Top 500 Broker Report (April 2008 edition)

(4) Real Trends Top 500 Broker Report (April 2008)-compared transaction from **Coldwell Banker®** vs. Remax® among Top 760 firms

(5) Lore® Magazine Survey-top 200 agents, Fall 2008 . 49 total agents from 4 categories combined (units sold, DV, team units sold, team DV)

(6) According to National Relocation Magazine (April 2006 Edition)

(8) Inman Innovator Award- August 2007 presented at Inman Conference, San Francisco, CA at the Sheraton Palace Hotel.

(9) Galaxy Awards, 2005. Developed to recognize professionals who contribute to the process of building image, creating profit and making a difference in the marketplace.

(10) Web Marketing Association™ in its 2006 WebAward Competition. WebAwards are acknowledged as one of the premier annual Web site competitions, evaluating entries from among 96 different industries

(11) Nielson/Norman Group Study 2008

(12) Nielson /Norman Group Study January 2008

(13) Franchise Times Magazine, November 2008

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<http://coldwellbankerworks.com>

We Never Stop Moving

