

The
COLDWELL BANKER[®]
Way





OUR LEGACY

Born in 1906 with fearless vision, big ideas and the power of reinvention.

THIS IS THE REAL ESTATE COMPANY THAT SHINES LIKE NO OTHER

The Coldwell Banker® brand is the North Star of the real estate industry. Guiding people to the homes of their dreams and leading affiliated agents to successful and fulfilling careers have been our calling for well over a century. It's a passion and pursuit we take deep pride in, creating and exceeding impeccable standards in every aspect of the real estate experience.

We are a brand devoted to the service of our clients, the success of our network and the remarkable power of home. We're committed to creating dominant winners in every market we serve. It's something we call the Coldwell Banker Way.

In the following pages, we invite you to learn more about the Coldwell Banker Way. We believe our depth of care, our suite of production-boosting resources and our inspiring culture make this company an extraordinary home for real estate professionals.

LEADING THE WAY

OVER A CENTURY OF EXCELLENCE

The Coldwell Banker® brand practically invented modern-day real estate. Founded in 1906 on the principles of honesty, integrity and always putting the customer first, we changed the industry then and continue to do so today.

GLOBAL NETWORK

Through non-stop innovation and forward thinking, the Coldwell Banker brand has grown to become one of the most well-known and trusted names in real estate around the globe. Today, there are more than 100,000 affiliated agents serving clients in 40 countries and territories.

100,000+
AGENTS

40
COUNTRIES & TERRITORIES

Andorra	Costa Rica	Indonesia	Portugal
Argentina	Curaçao	Ireland	Sint Maarten
Aruba	Cyprus	Italy	Spain
Bahamas	Dominica	Jamaica	St. Kitts & Nevis
Bermuda	Dominican Republic	Luxembourg	Turkey
British Virgin Islands	Egypt	Malta	Turks & Caicos
Cambodia	England	Mexico	United Arab Emirates
Canada	France	Monaco	United States
Cayman Islands	Grenada	Netherlands	Uruguay
Chile	India	Paraguay	U.S. Virgin Islands (St. Croix & St. Thomas)

POWERFUL VALUES GUIDE EVERYTHING WE DO

As part of a network more than 100,000 strong*, these principles unite those that are part of the Coldwell Banker® brand, inspiring every one of us to leave our mark on the world of real estate.



HOME

The most important of our values, home is a place that represents unparalleled love and emotion. It's our mission to bring the dream of homeownership to every one of our clients with unrivaled expertise, passion and energy. As a brand, we take pride in building an exceptional home that fosters successful affiliated agents and brokers. The Coldwell Banker brand is a home where you are empowered to achieve your most ambitious goals, and a community where you are championed by colleagues who believe in and inspire you.

AWESOMENESS

Awesomeness is a mindset that runs through every Coldwell Banker affiliated agent and office. It's how we approach every business opportunity and how we live our lives. Awesomeness is a feeling of energy and optimism that's impossible to ignore. Our one-of-a-kind events and inspiring causes create awesomeness you can feel in your mind, heart and soul. It's the only way we can describe what happens when our global network of agents and brokers joins forces, sharing insight and knowledge to succeed together

INGENUITY

From our very beginning in 1906, we saw things differently than others – ingenuity is at the heart of the Coldwell Banker brand. Across our storied history we've consistently found new ways to help our clients, pioneering quite a few industry firsts in the process. The first real estate code of ethics. The first to bring big data to agents' fingertips. The first national real estate brand to tackle today's inventory-challenged market head-on with our seller-focused strategy. We've always been happiest when we're moving the real estate industry forward while also guiding our clients home with unmatched service.

EXCELLENCE

We believe that if you're going to do something, you should be the best at it. In addition to symbolizing our passion for guiding people home, the star in our logo represents the truly exceptional nature of the Coldwell Banker network. Whether it's a listing presentation for a potential client, a home staging for an open house or leading an office, excellence means conducting business at the highest possible standard. Every Coldwell Banker resource and learning opportunity is purpose-built to help our affiliated agents be excellent in every facet of their business, and that's something we take great pride in.

*Agent count of the entire Coldwell Banker global network, as reported by franchisees and temporary owners, effective as of Dec 31, 2022



WHY AGENTS LOVE THE COLDWELL BANKER® BRAND

The things that matter to you are the things that matter to us. We're in constant dialogue with our affiliated agents and brokers across the country and around the world, learning your needs and challenges and supporting you with tools and resources that make a real difference in your market. The Coldwell Banker® brand is dedicated to helping our people reach new heights of success.

This includes providing learning resources that are second to none:

- Affiliated agents who took CBUSM Learning Center courses displayed greater improvement in their business during the 12 months following their coursework than the 12 months prior¹. The average improvement over the prior 12-month period was an impressive 33% for closed volume¹.
- Our powerful brand presence pays dividends – we've got the most recognized real estate brand logo², and in countless communities across the world, Coldwell Banker yard signs command their markets.
- This is an extraordinary brand that's empowered our network to transact \$295 billion in sales volume in 2022³.

Time after time, agents who join our network discover the powerful benefits of being a part of the Coldwell Banker community – we're ranked #1 in agent trust⁴. And we're proud to be a home where people of diverse backgrounds and experiences thrive. Our way of doing things has made us the premier destination for agents who want results, and it's earned their loyalty. Every day, our brand delivers at the high standard demanded by the industry's best agents and brokers.

¹ Coldwell Banker conducted a study, published online at <https://www.coldwellbanker.com/agentsuccess>. The "Metrics" were measured during this study. To calculate the results, we took a sample of 4,000 non-primed sales associates who had been affiliated with the Coldwell Banker® brand for at least a year prior to the study and who participated in CBU Learning Center learning classes and activities between Jan. 2020-Dec. 2021 (the "Sample Pool") and entered their activity into REScenarios. All sales associates included in the study completed one or more learning classes, each ranging in duration from a minimum of 3-22 hours. We measured the monthly Metrics generated by the sample pool during the 12 months prior to their joining any Coldwell Banker courses and then generated the monthly Metrics generated during the 12 months after the join date of each affiliate agent's participation in the learning courses. The results of a controlled study comparing the sales volume of sales associates who participated in the learning courses to those who did not participate in the learning courses. The results of the study demonstrate that sales associates who participated in the learning courses achieved significantly higher results. Metrics demonstrating the influence of results and there is no association any Coldwell Banker-affiliated sales associate will achieve the same or similar results. © 2021 Coldwell Banker. 2021 Branding survey 31% of survey respondents currently identifying the brand as a top 3. (Based on Coldwell Banker Financial Data as of Jan. 1, 2022-Dec. 31, 2022.

⁴ Coldwell Banker Dealer Agent Research Brand Personality Perceptions, January 2021.



IN THEIR OWN WORDS

“ IN MY OPINION, COLDWELL BANKER® IS THE **BEST COMPANY IN THE INDUSTRY.** AGENT SUPPORT, RESOURCES, TOOLS, THE LIST GOES ON. IT OFFERS GREAT TECHNOLOGICAL SUPPORT ALONG WITH LEADERSHIP SUPPORT... I'M GREATLY SATISFIED.”

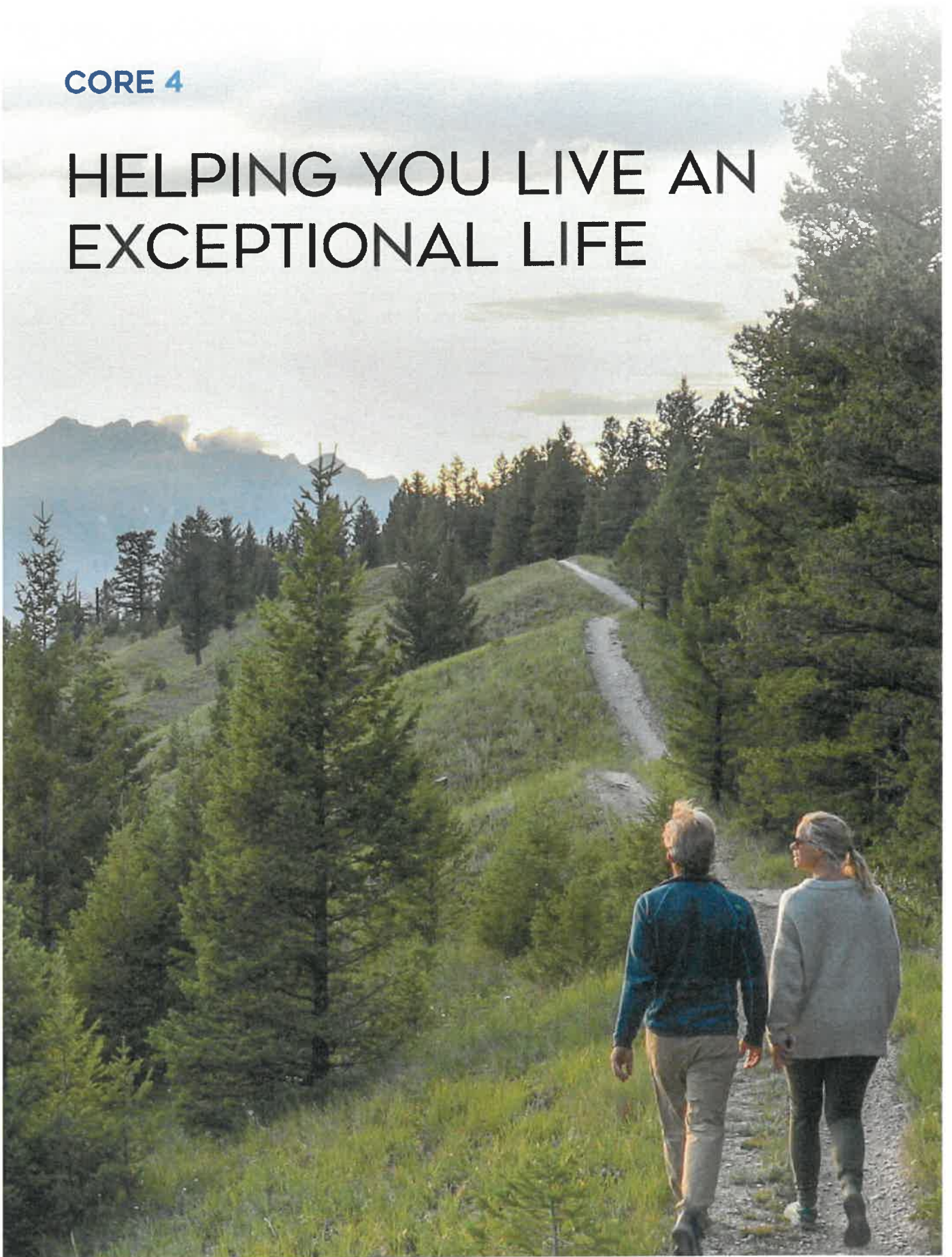
“Brand behind the agent is paramount – that’s exactly what Coldwell Banker provides. Everyone knows Coldwell Banker globally, regionally and locally.”

“Coldwell Banker has been on the forefront of luxury home sales for many years and our leadership teams are truly agent-centric and well informed about the business.”

“I have the most amazing broker in the business. I get tons of support and guidance. Anytime I have a question, my broker or assistant broker is there to help me. They encourage me and guide me in my work as a real estate agent and always support me.”

CORE 4

HELPING YOU LIVE AN EXCEPTIONAL LIFE



CORE 4

DISCOVER HOW WE EMPOWER YOUR SUCCESS IN BUSINESS AND IN LIFE

The most important part of our business is our affiliated agents and brokers. In fact, our #1 priority is helping you live an exceptional life. How do we do it? With our Core 4. Focused on the things that drive agent success, this powerful system is the basis of our most unique and effective offerings.



PRODUCTION POWER

We help agents sell more homes, make more money and work more efficiently.



COACHING TO CONFIDENCE

We enable agents to expand their sales and business development skills through effective education, coaching and support.



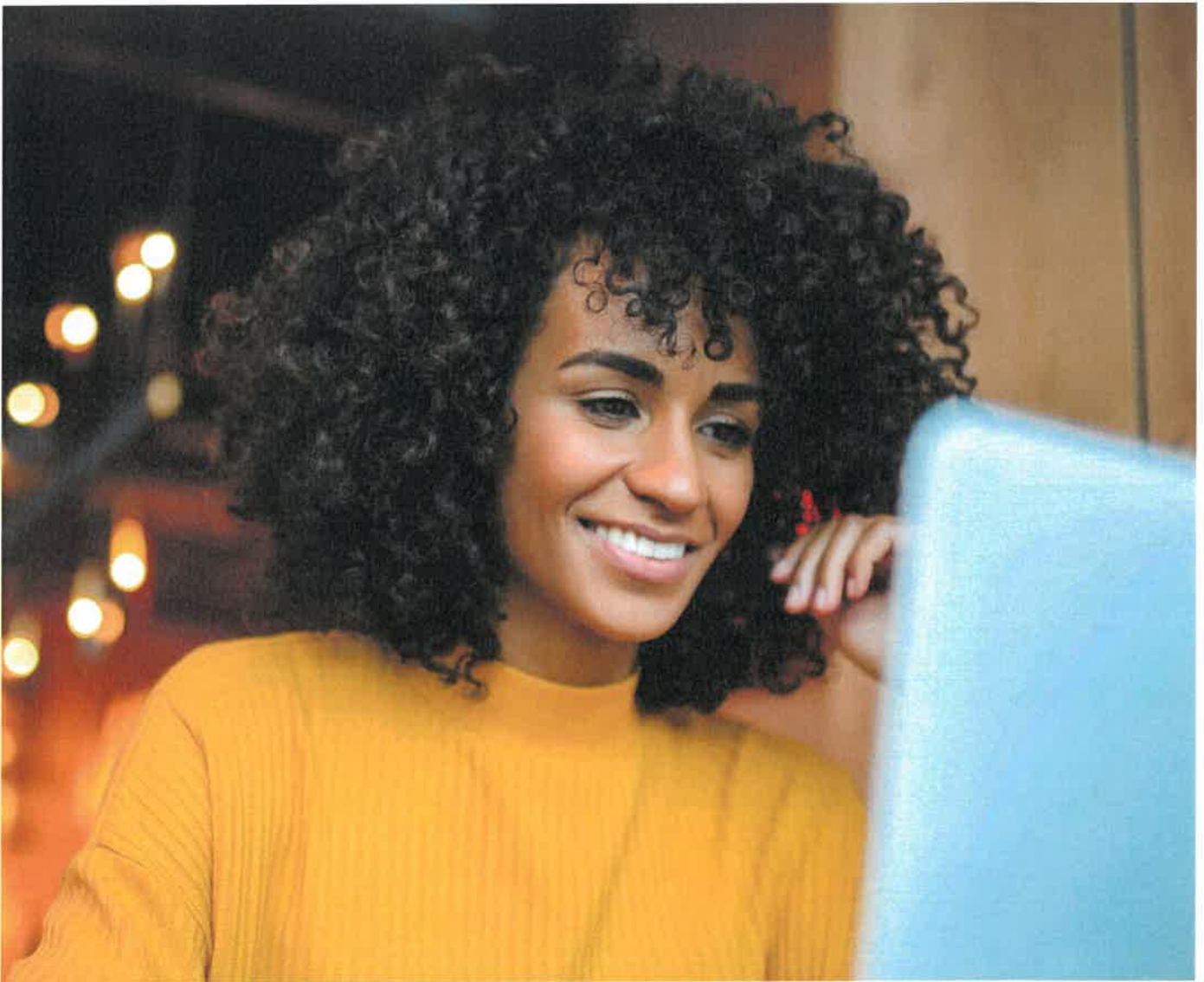
WEALTH BUILDER

We offer real financial strategies that agents can use to grow and protect their personal wealth, now and into the future. We believe your best years are ahead of you.



CULTURE OF AWESOMENESS

We provide a diverse environment that is collaborative, supportive and fun. We are a company that inspires pride.



CORE 4

PRODUCTION POWER

We help agents sell more homes, make more money and work more efficiently.



FIX IT UP WITH NOTHING UP FRONT

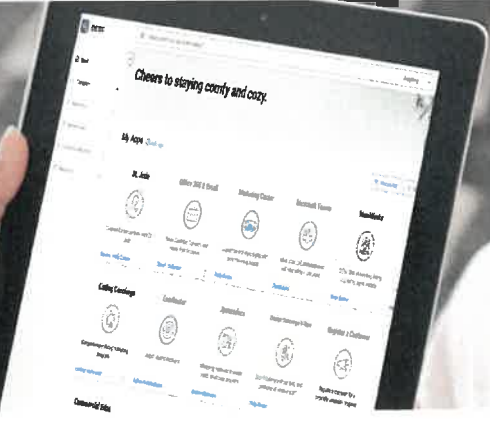
The RealVitalize® program can help your clients make needed improvements and repairs to prep their home for sale with no up-front costs. There are no hidden fees or interest and they don't have to pay until their property sells*.

Popular services offered:

- PAINTING
- STAGING
- ROOM RENOVATIONS
- LANDSCAPING
- JUNK REMOVAL
- CLEANING
- HANDYMAN SERVICES
- FLOORING AND CARPENTRY
- ELECTRICAL UPGRADES
- PLUMBING
- AND MUCH MORE

*Seller must pay for work up until closing, listing no longer being in effect. If settlement proceeds are insufficient to cover project costs, seller must pay the balance within 15 days after closing. Execution of program agreements is required. RealVitalize is not available in all states and available only at participating offices. Void where prohibited by law. Additional terms and conditions apply. Results not guaranteed. Agents in New Jersey cannot use RealVitalize to prospect for a listing. All property enhancement services are provided by the applicable service providers affiliated with Anywhere Real Estate Inc. Neither Anywhere Real Estate Inc. nor any of its respective franchisees or affiliated companies is providing any property enhancement product or service in connection with the RealVitalize program. Each affiliated agent and broker is responsible for complying with any consumer disclosure laws or regulations arising from participation in this program. Company programs that are not for compliance purposes are optional for your use as an affiliated broker or independent agent affiliated with an Anywhere affiliated franchise brokerage or a company owned brokerage. Your use is not required for your continued affiliation. ©2023 Anywhere Real Estate Inc. All Rights Reserved. The RealVitalize logo and trademark are owned by Anywhere Real Estate Group LLC, d/b/a Anywhere Real Estate Inc., and its affiliated companies fully subject to the principles of the Equal Housing Opportunity Act and the Equal Opportunity Act.

AFFILIATED AGENTS AND TEAMS THAT UTILIZED PRODUCTS WITHIN OUR TECHNOLOGY SUITE WERE 3.5X MORE PRODUCTIVE¹



PRODUCTION POWER

SAY HELLO TO A WORLD-CLASS TECHNOLOGY SUITE

Discover why Coldwell Banker® technology and services are second to none. These cutting-edge and easy-to-use tools help you generate more leads, automate your marketing and make your business more efficient.

DESK

With Desk, you only need one log-in to access all the products and programs the Coldwell Banker brand has to offer. And it combines everything you love about an intranet, news site and search engine into one easy-to-use application.

MOXIWORKS®

One of the most popular and powerful technology platforms in the industry, MoxiWorks places all of your tools in one place, working together and sharing data. This robust toolbox of product offerings includes MoxiPresent® (digital presentations and CMA), MoxiEngage® (CRM platform), MoxiWebsites™ (agent website design) and MoxiImpress™ (property marketing).

EXCLUSIVE LOOK

Leverage the strength of your Coldwell Banker network and promote your listing before it goes live on the market. Affiliated agents and teams who used Exclusive Look earned \$59.5K more².

MARKETING CENTER

Save time and easily create beautiful materials in minutes. Automate your marketing and stylishly promote yourself and your listings with customizable videos, social assets and print integration.

BOOST

Easily advertise your business and properties on social media and other digital platforms.

PROSPECT SQUARE

Stay in touch with your contacts with automated, customizable reports and an e-marketing center. Affiliated agents and teams who used Prospect Square earned \$64K more³.

GET GAME-CHANGING CONCIERGE SERVICES

DESIGN CONCIERGE

Combine your creative vision and the hands-on assistance of our top design talent to capitalize on the power of the Coldwell Banker brand – helping your unique identity stand out in a crowded marketplace. At every design touchpoint, we build upon your personal brand and unite it with the strength of ours. Affiliated agents and teams who used Design Concierge are 3.1X more productive and had 2.2X more units⁴.

LISTING CONCIERGE

Listing Concierge delivers a listing marketing package with first-class support that makes it feel like you have an entire listing marketing team working for you to beat the competition. It's where state of the art tech meets exceptional service – we help you win the listing, prove your value and turn one listing into three. Affiliated agents who use Listing Concierge are approximately 2.6X more productive than affiliated agents that don't⁵.

¹ Based on production of agents and teams that performed an action in at least one of the following products in our technology suite between Oct. 1, 2021-Sept. 30, 2022: Prospect Square, Listing Concierge, MoxiPresent, HomeSpotter, Exclusive Look, BrandSty and MarketQuest v2. Results are not guaranteed. ² Based on average commission amount of active agents and teams with production that performed an action in Exclusive Look between Oct. 1, 2021-Sept. 30, 2022. Results are not guaranteed. ³ Based on average commission amount of active agents and teams with production that performed an action through Prospect Square between Oct. 1, 2021-Sept. 30, 2022. Results are not guaranteed. ⁴ Based on average commission amount of active agents and teams with production between Jan. 1-Dec. 31, 2022 that placed an order within Design Concierge between Apr. 10, 2019-Dec. 31, 2022. Results are not guaranteed. ⁵ Based on Coldwell Banker Realty Listing Concierge usage data from Jan. 1, 2020-Sept. 30, 2022 with an average sales price of properties marketed through Listing Concierge of \$620,383. Results are not guaranteed.



READY TO GROW YOUR BUSINESS? MAKE IT HAPPEN WITH MOXIWORKS®

MoxiWorks offers one of the most renowned and powerful technology platforms in the industry. This integrated suite of products is designed to help you boost your productivity, strengthen your marketing efforts and provide your clients with an unparalleled level of service.

MOXIPRESENT®

MoxiPresent creates sleek, customizable, showstopping CMAs, luxury presentations, open house flyers and neighborhood tours. Affiliated agents and teams who used MoxiPresent earned \$54K more and are 1.6X more productive¹.

MOXIENGAGE®

MoxiEngage is a powerful CRM and business planner which allows you to manage your entire book of business, create marketing campaigns, set your sales goals, and get data-driven insights that help you achieve them. Affiliated agents who used MoxiEngage earned \$18.5K more².

MOXIWEBSITES™

MoxiWebsites gives you (or your team) the opportunity to create a professional, custom website in minutes, using its easy-to-use and versatile content management system and collection of branded webpage templates.

MOXIIMPRESS™

MoxiImpress helps you promote your listings by allowing you to automatically create and distribute print, digital and social media advertising materials in a matter of minutes. Affiliated agents who used MoxiImpress earned \$12.7K more³.

1. Based on average monthly income of affiliated agents who performed an action in MoxiPresent between 1/1/2021 and 12/31/2021. Results are the result of a comparison between affiliated agents who used MoxiPresent compared to affiliated agents who did not use MoxiPresent. The comparison is based on the performance of affiliated agents who used MoxiPresent between 1/1/2021 and 12/31/2021. The comparison is based on the performance of affiliated agents who used MoxiPresent compared to affiliated agents who did not use MoxiPresent. The comparison is based on the performance of affiliated agents who used MoxiPresent compared to affiliated agents who did not use MoxiPresent. The comparison is based on the performance of affiliated agents who used MoxiPresent compared to affiliated agents who did not use MoxiPresent. Results are not guaranteed.

LISTING SUPPORT TOOLS

Listing Concierge

Get impactful, creative property marketing in minutes – all for a fraction of the market price. Simply choose a level of first-class service, and we'll create a comprehensive marketing campaign that innovatively utilizes a digital-first strategy. Sellers will love it and buyers will take notice! With Listing Concierge you can:

- Win more listings by offering a marketing campaign your competitors can't match
- Prove your value by showing prospects you're worth your commission
- Turn one listing into two or three when happy clients refer you to their friends



Professional Photography
High-quality photos perfect for print and online to make your listing look its very best



Targeted Online Advertising
Geographic targeting technology markets your listing directly to local buyers online and on social media



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



Single-Property Website
Professionally designed website for your listing that is viewable on all devices and easily shared via social media



Social Media Banner
Attention-getting online promotion of your listing for maximum reach



Silver Envelope Home Announcement
Stunning, trifold property announcements direct mailed to your targeted area in silver envelopes that get noticed



Property Tour
Professionally produced photo slideshow



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



Property Brochure
Beautiful, professionally printed property brochures to showcase your listing



YouTube Advertising

Professionally produced 30-second listing ad shown during a YouTube video to a targeted audience – ad will also be posted on the regional Coldwell Banker Realty YouTube channel



Area REALTOR® Notification
Other agents at local real estate companies will be notified that your listing has come on the market



Client Report

Detailed update for your client, outlining everything that has been done to bring their home to market and maximize its exposure

AGENT BRANDING PRODUCTS

DESIGN CONCIERGE

Build on the power of the Coldwell Banker® brand to stand out in a crowded marketplace and create a unique identity all your own. Combining your creative vision and the hands-on assistance of our top design talent, Design Concierge delivers memorable logos, professional bios, personal brochures and more. If you're ready to make an even bigger impact, packages offer you a full complement of personally branded materials to showcase your brand across a variety of channels for a more powerful impression.

AFFILIATED AGENTS AND TEAMS WHO USED DESIGN CONCIERGE ARE 3.1X MORE PRODUCTIVE AND HAD 2.2X MORE UNITS*



Advertising



Business Card



Customized Global Luxury Listing Presentation



Customized Listing Presentation



Door Hanger or Rack Card



Flyer, Brochure and Postcard



Logo



Outlook Email Signature



Personal Brochure



Professional Bio Copy



Property Marketing Templates for Listing Concierge



Signage



Social Media & Email Headers

*Based on a 2021 survey of Coldwell Banker agents who used Design Concierge. Data is based on a comparison between agents who used Design Concierge and those who did not. Data is based on the period from April 19, 2016 to April 30, 2022. Results are for the period from April 19, 2016 to April 30, 2022.

PROSPECTING TOOLS

MARKET REPORTS

Through Prospect Square, you can share the latest market data and trends to showcase your expertise with three customizable, automatic reports: Market, Area and Quarterly Reports. Affiliated agents and teams who used Prospect Square earned \$64K more and are 1.7X more productive¹.

WEB TRAFFIC REPORT

This monthly report shows both overall engagement on company websites as well as the number of site visits, listing views, saved searches and saved properties, international traffic and more. The report also provides the number of views that Coldwell Banker® listings have received on realtor.com®, Zillow, Trulia, Homes.com® and other top websites.

MARKET SHARE REPORTS

Use these quarterly reports in listing presentations or send them to your sphere to show the counties, cities and ZIP codes where the company is #1 in sales volume or closed units.

MARKET QUEST

Create graphs and reports including market share, days on market, percentage of listing price, and homes for sale, sold and pending. Affiliated agents and teams who used Market Quest earned \$63.5K more and are 1.6X more productive².



¹ Based on average commission amount earned by agents and teams with production that performed an active Prospect Square listing activity between Oct. 1, 2021 and Sept. 30, 2022. Results are not guaranteed. ² Based on average commission amount of active agents and teams with Market Quest that performed an active Market Quest listing activity between Oct. 1, 2021 and Sept. 30, 2022. Results are not guaranteed.

A DOMINANT ONLINE PRESENCE

You are backed by the power of the #1 most visited real estate brand online*.

Additionally, your listing will be showcased on dozens of sites – putting it in front of potential buyers everywhere.

COLDWELLBANKER.COM

HOMEFINDER.COM®

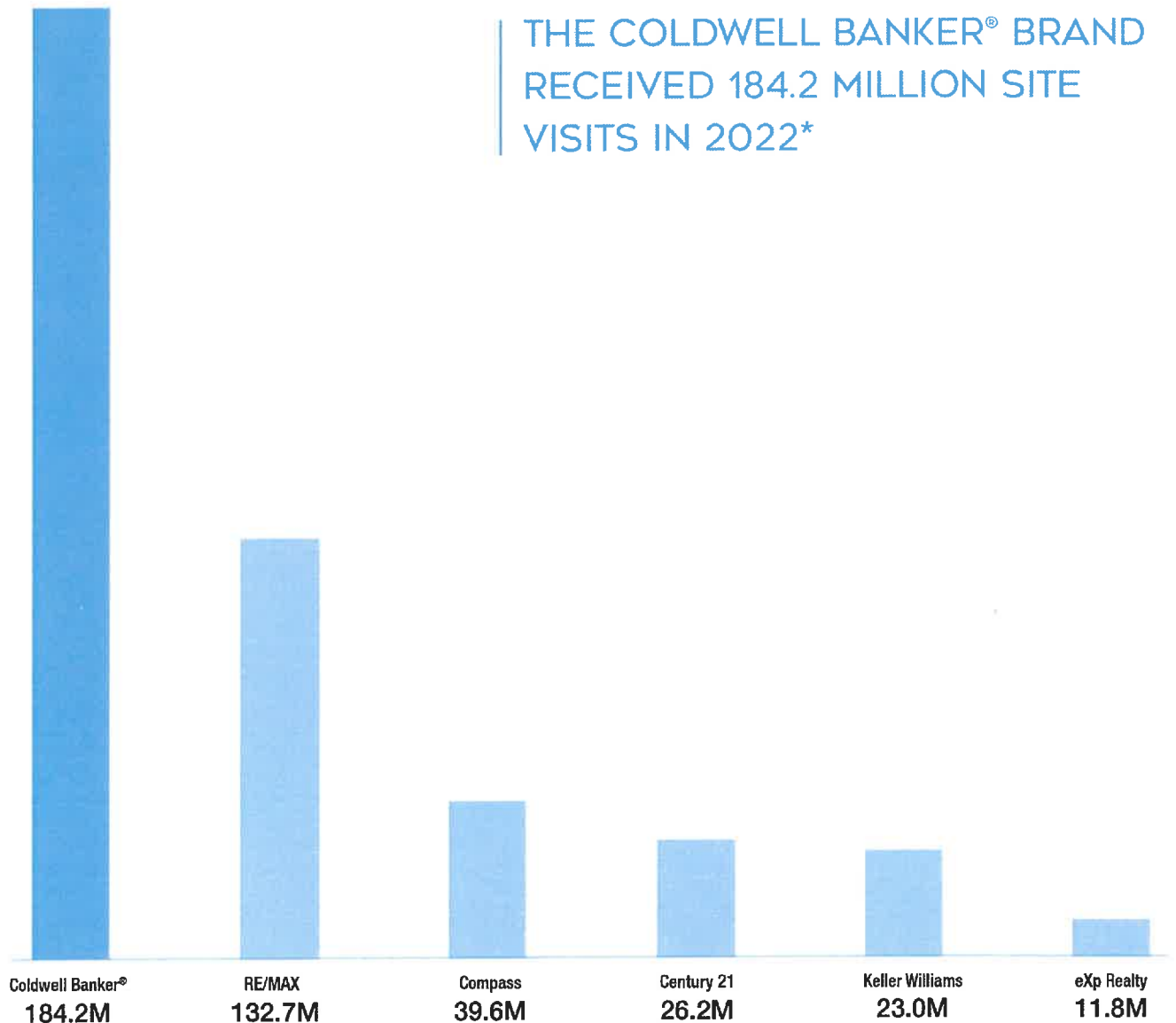
REALTOR.COM

ZILLOW.COM

COLDWELLBANKERHOMES.COM

HOMES.COM®

TRULIA.COM



*Reflects total website visits for 2022. Comscore 2022 Media Trends.

MORE LEADS

RELOCATION SERVICES

Thanks to our relationships with major relocation companies, we're the brokerage of choice for thousands of relocating, transferring and other special groups of buyers each year.

GLOBAL RELOCATION PARTNER

We receive thousands of incoming buyer referrals annually through our partnership with one of the largest relocation companies in the world, which provides services in 185 countries and to more than half of the Fortune 50 companies.

AFFINITY NETWORK

Through our Affinity business line, we work with 25+ member-based programs to offer real estate services to relocating buyers across the country.

AARP

Our real estate benefits program with AARP offers its 38 million members a cash-back reward or bonus when they buy or sell a home, delivering valuable leads to affiliated agents.

MILITARY REWARDS PROGRAM

Military families can receive \$350-\$7,500 in cash back or rewards when they buy and/or sell a home with a participating agent through Military Real Estate Benefits powered by AnywhereSM.



FULL SERVICE

Coldwell Banker Realty is your partner in all aspects of providing the best real estate experience possible for your clients. Our industry affiliations ensure that you can offer complete assistance from beginning to end, giving them one-stop-shop convenience.

Mortgage Services

Guaranteed Rate Affinity provides mortgages across the country and features incredibly competitive rates, fantastic customer service and a fast, simple process.

Title Services

Our local title partner can research and resolve any issues before the closing to help ensure the transaction closes smoothly and on time.

Warranty Services

American Home Shield® provides that extra measure of security that reassures both buyers and sellers, giving them confidence during the process.

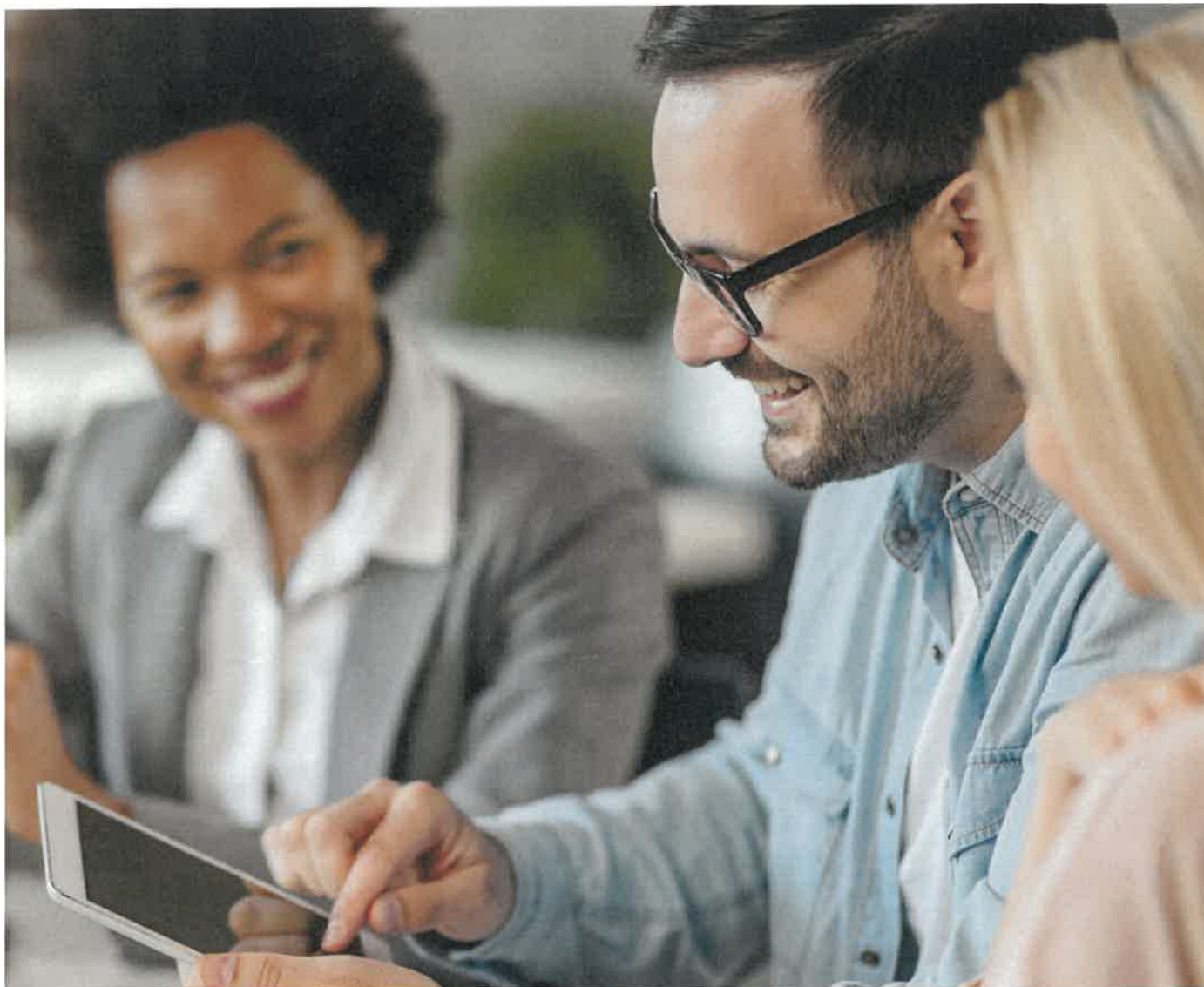
Insurance Services

We can help connect your clients to insurance account executives for opportunities to secure homeowners, condominium, renters, automobile, second home, vacant home and umbrella coverage.

Commercial Services

Highly skilled Coldwell Banker Commercial® affiliated agents offer a full spectrum of office, industrial, retail, multi-family and hospitality services.

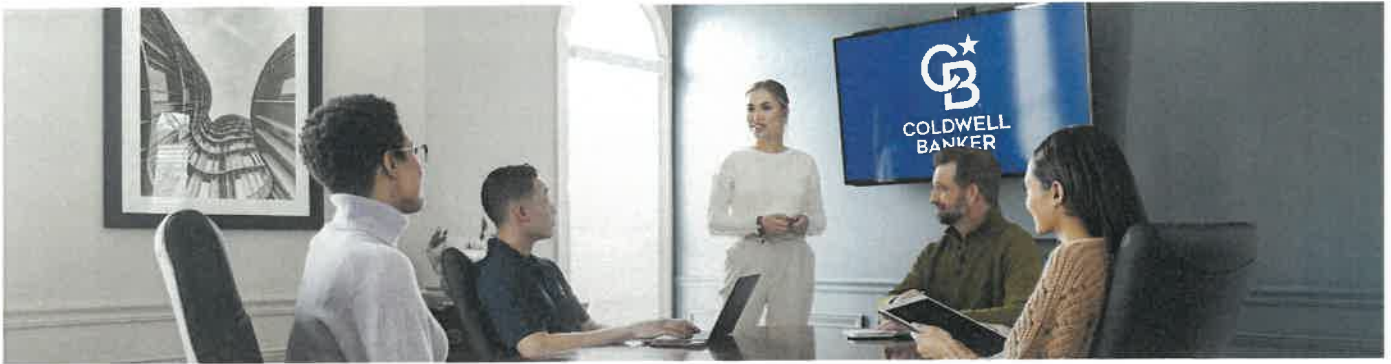




CORE 4

COACHING TO CONFIDENCE

We enable agents to expand their sales and business development skills through effective education, coaching and support.



COACHING TO CONFIDENCE

GROW YOUR SKILLS AND BUSINESS WITH EXCEPTIONAL EDUCATION

CBUSM LEARNING CENTER

CBU Learning Center is a remarkably powerful resource where Coldwell Banker® affiliated agents develop and sharpen their skills. Affiliated agents who took CBU Learning courses displayed greater improvement in their business during the 12 months following their coursework than in the 12 months prior. The average improvement over the prior 12-month period was 33% for closed volume and 11% for closed units¹. Discover powerful in-person and virtual programs designed to help you throughout your career, covering topics like maximized productivity, negotiating skills, listing presentations, team-building and more.

EDUCATION EXPOS

Grow your skills with high-quality, results-based educational opportunities, including agent panels, guest speakers and instruction on our tools and systems. Expos foster a uniquely productive learning environment and attracted more than 13,000 attendees in 2022².

LUXURY PROPERTY SPECIALIST CERTIFICATION

This powerful and elite course provides the foundation for a successful career representing exceptional properties and an affluent clientele. It's a remarkable opportunity to learn from top luxury specialists at the Coldwell Banker brand and superstar agents from across the industry. Certified Luxury Property Specialists sell properties with a \$200,000 higher average sales price².

SALES AND BUSINESS COACHING

We offer learning opportunities designed for individual and team-building success, provided by internal and external coaches who know our systems and programs.

AFFILIATED AGENTS WHO TOOK CBU LEARNING CENTER COURSES EXHIBITED AN AVERAGE IMPROVEMENT OF 33% FOR CLOSED VOLUME DURING THE 12 MONTHS FOLLOWING THEIR COURSEWORK COMPARED TO THE 12 MONTHS PRIOR¹

¹ Coverage based on closed units and closed sales volume (collectively the "Metrics") were measured during this study. To calculate the results, we took a sample of 4,000 independent sales associates who had been affiliated with the Coldwell Banker® brand for at least a year prior to the study and who participated in CBU Learning Center learning courses and activities between 01/2020-Dec. 2021 (the "Sample Pool") and entered their activities into REFSuccess. All sales associates included in the study completed one or more learning courses, each ranging in duration from a minimum of 3-22 hours. We compared the monthly Metrics generated by the sample pool during the 12 months prior to their taking any Coldwell Banker program and then compared the monthly Metrics generated during the 12 months after the end date of each affiliated agent's participation in the learning courses. This was then compared to the national average of closed units and closed sales volume. Final performance results will generally reflect results. Market conditions may influence results and there is no assurance any Coldwell Banker-affiliated sales associate will achieve the national average results. ² Internal Expo attendance analysis, 2022. ³ Based on 2021 Q1-Q3 closed transactions reported by Coldwell Banker. Results not guaranteed. Luxury Property Specialists must be commissioned real estate agents with a minimum of three luxury home sales and have completed a training course co-produced with Coldwell Banker and The Institute for Luxury Home Marketing.

AGENT PATHWAYS

No matter where you are with your business, we offer education and coaching tracks to help you get to the next level.



NEW TO THE BUSINESS

Are you new to real estate and want to know where to start? Our New to the Business Pathway will guide you through what it takes to get started and get productive right out of the gate. We cover everything from the basics of the business, to how to set goals and develop your value proposition to help ensure your career is on a fast track to success.

BUILDING A LISTINGS-BASED BUSINESS

Are you ready to take control of your business by building a listings-based business? After completing this pathway, you'll be on your way to a more stable and predictable income – from best practices on streamlining the process for working with buyers so you have more time for listings, to perfecting your listing presentation and closing for the signed agreement.

EXPERIENCED AGENT

If you're an experienced agent looking to fine-tune your business, we've got you covered. Our Experienced Agent Pathway will guide you through creating a 1-year, 3-year and 5-year business plan to help ensure success, while providing best practices in pricing strategies and owning objections so you can win more listings and get them sold faster!

BUILDING A TEAM

Are you looking to take that next step in your career and build a team? Learn best practices for how to build a team the right way for you and create a 1-year, 5-year and 10-year plan for success.

I WANT TO TAKE MY BUSINESS TO THE NEXT LEVEL!

Are you looking to take your business to the next level? Join us on the journey to diversify your lead generation sources and master your conversion skills, work more efficiently and win more business.

BREAKING INTO THE LUXURY MARKET

Have you always wanted to break into the luxury market but aren't sure how? Learn from the best on how to break into the luxury market by marketing yourself to the right people, mastering the listing consultation and budgeting your marketing spend, and close more high-end properties.

YOUR LOCAL MARKETING TEAM

READY TO OFFER MARKETING SUPPORT AND GUIDE YOUR PATH TO SUCCESS

WHAT WE OFFER AFFILIATED AGENTS

- One-on-one Marketing Consultations
- Agent Marketing and Budget Planning
- Personal Branding Assistance
- Property Marketing Strategies
- Digital Advertising Support
- Lead Generation Opportunities
- Social Media Strategy and Audits
- Daily Marketing Training Classes
- Technology Training

"WE ARE HERE TO HELP AND TRAIN YOU IN ALL ASPECTS OF YOUR MARKETING! WE WILL STRATEGIZE WITH YOU AND PROVIDE YOU WITH IDEAS THAT YOU CAN IMPLEMENT INTO TODAY'S REAL ESTATE MARKET IN ORDER TO GET RESULTS."



MARKETING SUPPORT WHEN YOU NEED IT MOST

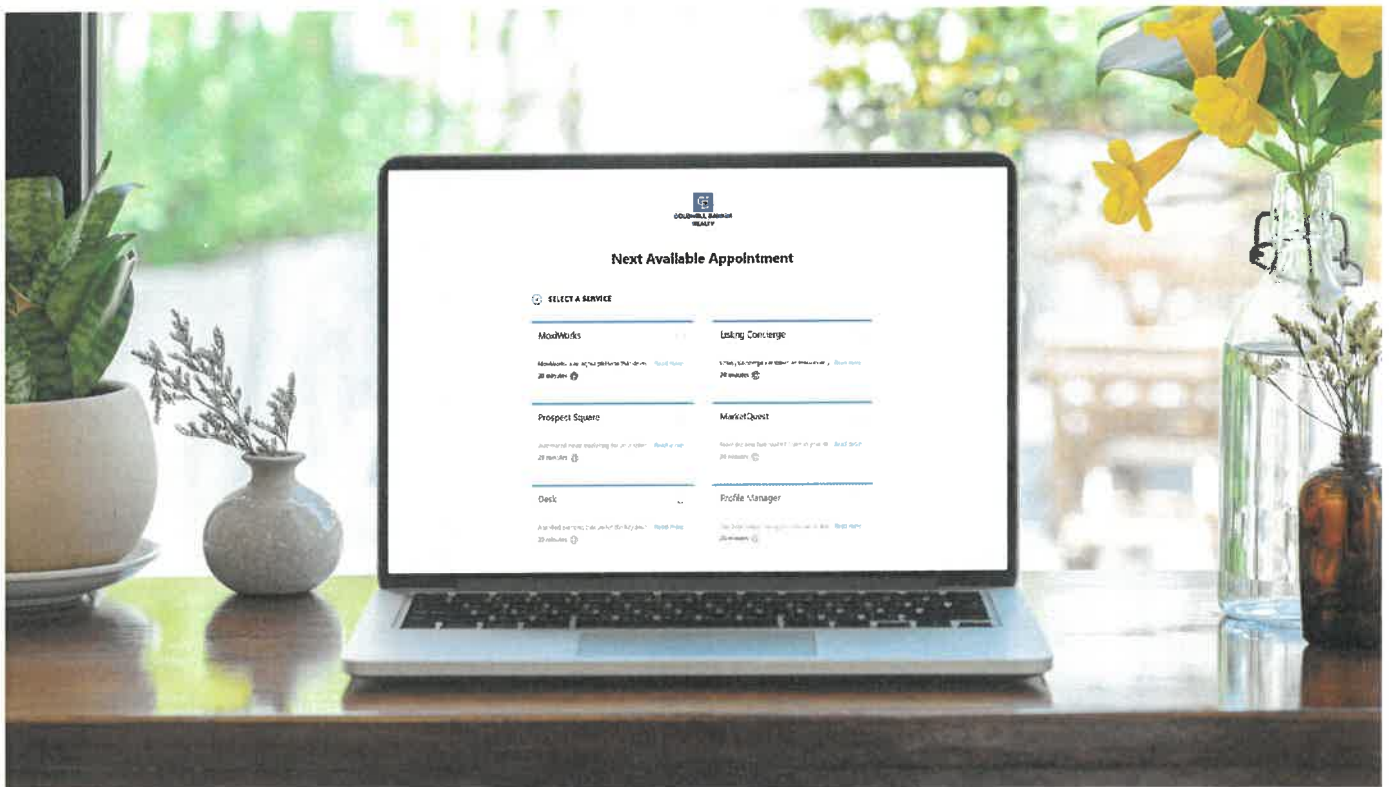
Coldwell Banker Realty affiliated agents can receive on-demand support from wherever they are, with access to 100+ marketers from across the U.S. through a first-to-market technology product called Next Available Appointment.

- Open to all Coldwell Banker Realty affiliated agents
- 20-minute virtual appointments provide support for the Coldwell Banker® suite of products and tools
- 97% resolution rate and rated 5 out of 5 stars for agent satisfaction

"My marketing representative was awesome! She was easy to talk to and very attentive to my needs. I 100% have a better understanding of Prospect Square now along with all my questions answered. Thank you!"
– Agent in Southbury Regional Sales Center

"Extremely patient and helpful and the appointment was quick to get on the same day! Took the anxiety away and I was able to complete my project without lingering another day. Thank you!"
– Agent in Newtown

"I was very happy that I could schedule an appointment for the same day. I was working on a project and needed some assistance ASAP, and I was quickly able to get the help I needed."
– Agent in Wayzata





CORE 4

WEALTH BUILDER

We offer real financial strategies that agents can use to grow and protect their personal wealth, now and into the future. We believe your best years are ahead of you.



WEALTH BUILDER

CREATE A STRONG FOUNDATION FOR YOUR FINANCIAL HEALTH

REFERRAL REWARDS

Generate a passive income stream by introducing other successful agents to the Coldwell Banker® brand. Unlimited earning potential. Unlimited recruits. Unlimited rewards.

BENEFIT OPPORTUNITIES (SPARK)

We offer access to health, savings/retirement, identity-theft protection, legal services and other personal lifestyle options designed to help you grow your business and balance your life.

This includes SPARK, available to all Coldwell Banker affiliated agents. SPARK is a membership association providing access to exclusive products and services tailored to your needs including health, dental, disability and vision insurance; retirement savings accounts; cyber security compliance and protection; discount business services and discounted CE and license renewal.

LEGAL ASSISTANCE PROGRAM*

Feel secure knowing you have coverage for settlements, judgments, costs and legal fees.

WEALTH BUILDER EXPOS

Here, top professionals share ideas on active and passive real estate investments, tax planning, wealth management and retirement strategies.

*The Legal Assistance Program is subject to the terms and conditions stated in the program.



REFERRAL REWARDS

SALES ASSOCIATE REFERRAL REWARDS

Unlock unlimited earning potential and generate a passive income stream by introducing other successful agents to our network. When you refer an agent who joins, you'll receive a Referral Rewards commission payment on their eligible closed transactions, with no cap or limits on how much you can earn or how many agents you can refer.

Referring agents receive a Referral Rewards commission payment equal to 2% of the referred agent's adjusted gross commission income (AGCI) on every closed transaction in the first two years, and 1% of their adjusted gross commission income (AGCI) on every closed transaction in the third year and beyond as long as both agents remain affiliated with Coldwell Banker®.

The thousands of agents who participated in the Referral Rewards program received millions of dollars last year — another great example of Wealth Builder.



THE GLOBAL STANDARD IN LUXURY REAL ESTATE

Our affiliated agents are a remarkable force in the arena of high-end real estate, transacting \$288 million in daily luxury sales in 2022, with over 48,000 transactions of \$1 million+ properties¹. We're also proud to be a leader in the ultra-luxury space, having closed more than 350 transactions over \$10 million last year².

With our global network of high-net-worth clientele and highly prestigious properties, experienced luxury agents and brokers can be certain that there's no better home for their business than with the Coldwell Banker Global Luxury[®] program.

1. 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 2022. USD\$. 2. Data based on closed and recorded buyer and/or seller transaction sides of homes sold for \$10 million or more as reported by affiliates of the U.S. Coldwell Banker franchise system for the calendar year of 2022. USD\$.





COLDWELL BANKER®
AFFILIATED AGENTS
TRANSACTION

\$288 MILLION
IN DAILY LUXURY SALES¹

Coldwell Banker Global Luxury® Certification

For agents seeking to develop and enhance their luxury skillset, a Coldwell Banker Global Luxury® certification is a fantastic way to open new doors. Presented by the esteemed Coldwell Banker Global Luxury Ambassadors in association with the Institute for Luxury Home Marketing®, the course is designed to help affiliated agents win luxury listings, market luxury properties and grow your business. Affiliated agents with Luxury Property Specialist certification sell properties with a \$200,000 higher average sales price².

Upon completion of the luxury certification course, affiliated agents can gain two esteemed designations: Luxury Property Specialist (LPS) and Certified Luxury Home Marketing Specialist (CLHMS). Additional luxury mentorship and prestigious speaker series are invaluable occasions to learn firsthand from some of the industry's most successful figures.

World-Class Luxury Marketing

Discover the countless ways you'll be supported by the Coldwell Banker Global Luxury program. Enjoy expansive online syndication on high-traffic websites such as The Wall Street Journal, ListHub Global, Unique Homes, Robb Report, JamesEdition, Mansion Global, MarketWatch, Penta and Barron's³. We create real influence through dedicated platforms like the elegant coldwellbankerluxury.com website, *Homes & Estates* magazine, the Curated blog, industry-leading market reports and our branded content partnership with Modern Luxury⁴. Bespoke marketing assets and a refined identity empower agents even amidst the most intense competition. This is luxury real estate with the power of the Coldwell Banker® brand.



1. 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 2022, USD. 2. Based on 2022 U.S. closed transactions reported by Coldwell Banker. Results not guaranteed. Luxury Property Specialists must be commissioned real estate agents with a minimum of three luxury home sales and have completed a training course co-produced with Coldwell Banker and the Institute for Luxury Home Marketing. 3. JamesEdition, Barron's, Mansion Global and Penta display properties priced at \$1M+. ListHub Global displays properties priced at \$2M+. 4. Modern Luxury Media Reporting, December 2022.



SUPPORTING DIVERSITY AND INCLUSION AT THE COLDWELL BANKER® BRAND

The Coldwell Banker® brand has long been committed to being a leader in diversity and inclusion, not just in the real estate industry but in the world at large. We're proud to be a company where people of diverse backgrounds and experiences succeed and grow together.

FAIR HOUSING FOR ALL

Our affiliated agents are proud to take the Fair Housing Pledge, a commitment to providing every client, regardless of race, gender or orientation, the same level of respect and excellence. What's more, the Coldwell Banker brand has reimaged our Fair Housing Act workbook, making it one of the most current and comprehensive guides in understanding and abiding by this legislation.

EMPOWERING WOMEN

The Coldwell Banker brand is deeply invested in fostering leadership and entrepreneurship opportunities for women. We host informative, fun and inspiring events like our What Moves Her® series, championing the perspectives and talent of women in real estate. And we're honored to be a winner of the Women's Choice Award® for six years in a row — a recognition designated by 9 out of 10 female customers highly recommending the brand.

A NETWORK OF BELONGING

We're deeply committed to our partnerships with industry associations like NAHREP®, NAREB®, AREAA and the LGBTQ+ Real Estate Alliance that represent and support affiliated agents from diverse backgrounds. Our Agents of Change Mastermind events are another powerful opportunity for Coldwell Banker affiliated agents to network and learn together while celebrating diversity.

#1-RATED REAL ESTATE AD 11 YEARS RUNNING¹

When you join the Coldwell Banker® network, your business benefits from being a part of a marketing powerhouse. From the national level, where our advertising has been ranked #1 for 11 years in a row¹, to client outreach pieces customized just for you, discover what happens when you're supported by the best marketing anywhere.

BEAUTIFUL MARKETING MADE SIMPLE

Present your business perfectly at every touchpoint with attention-grabbing marketing pieces and elegant design that's ready to use. Your business can take full advantage of our market presence and professional branding by accessing a library of beautiful imagery, video and ad graphics. And we make it seamless to customize your marketing materials across every platform: social media, websites, email marketing and even video.

BENEFIT FROM NATIONAL ADVERTISING

Our award-winning commercials appear across media home buyers and sellers see most, making for consumer brand recognition and influence of the highest tier – consumers who saw our advertising were 3X more likely to work with a Coldwell Banker affiliated agent². Our advertising campaigns are a rallying point for the network and a great occasion for client outreach. We make it easy to customize national campaigns to suit your local needs.

EXPERIENCE POWERFUL PR

The Coldwell Banker brand is a newsmaker in the real estate industry and beyond, earning over 21,000 PR hits last year. In 2022, we made over 33.5 billion impressions and created \$100 million in publicity value for our global network³. Our leadership team and network of agents are consistently called upon by the likes of CNBC, *The New York Times*, *The Wall Street Journal*, Cheddar, Fox Business and Yahoo Finance as the authoritative voice in real estate.

REACH HOME SELLERS LIKE NEVER BEFORE

Winning the listing has never been more important and more of a challenge. That's why we've created highly useful and powerful new web experiences for home sellers that can be harnessed to benefit your business. With our instant home estimate tool, CB Estimate®, and our industry-exclusive Move Meter® — a big data tool that compares quality of life and cost of living city-by-city — we empower people to see the advantages of selling. These experiences are perfectly designed to funnel valuable seller leads to our affiliated agent network.

1. Jike Miller, *Source: 2012-2022 Real Estate Category* 2. Coldwell Banker/Quester Real Estate Consumer Research, June 2022 3. *Burwell, Cision and Internal Brand Reporting, 2022*



CONSUMERS WHO SAW OUR ADVERTISING WERE 3X MORE LIKELY TO
WORK WITH A COLDWELL BANKER AFFILIATED AGENT².

COLDWELL BANKER REALTY – YOUR NEW HOME

The Coldwell Banker® brand is home to affiliated agents and brokers with drive, vision, talent and compassion. They work every day to redefine the standards of what it means to serve their clients and guide them to the homes of their dreams. They create successful and fulfilling lives for themselves and their families with the strength and support of the Coldwell Banker brand. That's the power of the Coldwell Banker Way.

It's our highest honor to provide our affiliated agents and brokers the resources they use to achieve their most ambitious goals. Tools and programs that grow and strengthen their businesses. A culture of success and positivity that empowers and unites. And a commitment to industry leadership that's remained steadfast for well over a century.

If you've found yourself inspired, energized and ready to take the next step in your career after learning all about our company, we welcome you to the Coldwell Banker brand, your new home.





ALL ABOUT YOU

Choosing the right brokerage is an important decision. That's why we've defined exactly what we can help you do:

- Earn more money
- Develop your skills
- Prepare for retirement
- Celebrate your success

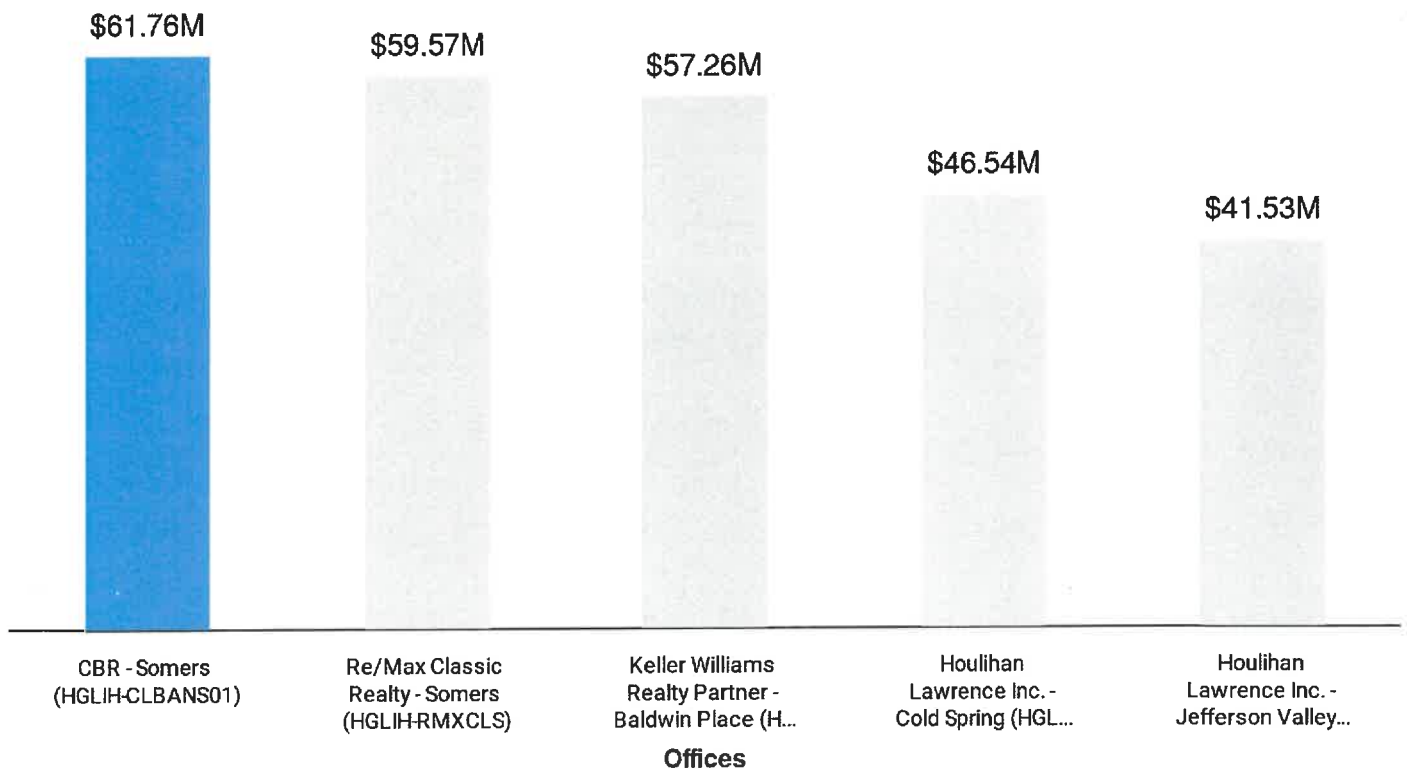
Core 4 is how we show agents we value them, support them and help them reach their goals.

Ready to see the difference Core 4 can make for your business?

Let's get started.

COLDWELL BANKER REALTY IS RANKED #1 IN PUTNAM COUNTY, NY

LEADING OFFICE BY TOTAL VOLUME (JAN - DEC 2023)



Contact me today to sell your property or find the perfect home for your changing needs.

Based on closed sales volume information from One Key MLS for Putnam County, NY in all price ranges as reported on 2/20/2024 for the period of Jan - Dec 2023, calculated by multiplying the number of buyer and/or seller sides by sales price. Source data is deemed reliable but not guaranteed. Real estate agents affiliated with undefined are independent contractor sales associates, not employees. ©2024 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.