

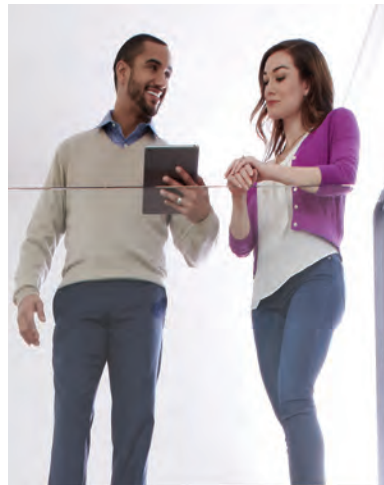
THE Coldwell Banker[®] WAY

COLDWELL
BANKER 



Dedicated to the *love* of people and home since 1906.

Coldwell Banker® affiliated agents understand that home is far more than a location. Home is inextricably tied to family, to memories, to hope and to love. Each and every day, it's a dream that we help make into reality for thousands. If that's not worth waking up for, what is? We are a company devoted to the service of our clients, the success of our agents and the remarkable power of home. We're also dedicated to creating dominant winners in every market we serve. It's something we call the Coldwell Banker Way. We invite you to read these pages and learn more about our brand. By the time you're finished, you'll understand why some of the most successful agents in the industry have joined the Coldwell Banker network, and why you should, too.



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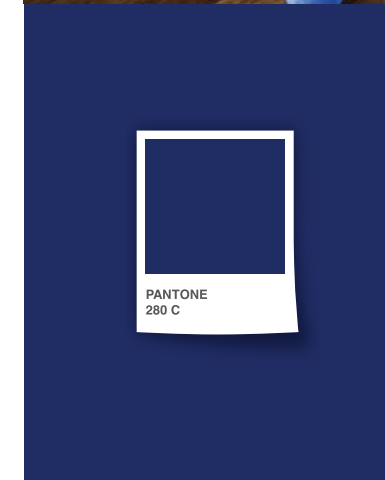
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JOIN THE BLUE

Welcome to the real estate company with *real advantages.*

All real estate agents aren't the same, so it's not surprising that the same holds true for real estate companies. In every facet of our industry, Coldwell Banker Real Estate LLC sets the standard for innovation, expertise and support. As a Coldwell Banker affiliated agent, you'll enjoy access to state-of-the-art technology, the strength of a global network and an empowering culture of excellence—advantages that will elevate your brand in the minds of consumers and distinguish you from the competition.



Cutting-edge *tools* that give us an edge.

In this day and age, if you're not leading, you're at a major disadvantage. That's why at Coldwell Banker®, our finger rests firmly on the pulse of technology. We leverage the latest trends and developments to keep Coldwell Banker affiliated agents in the lead, turning Silicon Valley tech into indispensable tools that are simple to use and understand.

Our powerful CBx application harnesses big data to more accurately identify and locate potential buyers for ultra-targeted marketing. Our website, coldwellbanker.com, is powered by Zap®, which offers high-impact agent marketing and a world-class agent platform with predictive analytics and business management tools to help you drive your business to new levels of success. The advanced CB Exchange portal streamlines communication and content sharing so agents can spend more time growing their business. And, of course, presentations and marketing materials are designed to look gorgeous across desktop, tablet and mobile. Together, these cutting-edge tools make even the sharpest agents that much sharper.



When choosing a
real estate company,
size definitely matters.

The Coldwell Banker® brand is a global network of over 92,000 agents spanning 47 countries, united by what is perhaps the strongest legacy in real estate. As an individual agent, you'll see some serious advantages from affiliating with one of the industry's largest names. Advantages such as global referrals, unparalleled brand recognition, advertising campaigns and advanced tools ensure that our agents have the resources they need to maximize their business. Because when it comes to your real estate business, bigger is most certainly better.

Coldwell Banker® by the *numbers*.

Plenty of real estate companies talk a good game, but when the rubber meets the road, few others stack up to the bona fides at the Coldwell Banker brand. Whether it's having over \$240 billion in sales volume,¹ leading the social and digital media environment, contributing to local communities and causes, or activating the power of a global network for referrals, the Coldwell Banker network has the competition's number. Which means so do our agents.

\$242.6 **BILLION**
SALES
VOLUME
(2017)¹

47 COUNTRIES¹

92K
AGENTS
AND TEAMS¹

111 YEARS¹

40 MILLION VISITORS TO
COLDWELLBANKER.COM
IN 2017²

#1 MOST
INFLUENTIAL
BRAND IN
SOCIAL MEDIA³

DONATED OVER

\$22

MILLION TO LOCAL CHARITIES
THROUGH CB HEROES PROGRAM¹

\$148.7M

DAILY SALES (OF \$1 MILLION+ HOMES)¹

MOST VISITED
BRAND ONLINE⁴



CONTRIBUTED OVER

155,000

HOURS OF VOLUNTEER
WORK THROUGH
CB HEROES PROGRAM¹



OVER **20,000** DOGS ADOPTED THROUGH THE
HOMES FOR DOGS PROJECT⁵



¹2017 Quotables. ²Google Analytics, Jan 1–Dec. 31, 2017.
³2017 Klout. ⁴2017 ComScore. ⁵Adopt-a-Pet.



We know a little bit about *luxury*.

There's no place the Coldwell Banker® sign is more at home than in front of many of the world's premier luxury properties. The Coldwell Banker Global Luxury® Program is among the most successful names in high-end real estate, powered by agents in 47 countries who deeply understand this unique market's intricacies and clientele. It's why we had over 28,000 transaction sides of \$1 million-plus properties annually.¹ Proprietary tools such as the flagship *Homes & Estates* magazine (on newsstands across the globe), a luxury certification course created with the Institute of Luxury Home Marketing and an unrivaled international referral network are just a few of the reasons why the Coldwell Banker Global Luxury Program is a truly extraordinary force in the luxury space. For the agent with a desire to enter this exclusive market, there is no partner better suited to bring you success.



GLOBAL
LUXURY®

The best *advertising* and marketing in the industry.

In real estate, exposure is everything. And from the top down, the Coldwell Banker® brand provides it. Our national advertising campaigns have scored highest in effectiveness for the real estate category five years running,¹ providing valuable brand recognition that benefits the entire network. Additionally, the work is hugely popular on social media, helping drive quality leads to agents. At the agent level, customized versions of the national ads and elegant collateral present you in a sophisticated and professional light at every touchpoint.





When it comes to *smart homes*, we're absolute geniuses.

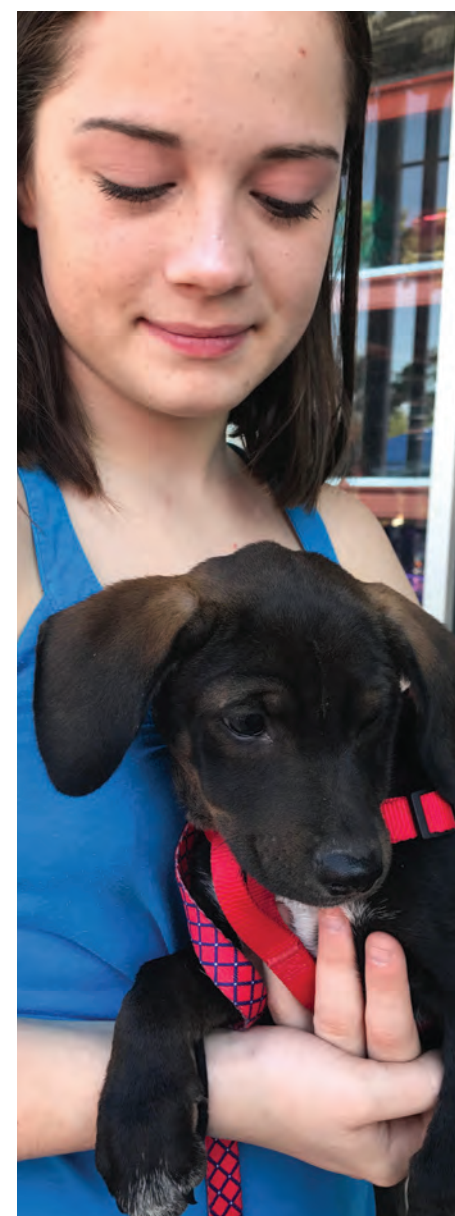
The Coldwell Banker® brand is a leader in the smart home movement, an important technological trend that's changing the way people interact with their homes. Our latest survey on smart home technology found that 32% of Americans have it in their homes, up from 24% last year, making it one of the fastest growing trends in real estate—and Coldwell Banker Real Estate is the only national brand that offers its affiliated agents a smart home course for real estate!¹ This course will help you understand all the ins and outs of smart home integration, from smart lights to smart locks to voice-activated assistants, arming you with expertise that will differentiate you from the competition. Coldwell Banker Real Estate even worked with CNET to define precisely what a smart home is, the first real estate brand to do so.² Smart home expertise—one more reason why joining the Coldwell Banker network is a brilliant move.

¹2018 Coldwell Banker Real Estate Smart Home Marketplace Survey.
²2016 Quotables.



A culture of *caring*.

In 2015, the Coldwell Banker® brand started the Homes for Dogs Project, in partnership with Adopt-a-Pet.com, to find loving homes for dogs in need. Our affiliated agents and staff have gone above and beyond in embracing the initiative, with many volunteering their time, taking to social media and hosting local adoption events. The Homes for Dogs Project has become a powerful way for agents to connect with their communities and has led to tens of thousands of adoptions—an accomplishment we're extremely proud of.



A high-angle, top-down photograph of a group of approximately ten people, mostly women, gathered around a long wooden table outdoors at night. They are all holding small glasses of white wine and toasting. The table is set with white plates, silverware, and several menus or informational cards. There are also wooden cutting boards with charcuterie and fruit, and small floral centerpieces. String lights hang over the table, creating a warm, intimate atmosphere. The background is dark, suggesting an outdoor setting at night.

HOME IS LOVE.

At Coldwell Banker®, we are guides, mentors, educators, friends and confidants. But most of all, we are believers in all that home stands for. As brokers of the most significant transactions in our clients' lives, we approach our profession with the love and appreciation that only home can create.



Quality *education* and training that help you reach your full potential.

Whether a seasoned professional or just starting out, it's never the wrong time for an agent to hone their skills. And with an ever-changing real estate landscape, there's always something new to learn, and Coldwell Banker University® is there to help. CBU education is developed by gathering the best practices of top-performing agents and converting them into action-oriented programs that build critical skills and habits. From setting goals to leveraging your resources, winning listings to negotiating transactions, the skills taught will help propel you to higher productivity and a more successful future.

True blue.

Blue. It's the color of first place and the color of winners. Blue is as limitless as the sky and as vast as the ocean. It's about seeing endless possibilities where others see obstacles and embracing the future with open arms. It's having the courage to dream big and the boldness to let nothing stand in your way. Blue is daring, determined and driven to succeed. It's the color of thinkers, doers and dealmakers, 92,000 agents strong, spanning 47 countries across this big blue planet. Blue is true, and blue is beautiful. That's why blue is the official color of Coldwell Banker.®





Fun is fundamental to *success*.

Real estate agents are social creatures, and you'll find them in their natural habitat at Gen Blue, a one-of-a-kind conference and celebration held by the Coldwell Banker® brand. Taking place in cities from Miami to Los Angeles, this is the ultimate expression of what it means to be part of the Blue. Around every corner you'll find opportunities for networking and learning from some of the smartest and most successful names in the business. Awards are given out as recognition to top producers and cultural leaders. Visionary speakers are there to inspire. Entertainment is strictly A-list. The atmosphere is electric, because anything can happen. It's the purest representation of the Coldwell Banker experience.

It's time to *join* the Blue.

In 1906, we set out to create the world's finest real estate experience. To better serve our clients, Coldwell Banker® affiliated agents had to be smarter. More committed. More trustworthy. We sought a higher class of agent and believed that they deserved a higher class of support. In this sense, nothing has changed. The Coldwell Banker brand is home to those agents who demand more from a real estate company, whether it's technology or culture or opportunities to grow. With our brand at your side, you become better. More capable. More inspired. More knowledgeable. And to your clients, more trustworthy. You become a winner. Part of a network of winners united in their desire to be the very best. It's time to join a real estate company that's as extraordinary as you are.

The Coldwell Banker logo is displayed in white text on a dark blue rectangular background. The word "COLDWELL" is in a bold, sans-serif font, and "BANKER" is in a similar font but slightly smaller. To the right of "BANKER" is a small, stylized "CB" monogram icon.



coldwellbanker.com/careers