

100+ Reasons to Believe in COLDWELL BANKER RESIDENTIAL BROKERAGE

Office and Company Support

- Administrative Staff
- Business Processing
- Senior Leadership Support
- Manager as Professional Coach
- Manager Assistance with Business Planning
- Manager Assistance with Marketing
- Manager Assistance with Problem Solving
- Manager Assistance with Dispute Resolution
- Manager Knowledge of the Market
- Manager Assistance with Fee Protection
- Manager Review of Contracts
- Manager Emotional Support
- Sales Meetings
- Office Advertising Programs
- Office Workshops
- Opportunity Time
- Office Direct Mail Programs
- Internet Advertising Programs

Marketing, Advertising and Personal Promotion

- National TV Advertising Campaign
- Spot Runner Cable TV Advertising
- Radio Campaigns
- Yard Signs & Directional Arrows
- Annual Open House Celebration
- Just Listed / Just Sold Direct Mail Postcards
- Home Buyer Guidebook
- Home Enhancement Guide
- Theme Promotions (Fire safety, Celebrate America, etc.)
- Senior Advantage Listing Program
- Marketplace Home Guide
- Coldwell Banker Market Watch
- Open House Marketing Materials
- Name Badges
- Prospecting Tools
- Client Follow-Up Program
- Hispanic Marketing Tools
- Home Incentives for Teachers, NSA, Nurses, Restaurant Association
- Focus Group Research to Understand Buyers and Sellers
- Spot Runner TV Ad Creation & Media Placement

Buyer & Seller Presentation Materials

- Electronic Seller Presentations
- Electronic Buyer Presentations
- ToolKit Listing Presentation & CMA
- Seller Services Guarantee
- Buyer Services Guarantee
- Listing & Selling Kits

The Coldwell Banker eMarketing Advantage

- Search Engine Placement
- LeadRouter™
- Featured Homes Availability on REALTOR.com®
- School and Community Information on CBMove.com
- Buyer Watch
- Electronic Contracts and Forms Library
- Showcase Enhanced Listings on REALTOR.com®

Image

- 100 Year Legacy of Trust
- National and Local Name Recognition
- 98% Consumer Awareness among our Target Market

Marketing Advantage & Personal Promotion

- Newly Affiliated Sales Associate Announcements
- Just Listed / Just Sold Postcards
- Personal Brochures
- Color Business Cards
- Yard Signs & Directional Arrows
- Sign Riders
- CB Marketing Mall
- Client Follow-Up Program
- Previews Luxury Home Marketing Program
- Print Media Advertising (*Washington Post*, *Baltimore Sun*, *BALTIMORE Magazine* etc.)

Education

- Foundation for Success
- Continuing Education Courses
- Technology Education with Mobile Laptop Labs
- Online Education Courses
- Management Development Program
- Leadership Development Series
- Integrity Selling®
- Commercial Services Courses
- Tech Fairs
- National Speaker Series
- International Business Conference Educational Sessions
- Senior Leadership In-Office Training
- Office Sales Meeting Presentations
- Coldwell Banker University Courses
- E-Marketing Specialist Designation
- Seniors Designation Education
- CBINSIDE tips
- Rookie Rallies
- Rookie Retreats
- Office Administrators Training
- Power Pricing, Positioning & Presentation
- Email Marketing
- Building Your Best Website
- Fair Housing Certification

The Coldwell Banker *Difference*