



**COLDWELL
BANKER**

Coldwell Banker Global Luxury Program



First and foremost, welcome to the esteemed Coldwell Banker Global Luxury Program.

As the Vice President of Coldwell Banker Global Luxury, it is my pleasure to introduce you not only to our vast Coldwell Banker network, but also to our elite Coldwell Banker Global Luxury Program. The following guidelines are meant to provide a clear and thorough examination of the program and how your Master Operation can leverage the program in your region. As the world's most trusted real estate brand and an established industry leader in luxury real estate, it is our singular goal to provide consumers with best-in-class service and marketing.

That means high-touch, high-level care, attention to detail, and the horsepower of a 115-year-old industry-leading brand. We are here to help you create the same quality of service that has helped Coldwell Banker affiliated agents in the U.S. achieve \$168.4 million in sales, each day in 2020.*

Coldwell Banker Global Luxury extends many of its best-in-class suite of marketing tools to our Global Masters, including syndication for qualified Global Luxury Properties, inclusion in "The Report," and opportunities to feature your property as a "Home of the Week," which places extraordinary listings priced at \$5M+ USD in front of our enormous and engaged social network. Our world-class certification course is available virtually for your affiliated agents, your franchisees and their agents. Additionally, we can help you set the standards of excellence for your own network, sharing marketing templates and listing presentations with you that can be modified to represent any of additions to your Value Proposition in your region.

We believe in staying firmly connected to our Global Masters, as maintaining the same level of excellence we have achieved to date is dependent on our strong relationships around the world. As you grow your region, we are available to help support and guide your Master Operation to keep the program strong and unified.

Please review the following guidelines, which we have developed to highlight the ways you can leverage the program in your region while keeping the program firmly tied to its prestigious roots. Review the requirements and work directly with the Global Servicing and Global Luxury team to make sure you are implementing the program in a way that suits your region's growth and needs.

Congratulations on joining the Coldwell Banker network. We look forward to a long, successful partnership!

Michael Altneu
Vice President, Global Luxury

*Data based on closed and record 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 2020. USD\$. Total volume calculated by multiplying the number of buyer/seller sides by sales price



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LEVERAGING THE UNITED STATES PROGRAM

Masters leveraging the U.S. Coldwell Banker Global Luxury program must strictly adhere to the standards for both Coldwell Banker Global Luxury properties and for Luxury Property Specialists (certification through our course in the U.S. and meet our financial requirements, validated by the Master).

Should there be any offices that qualify and are interested in becoming a certified Global Luxury office, the office will need to be submitted for approval to our United States CBGL Corporate team, and be in adherence with our financial standards and our Office Playbook. The office will be certified as Global Luxury once the U.S. CBGL team has approved the validated financials and the office imagery has been submitted.

Please find more information about our program in the United States in the attached [FAQs](#), Office Playbook and Identity Standards, and note the major highlights here:

- Coldwell Banker Global Luxury properties must be priced above \$750,000 USD, have the fit/finish required to be considered luxury, and have high-resolution photography displayed on the Coldwell Banker Global Luxury website.
- To become a Luxury Property Specialist (LPS), an agent must attend a Coldwell Banker Global Luxury certification course (enrollment fee required), and have sold at least three qualifying Global Luxury properties over \$750,000 within a 24-month period.
- Once an agent has completed the Global Luxury certification course they can submit to be identified as a Luxury Property Specialist and utilize any resources such as Proxio Connect by submitting the CBGL [Listing Production Form](#).
- For an office to become Global Luxury Certified, you will need to validate that your franchisee's office meets all three of the following financial requirements: an average 20% CBGL dollar volume in last 12 months, \$15MM in active CBGL listing volume, average of 10% agents are certified Luxury Property Specialists in accordance with the Coldwell Banker Global Luxury Certification standards. Offices will need to be submitted for approval [here](#) and are required to meet the look and feel of a Global Luxury office as presented in our [CBGL Office Playbook](#). *Please note: Masters and franchisees are encouraged to work with our United States CBGL Corporate Team to ensure design standards are met, but are not required to invest in everything reflected in the Playbook. Comparable local architects and designers are permitted.*
- The Coldwell Banker Global Luxury team will update listing presentations, value proposition presentations, and other marketing materials and make them available for you and your franchisees to use. It will be the obligation of the Master Franchise region to localize, translate and make these materials available for use by your network.
- You will need to enforce compliance in your region to make sure the marks are being used correctly to our [CBGL Identity Standards](#). This document should be translated and made available to your network.



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CBGL REGIONAL IMPLEMENTATION

Coldwell Banker Masters are able to implement the Coldwell Banker Global Luxury program in their region (Masters can continue to rely on the U.S. program, should you wish, but will need to comply with U.S. program standards and will have limited access to tools only available in U.S. markets), if they have either of the following roles secured:

- **Global Luxury Ambassador:** A GLA position is an exclusive designation that is invitation-only. These Ambassadors need to meet criteria defined by the United States CBGL Corporate team and are appointed by the United States CBGL Corporate team. They also need to undergo training required to teach the CBGL Certification course.
- **In lieu of a GLA,** a Coldwell Banker Global Luxury Instructor can be submitted for the United States CBGL team's approval. This person will be trained to teach the certification course but will not have a GLA title. Regions must have either position secured and approved to successfully implement the CBGL program in their region. Please note the following:
 - Any International Masters Certification Course that takes place must be approved by the Coldwell Banker Global Luxury team and conducted independently of the Institute for Luxury Home Marketing (i.e. invites, registration, course materials handled independently). Only Global Luxury Ambassadors can teach the luxury certification course or Coldwell Banker Global Luxury instructors approved by the United States CBGL Corporate team. The course itself must also be reviewed and approved before implemented.
 - The financial requirements to become a Luxury Property Specialist will need to meet or exceed our U.S. standards (three closed sales of properties over \$750,000 within a 24-month period). For agents to be flagged as Luxury Property Specialists and have access to the Proxio Connect platform, the Master Operation will need to submit the names of agents who have been certified in a local certification course, along with the above production history to the United States CBGL Corporate team for confirmation. Please visit the [Global Luxury Resource Center](#) and download the LPS Application, then adapt with your regional contact and have your candidates submit it to your Master operation upon completion of a regional certification course. Once you have verified the financial production, please submit it to our U.S. Corporate team so they can be flagged as Luxury Property Specialist in our systems.
- In order to certify Global Luxury offices regionally, a region will need to produce their own "Office Playbook" to set a standard for design quality to become a CBGL Office. This playbook will need to be approved by the United States CBGL Corporate team before a region can approve Global Luxury offices independently. The financial requirements and agents certified will need to meet or exceed our standards in the United States (Average 20% CBGL dollar volume in last 12 months, \$15MM in active CBGL listing volume, average of 10% agents are regionally certified Luxury Property Specialists in accordance with the Coldwell Banker Global Luxury Certification standards).



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CBGL REGIONAL IMPLEMENTATION

- The Master operation will need to enforce compliance and correct use of marks for these offices, along with the standards of their regionally approved Office Playbook in the region. Once an office has been regionally approved, it will need to be submitted [here](#) to alert the corporate Coldwell Banker Global Luxury team for tracking and marketing materials.
- We recommend in addition to the Global Luxury Ambassador or Instructor; each region has someone on their marketing team dedicated to helping administer the Global Luxury program. This person would be responsible for setting up the Certification Course, creating and translating marketing materials, and working to make sure all franchisees are compliant.

IMPORTANT TO NOTE

- To receive any special syndication offered by the Coldwell Banker Global Luxury program, the Master Operation must have their listings set up in Dash via manual entry, feed or API. If the listings are not correctly entered into Dash, they will not appear on the Global Luxury website and thus will not receive downstream syndication. Please do not include the syndication package in your listing presentations or Value Proposition presentations unless you have this set up.
- Modifying the Listing Presentation and localizing / translating needs to be done by the Master Operation in either scenario. You are responsible for providing your network an accurate Listing Presentation for CBGL that reflects the program in your region.
- You need to provide your network with a CBGL ID Standards in your language and localized to reflect your operation. We also recommend providing your network with a version of the FAQs that accurately reflects the program implementation in your region.

LINKS/ATTACHMENTS

- [Coldwell Banker Global Luxury FAQs](#)
- [Coldwell Banker Global Luxury ID Standards](#)
- [Coldwell Banker Global Luxury Office Playbook](#)
- [ILHM Certification / Production Form for Luxury Property Specialists](#)
- [Coldwell Banker Global Luxury Office Application](#)
- [Global Luxury Resource Center](#) > Local Certification Course Production Form for Luxury Property Specialists



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