



## FAQs - coldwellbankerluxury.com

All Coldwell Banker Network  
Version: 12/21/23

### Why are we updating coldwellbankerluxury.com?

The new Coldwell Banker Global Luxury® program website offers our Luxury Property Specialists (LPS), a refreshed, dynamic, and responsive listing and profile site experience that empowers you to be competitive in your market.

#### Feature Highlights:

- The flagship destination for qualifying Coldwell Banker Global Luxury® program properties and certified Luxury Property Specialists
- Targeted editorial content for the discerning consumer and Coldwell Banker agents specializing in the high-end
- Listing syndication with an international reach of 50+ countries
- Localization tools, such as currency conversions, and units of measurement
- User account allowing consumers to favorite properties, save searches, and connect with a Luxury Property Specialist

Nothing is required on your behalf as a part of the transition of the new site, but we recommend you update and verify your profile information in Dash (for CBA) or Trident/CB Homes Admin (for CBR). Agents can use Profile Manager on Desk.

## FEATURES & FUNCTIONALITY

### What is the default sort order for property search results?

The default sort order for property search results is price (highest to lowest).

### What are the required criteria to display on the Global Luxury website?

For an **Office** to display:

- Active status
- Has selected “Display Office on Internet” under Dash Web Preferences

If Office can display, then display **Agents** who meet the following criteria:

- Active status
- The “Luxury Property Specialist” designation in dash
  - This designation may only be granted by Global Luxury team after the agent has taken the certification course and subsequently applied and met the production requirements for the designation.

- A “Sales Position” that is checked to “Show Online”
- Color profile photo (headshot)
- A “Personal Profile” (Min. of 4 complete sentences)
- Contact information

If the Agent can display, then display their **Listings** that meet the following criteria:

- Active or Pending status
- Price meets Global Luxury threshold based on the zip code
  - Check using the [Global Luxury Threshold Lookup Tool](#)
  - Monthly rental fee required minimum is \$7,500 USD
  - International listings required minimum is \$750,000 USD
- Property finishes (exterior, interior, amenities, etc) must fit the acceptable standard for what is considered luxury in the local market area
- Has an accepted Global Luxury Listing Type, Property Type, and Property Sub-Type, which are:
  - **Listing Type:** Residential Sale, Residential Rental
  - **Property Type:** Residential, Lots & Land, Farm and Agriculture, Other
  - **Property Sub-Type:** Apartment, Boat Slip, Condominium, Co-Op, Duplex, Farm/Ranch/Plantation, Flat, Fourplex, Golf course, Hacienda, Historical, Land - Single Family Acreage, Multi-Family Home, Private, Island, Residential Lot, Row, Single Family Attached, Single Family Detached, Townhouse, Triplex, Vacant Land, Vacant Land (0-10 Acres), Vacant Land (10+ Acres), Vineyard, Vineyard-Res, Winery, Winery-Res
- A minimum of 6 high-resolution color images
- A listing description (4,000 characters max.)

Once all criteria have been met the listing qualifies to receive “Global Luxury | Approved” under the “Special Program” section for the listing in dash.

### How are leads routed?

The website captures leads via contact forms on three pages: Agent Profile, Listing Detail Page, and Office Profile.

The default lead routing rules sends leads directly to the listing agent, unless company rules dictate otherwise, as specified in Leads Engine. Leads that are unable to flow into Leads Engine are emailed directly.

### What is the data source for the website?

All information for listings and profiles is fed from dash to coldwellbankerluxury.com.

### How do I make updates to information on coldwellbankerluxury.com?

Agents can use Profile Manager on Desk and company admins can update information in dash (CBA) or Trident/CB Homes Admin (CBR).

## RESOURCES

**What additional resources are available and where do I find them?**

Additional resources can be found on Desk, under Marketing > Global Luxury > GL Website.

**How do I submit a technical support issue with coldwellbankerluxury.com?**

- Call (877) 426-5393- or email [help@coldwellbanker.com](mailto:help@coldwellbanker.com)
- Ask for your issue be categorized as: **Global Luxury**
- Ask for your issue to be assigned to: **ANYAdv Marketing Success**