



CBGL FOR GLOBAL MASTERS: MARKETING FAQ

What is the minimum price of a qualified Coldwell Banker Global Luxury property?

The minimum price for a Global Luxury property for international properties is \$750,000 USD, unless otherwise agreed upon with the Coldwell Banker Global Luxury corporate team.

Can commercial or multi-unit developer listings be included in the Global Luxury program?

Commercial properties are never accepted into the Global Luxury program. Generally, multi-unit properties are also not accepted. However, if the average sales price of the individual residential units meets the Global Luxury price point minimum for the area, and the property meets Global Luxury appearance requirements, the listing can be included as Global Luxury.

Can a residential lot, acreage or farm qualify as a Global Luxury listing?

A listing will be considered if it is significantly over the area's price point minimum and in an area of estate-type and/or waterfront properties and is not a teardown, at the discretion of the Global Luxury team. Refer to land FAQ below.

Can a Coldwell Banker sales associate who is not a certified Coldwell Banker Global Luxury Property Specialist list a Global Luxury-qualified listing?

Yes. Every sales associate can list and sell luxury properties and in turn utilize the Coldwell Banker Global Luxury property marketing materials and advertising elements available on Desk at Marketing > Global Luxury. You will need to localize and adapt them for your operations, make them available to the agents in your network, and enforce compliance in your region. Further information as to how LPS can promote themselves found below.

How does one find out more about advertising luxury listings in Coldwell Banker's proprietary publication, *Homes & Estates*?

For details on pricing, property requirements, deadlines and ordering instructions for *Homes & Estates*, as well as other advertising opportunities available through Coldwell Banker, refer to the *Homes & Estates* Media Kit available on Desk at Marketing > Global Luxury > Marketing Tools.

When Coldwell Banker Global Luxury listings are properly submitted into Dash (via feed, API, or manual entry), on what websites will the listings be featured?

Luxury properties receive syndication on the following: ColdwellBankerLuxury.com, Robb Report, UniqueHomes.com, Homes.com, HomeFinder.com, and the Wall Street Journal. Global Luxury properties over \$1 million USD will be listed on Barrons.com, Mansion Global, Penta, and JamesEdition. Global Luxury listings over \$2 million USD will receive ListHub Global's international syndication, which includes over one hundred portals in sixty countries.

How can someone locate a Coldwell Banker Global Luxury Property Specialist in another area?

Visit ColdwellBankerLuxury.com > Locate a Luxury Specialist.

Can a Coldwell Banker LPS use the approved Coldwell Banker Global Luxury logo in any advertising of their properties that are selling for less than the approved Global Luxury price?

Yes... and no. Although the Luxury Property Specialist title and logo may be used when promoting yourself, it cannot be used when promoting properties that do not meet the Global Luxury price point minimum and appearance guidelines. This means that the property should not be designated or indicated to be a Global Luxury property, although the logo may appear next to your name in an ad or on a page/card. The approved Coldwell Banker Global Luxury logo may only be used in conjunction with a Global Luxury-qualified property. When advertising or promotion includes a combination of Global Luxury and non-Global Luxury properties, you should distinguish the listings by clearly separating Global Luxury properties on the page by grouping them together under the headline Coldwell Banker Global Luxury Properties or placing the Coldwell Banker Global Luxury logo next to them.



CBGL FOR GLOBAL MASTERS: WEBSITE FAQ

What qualifies a profile or listings to appear on ColdwellBankerLuxury.com?

As the Coldwell Banker Global Master, you need to ensure that the XML Feed, API, or Dash UI is accurately setup and being managed properly. For an agent in your region to be tagged as a Luxury Property Specialist, the proper forms need to be submitted to the CBGL Corporate team, whether the agent completed a certification course in the United States or your region.

How do I determine the price threshold for my area?

International Coldwell Banker Global Luxury properties have a minimum price of \$750,000 USD, unless otherwise agreed upon with the Coldwell Banker Corporate team.

Where does the listing and agent data come from?

Listing and agent information comes from Dash. Please allow up to 24 hours for any changes or updates to take effect.

What are the display rules for listings?

Properties displayed in order of price high to low. If no properties are available in the location entered by the consumer, we will expand the search radius.

What are the listing image requirements?

Listing images require pixel dimension of at least 1200 W X 600 H. The optimal resolution is 3000 W X 1500 H. in landscape. The website supports both JPEG and PNG. If your data source limits your image size or overlays a watermark, we encourage you to re-upload the images.

What happens if my image does not meet the requirements?

If the listing image does not meet the requirements, it will be stretched (with minimal blurring) to meet the minimum requirements. If the image is too small, the website will add a blurred background of the image to fit the slideshow on the property detail page.

Which properties appear on an agent profile page first?

Three of their listings with the highest prices will display on their profile page. Listings from that office will display if they have less than three listings.



CBGL FOR GLOBAL MASTERS: WEBSITE FAQ

What are the Lifestyle categories available on the Coldwell Banker Global Luxury website?

Resort | Golf | Waterfront Coastal | Wine Country | Equestrian | Mountain | Ski Resort | Historic | Urban | Land

How can listings show up in the various lifestyle searches?

Lifestyle searches are based on keyword searches within the text field part of the property details. Below find the recommended “key search words” including description and copy examples. It is important to include the correct Lifestyle key search words in the listings so that they can be viewed within the lifestyle category that meets the property’s criteria.

Lifestyle	Key Search Words	Description	Listing Descriptions
Resort	Resort	Resort lifestyle is general term used for home that offers resort-style, vacation, leisure living, inclusive of all amenities conveniently accessible (food, drink, sports, shop, etc.)	Beautiful resort-style property located on...
Golf	Golf	Golf property located overlooking or on a golf course	Property located within walking distance of one of the country's most exclusive golf clubs.
Waterfront & Coastal	Waterfront	Waterfront property must have direct access to water - ocean, lake, or river. Property has water views and can be accessed directly from the property within steps.	Enjoy all the perks of this waterfront home located in the heart of Miami.
Wine Country	Vineyard	Wine country defined as property within less than 5 miles from a winery or vineyard.	Consider this your vineyard retreat, located in the foothills of Napa Valley.
Equestrian	Equestrian	Equestrian lifestyle defined as on-property horse stables, horse arena, barn, or riding facilities.	The property is also an equestrian's dream come true, home to working horse stables and riding facilities.
Mountain	Mountain	Mountain defined as property having direct mountain view, within 5 miles of mountain lifestyle/activities, and/or access to mountain hiking trails	Take in the most beautiful, unadulterated mountain views from eat-in kitchen.
Ski Resort	Snow	Ski resort defined as direct access to ski or snow sport resort/lodge.	Snow sport enthusiasts look no further, this property features direct, ski-in, ski-out access to the base of the mountain.
Historic	Historic Home	A historic lifestyle designation means that the home tagged as such is associated with significant events in history, is associated with the lives of people significant to the past, embodies distinctive historic characteristics or construction techniques, and/or yields important information about a certain period.	This historic home, situated in downtown New Orleans, features original brick and wood throughout.
Urban	Urban / City	An urban area is the region surrounding a city, typically with a population of 25,000 or more (ex. Philadelphia, Washington DC, Los Angeles, etc). Urban areas are generally very developed, meaning there is a density of human structures such as houses, commercial buildings, roads, bridges, and railways.	This urban oasis - situated just blocks from downtown - boasts a spacious green roof deck, three car garage, and all the luxury amenities of the suburbs.
Land	Land	Listing must feature a qualifying estate, or lot suitable to build an estate-quality home.	Farm/Ranch, Vineyard, Residential Lot, Single Family Acreage, Vacant Land (0-10 Acres) RESID, Vacant Land (10+ Acres) RESID, Vacant Land (Mixed Use), Vacant Land, Vacant Land (Residential)



CBGL FOR GLOBAL MASTERS: LAND FAQ

What are the requirements for land to appear on ColdwellBankerLuxury.com?

- Listing must feature a Global Luxury qualifying estate or be a lot/land suitable to build an estate-quality home.
- Listing must be set to "Residential Sale" Listing Type in dash and be set to one of the following property sub-types: Listing must be set to the Farm/Ranch, Vineyard, Residential Lot, Single Family Acreage, Vacant Land (0-10 Acres) RESID, Vacant Land (10+ Acres) RESID, Vacant Land (Mixed Use), Vacant Land, Vacant Land (Residential)
- Listing must have at least six images.

In addition to the above, the following qualifications also need to be met:

- Uniqueness
- Amenities to support a luxury lifestyle
- A unique history or compelling story
- Great high-resolution photography - Property photography must project a luxury environment
- No teardowns, dilapidated out buildings, dirt roads, livestock, etc.

Sample Qualifying Land Types

- Located on a Golf Course
- A declared Historical Landmark
- Waterfront (excluding ponds, creeks and streams)
- Private Island
- Condominium
- Farm/Ranch/Plantation
- Winery-Residential
- Mountain Views
- Adjacent to other estate-quality residences and/or high-end amenities such as resorts or high-end shopping

What are the listing image requirements?

Listing images require a pixel dimension of at least 3,000 (width) x 1500 (height) in landscape.



CBGL FOR GLOBAL MASTERS: PHOTOGRAPHY FAQ

What are the listings image requirements?

Listing images require pixel dimension of at least 1200 W X 600 H - Landscape not portrait. The optimal resolution is 3000 W X 1500 H - Landscape not portrait (Aspect ratio of 16:9 - Most common ratio on computers today) The website supports both JPEG and PNG. If the data source limits your image size or overlays a watermark, we encourage you to re-upload the images. For best photo quality, do not upload photos with a height greater than width. Video: HD preferred. The Coldwell Banker Global Luxury website can handle multiple versions.

What happens if my image does not meet the requirements?

If the listing image does not meet the requirements, it will be stretched (with minimal blurring) to meet the minimum requirements. If the image is too small, the website will add a blurred background of the image to fit the slideshow on the property detail page.