



COLDWELL BANKER

Coldwell Banker Global Luxury® Program



When the prestige of the Coldwell Banker® name aligns with the expertise of today's leading luxury real estate masters and the reach of an international network in 40 countries and territories, the extraordinary is possible.

BRAND POWER

GLOBAL CONNECTIONS

A LEADER IN LUXURY

MARKETING MASTERS

MARKET EVALUATION

This is the Coldwell Banker Global Luxury® program at its essence.





BRAND POWER

A name that commands instant respect and trust the world over

A CENTURY OF “FIRSTS”

The Coldwell Banker® brand has always lived on the cutting edge of luxury, cemented by more than a century of innovation. This pioneering spirit can be traced from San Francisco’s Financial District in 1906, to Manhattan’s prestigious Madison Avenue in 1933 as luxury real estate marketing was revolutionized by capturing fine estate homes on film, to our worldwide presence today as a trailblazer in video, mobile, social media and smart home technology.

In 2020, we unveiled an exciting change to the Coldwell Banker Global Luxury® program – with the much-anticipated debut of a new look. The redesigned and reimagined Coldwell Banker Global Luxury logo elegantly reflects the exceptional nature of the program’s Luxury Property Specialists and my distinguished clientele.

- 1906 — Two visionaries establish Coldwell Banker on the foundation of ethical business practices in the real estate industry, a first for its time.
- 1933 — For the first time, prized estates are marketed through motion-picture technology.
- 2010 — Coldwell Banker Real Estate becomes the first national real estate company to launch a YouTube channel.
- 2017 — A new era of luxury real estate begins with the Coldwell Banker Global Luxury program.
- 2018 — The *Homes & Estates* publication wins Gold at the 2018 Astra Awards from New Jersey Communications, Advertising and Marketing Association (NJCAMA).
- 2020 — Coldwell Banker Global Luxury launches elegant new logo and design style.
- 2021 — The “Craftsmanship” campaign showcases the exclusive Global Luxury certification process as well as the expertise of the program’s esteemed Luxury Property Specialists.
- 2022 — Coldwell Banker Global Luxury hosts Engage, a first-of-its-kind Global Luxury Summit exclusive to Luxury Property Specialists.





GLOBAL CONNECTIONS

Crossing oceans, continents and language barriers

POWER IN NUMBERS

The Coldwell Banker® brand is a true global force, with the power to showcase exceptional properties and reach affluent buyers around the world. Through a master franchise network located in 40 countries, we offer unmatched services in their local languages.



100,000+

AGENTS

40

COUNTRIES & TERRITORIES

*Andorra
Argentina
Aruba
Bahamas
Bermuda
British Virgin Islands
Cambodia
Canada
Cayman Islands
Chile
Costa Rica*

*Curaçao
Cyprus
Dominica
Dominican Republic
Egypt
England
France
Grenada
India
Indonesia
Ireland*

*Italy
Jamaica
Luxembourg
Malta
Mexico
Monaco
Netherlands
Paraguay
Portugal
Sint Maarten
Spain*

*St. Kitts & Nevis
Turkey
Turks & Caicos
United Arab Emirates
United States
Uruguay
U.S. Virgin Islands
(St. Croix & St. Thomas)*



A LEADER IN LUXURY

Exceeding expectations and creating exceptional experiences

SUCCESS BY THE NUMBERS

As a Luxury Property Specialist with the Coldwell Banker Global Luxury® program, I am a master at my profession, exceeding expectations and creating exceptional experiences for my discerning clients every day. In 2022, Coldwell Banker® affiliated agents achieved tremendous results:

\$288

MILLION

in \$1 MILLION+ sales
each day*

\$2.2

MILLION

average sales price of
\$1 MILLION+
transaction sides*

48,444

SIDES

\$1 MILLION+
transaction sides*



*Data based on closed and recorded 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 2022. USD\$.

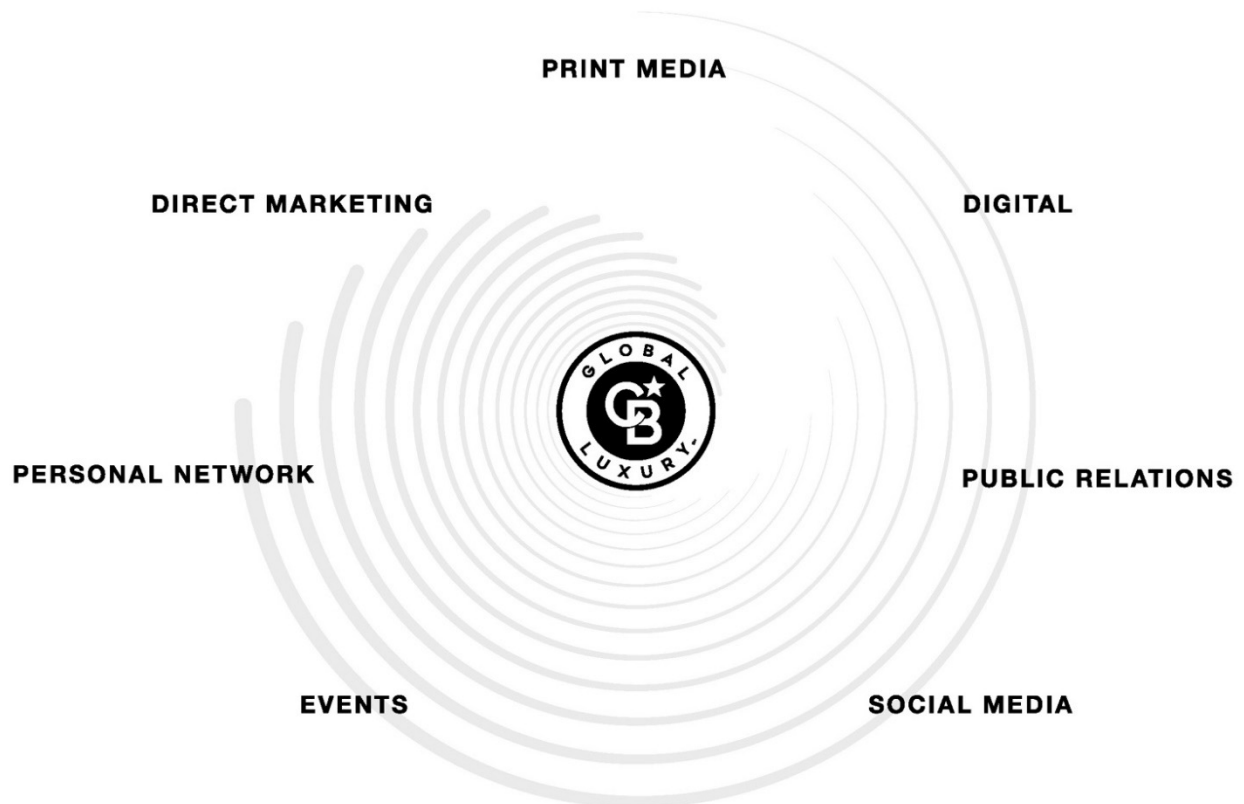


MARKETING MASTERS

Setting a new standard by which many of the world's finest estates are bought and sold

360° MARKETING APPROACH

We offer an impressive global stage from which to showcase your home. With the Coldwell Banker Global Luxury® program, I am truly borderless and come armed with a complete suite of tools designed to share the beauty of your home with an affluent audience at all times, no matter where they happen to be in the world.



EXPANSIVE ONLINE SYNDICATION

Finding a discerning buyer for a one-of-a-kind property takes ingenuity — and an expert command of today's online arena. The Coldwell Banker Global Luxury® program has mastered the art of digital marketing, ensuring your property is seen by the widest possible audience of qualified buyers. Luxury properties that are marketed through the program will enjoy immediate syndication through a comprehensive network of prominent real estate websites, including WSJ.com, JamesEdition.com, RobbReport.com, UniqueHomes.com and international websites through ListHub Global*.



coldwellbankerluxury.com

Coldwell Banker® automatically syndicates listings to the real estate industry's most visited websites.

JAMES EDITION

Robb Report
FOR THE LUXURY LIFESTYLE

MANSION GLOBAL

UNIQUE
HOMES

THE WALL STREET JOURNAL

HAMPTONS
INTERNATIONAL

PENTA

BARRON'S
THE U.S. & THE WORLD AS IT REALLY IS

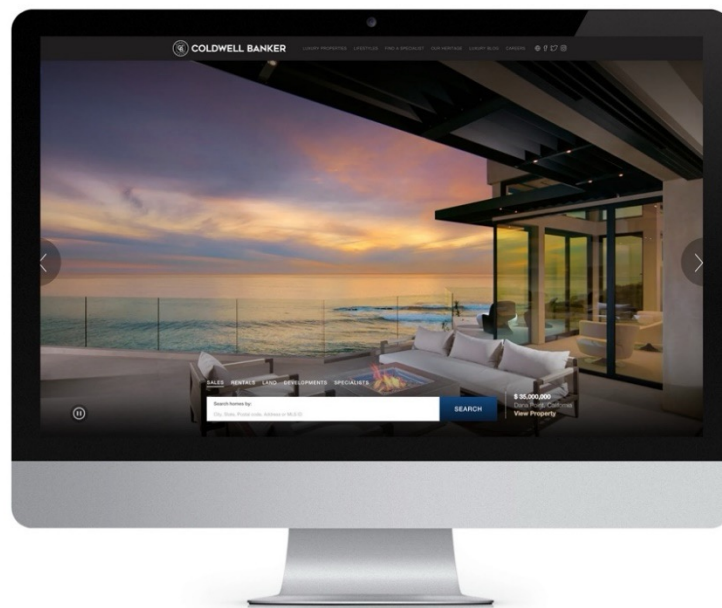
MarketWatch

listglobally

*JamesEdition, Barron's, Mansion Global and Penta display properties priced at \$1M+. ListHub Global displays properties priced at \$2M+.

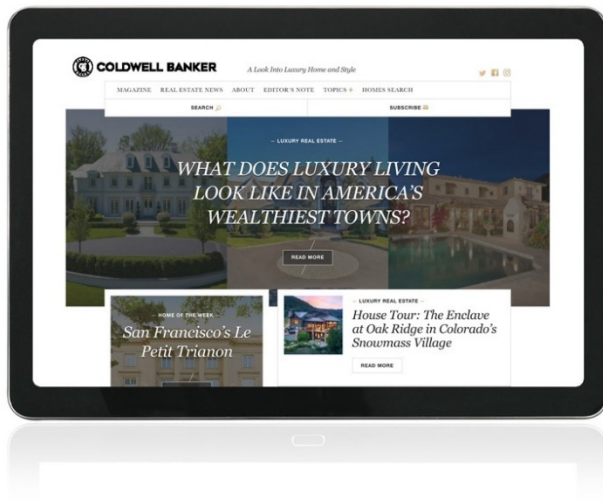
COLDWELLBANKERLUXURY.COM

The Coldwell Banker Global Luxury® website connects an affluent audience to some of the world's finest homes. From golf course properties to wine country estates, the website's cutting-edge lifestyle search allows potential buyers to select properties according to their passions. Multiple language translations and currency conversion tools also allow international buyers to tailor their user experience. A built-in referral network for Luxury Property Specialists' exclusive use links me to other high-end real estate professionals locally and around the world.



COLDWELL BANKER GLOBAL LUXURY® BLOG

The Coldwell Banker Global Luxury® blog offers an international look into luxury and style through the eyes of some of today's leading voices, visionaries and style-setters.



240

THOUSAND+ PAGE VIEWS IN 2022¹

88

**THOUSAND+ AFFLUENT
SUBSCRIBERS TO
GLOBAL LUXURY
CURATED NEWSLETTER²**

SOCIAL MEDIA

The social media landscape is yet another global stage where the beauty of your home may be put on display. Powered by a dedicated and expert social content team, the networks under the Coldwell Banker Global Luxury® banner are among the most widely used sites today, delivering a unique perspective on fine living and fine homes all over the world. Coldwell Banker® social media channels saw impressive numbers in 2022:

623

MILLION+

Impressions¹ across all media



33.8

MILLION+

Engagements²



718

THOUSAND+

Followers³ on Coldwell Banker®
social media channels



99.5

MILLION+

Total video views¹



5.7

MILLION+

Link clicks³



HOMES & ESTATES

There is something special about capturing the essence of a property in print. The intricate details, the design, the art, the craftsmanship, the light of a home — all of it lives in a state of permanence through classic storytelling and beautiful photography in *Homes & Estates*, the proprietary publication of the Coldwell Banker Global Luxury® program.

Distributed four times a year and paired with *The Wall Street Journal*, *Homes & Estates* offers stories of lifestyle inspiration in a range of luxury pursuits, including real estate, architecture, design, art, fashion, culture and travel.



HOMES & ESTATES READERSHIP



THE WALL STREET JOURNAL.

Total Annual Reach*

1.5 million

HOMES & ESTATES

55,000+

PER ISSUE

- Direct-mail distribution to the WealthEngine® Demi-Billionaire List of individuals with a minimum net worth of \$500 million. Plus, distribution to the top clients of Coldwell Banker Global Luxury® agents, and Coldwell Banker® offices worldwide.

DIGITAL

88,000+

PER ISSUE

- Digital editions are emailed to a targeted group of affluent consumers and subscribers of the Coldwell Banker Global Luxury blog

THE WALL STREET JOURNAL

180,000+

PER ISSUE

- Insertion into subscriber copies of the Friday edition of *The Wall Street Journal* in top ZIP codes in major metropolitan areas

*Combined print and digital publications.

BROKER-TO-BROKER NETWORKING

EXCLUSIVE LOOK

With this powerful online marketing platform, I can showcase your extraordinary property to brokers within our company in minutes for greater exposure, before it even hits the MLS.

BROKER PREVIEW

Your property may be registered as part of a weekly preview inviting the area's top brokers to tour your property for an agreed-upon period of time.



PROFESSIONAL PHOTOGRAPHY

I believe in using professional-quality photography and videography that portray the architectural integrity and character of a property. We have cultivated relationships with local photographers and videographers who are skilled in the art of capturing the beauty of your home and presenting it in the best possible light to affluent buyers.



PROPERTY MARKETING MATERIALS

Even with the rapid embrace of digital media, the modern luxury consumer still appreciates the tactile experience of holding a beautiful brochure or a printed invitation in their hands. I will work closely with you to craft a bespoke collection of collateral for your property. From direct mail campaigns and open house programs to displays in other local affiliated Coldwell Banker® offices, these elements are crucial to marketing your property.



When a marketing program has been designed exclusively for high-end properties and an affluent clientele, the results are extraordinary.

- Strategic partnerships and an extensive global network give your property the widest possible exposure.
- Exclusive marketing tools and proprietary publications provide unmatched opportunities to showcase your home directly to an ultra-affluent audience worldwide.
- Luxury Property Specialists are backed by stringent certification criteria and extensive market expertise to ensure knowledgeable service.

Give your home property marketing unlike any other. Contact me today.



AGENT NAME | PROPERTY SPECIALIST
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COLDWELL BANKER LUXURY.COM



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*Flyers, postcards, brochures and other custom printed
pieces place your property in the right hands*



MARKET EVALUATION

A strategy based on unparalleled expertise and an intimate knowledge of current industry trends

STEP BY STEP

Backed by an exclusive and comprehensive suite of luxury marketing support and resources, I have the expertise to guide you through every step of the home selling process.

STEP 1 - PRICING

- Prepare a strategic pricing analysis (SPA)
- Review market conditions
- Review other homes on the market
- Discuss your home-sale goals
- Determine the optimal listing price

STEP 2 - PREPARING

- Remove clutter and organize
- Clean and make repairs
- Stage your home for sale
- Consider a home protection plan
- Complete listing documents and disclosures

STEP 3 - MARKETING

- Install distinctive Coldwell Banker Global Luxury® yard sign
- Promote your home on the MLS
- Syndicate your home's listing to real estate websites nationally and internationally
- Implement your customized property marketing plan
- Respond to online buyer inquiries
- Arrange showings
- Communicate feedback
- Provide market updates

STEP 4 - CLOSING

- Evaluate offers and negotiate best price and terms
- Facilitate inspections
- Coordinate closing date, time, location and contacts
- Monitor buyer financing and home appraisal
- Follow up on details
- Review closing statement
- Close the sale
- Provide copies of all closing documents



COLDWELL BANKER

Your extraordinary home deserves representation of an equally extraordinary caliber.

Experience the superior levels of local expertise, personal attention and utmost discretion that come with the power of Coldwell Banker Global Luxury®.

The property information herein is derived from various sources that may include, but not be limited to, county records and the Multiple Listing Service, and it may include approximations. Although the information is believed to be accurate, it is not warranted and you should not rely upon it without personal verification. Not intended as a solicitation if your property is already listed by another broker. ©2023 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker logo are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Realogy Brokerage Group LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. 2318HS_NAT_4/23