

THE SPOTLIGHT

2.0 - Q3 2022 - Q2 2023

CURRENT PRESENCE

GLOBAL CONNECTIONS

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.

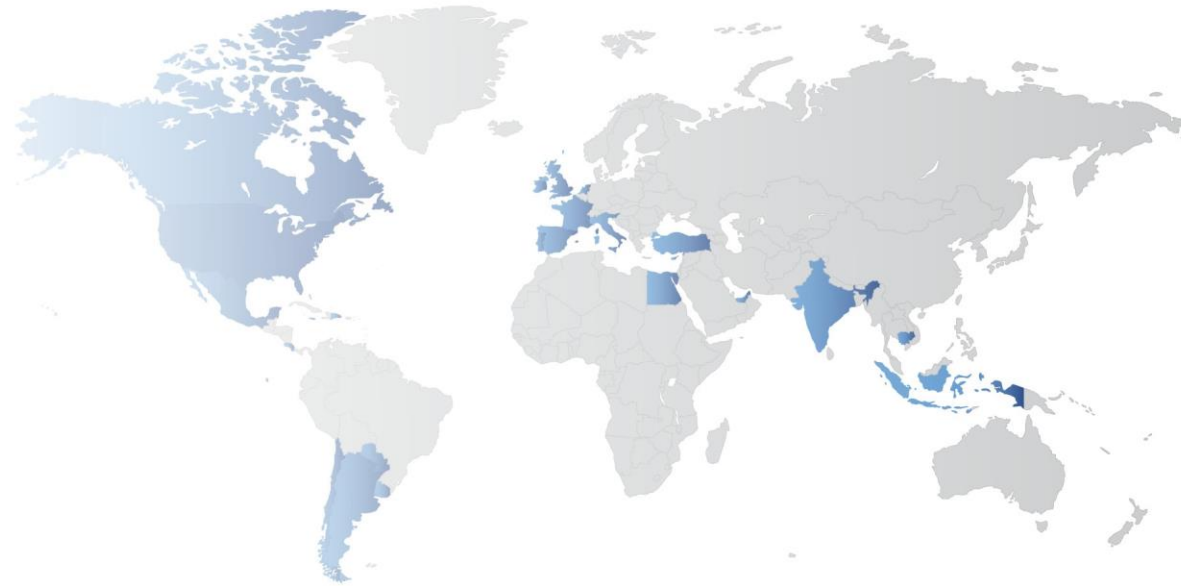
Through a master franchise network located in over 40 countries, we offer unmatched services in their local languages.

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. Lucia
Turkey
Turks & Caicos

United Arab Emirates
United States
Uruguay
U.S. Virgin Islands
(St. Croix & St. Thomas)

GROWING GLOBAL PRESENCE

Since the end of Q2 2022, our Coldwell Banker Global Masters have been growing at an impressive rate of 13.9% office growth and 16.5% agent growth (combined totals of CB and CBC offices/agents).

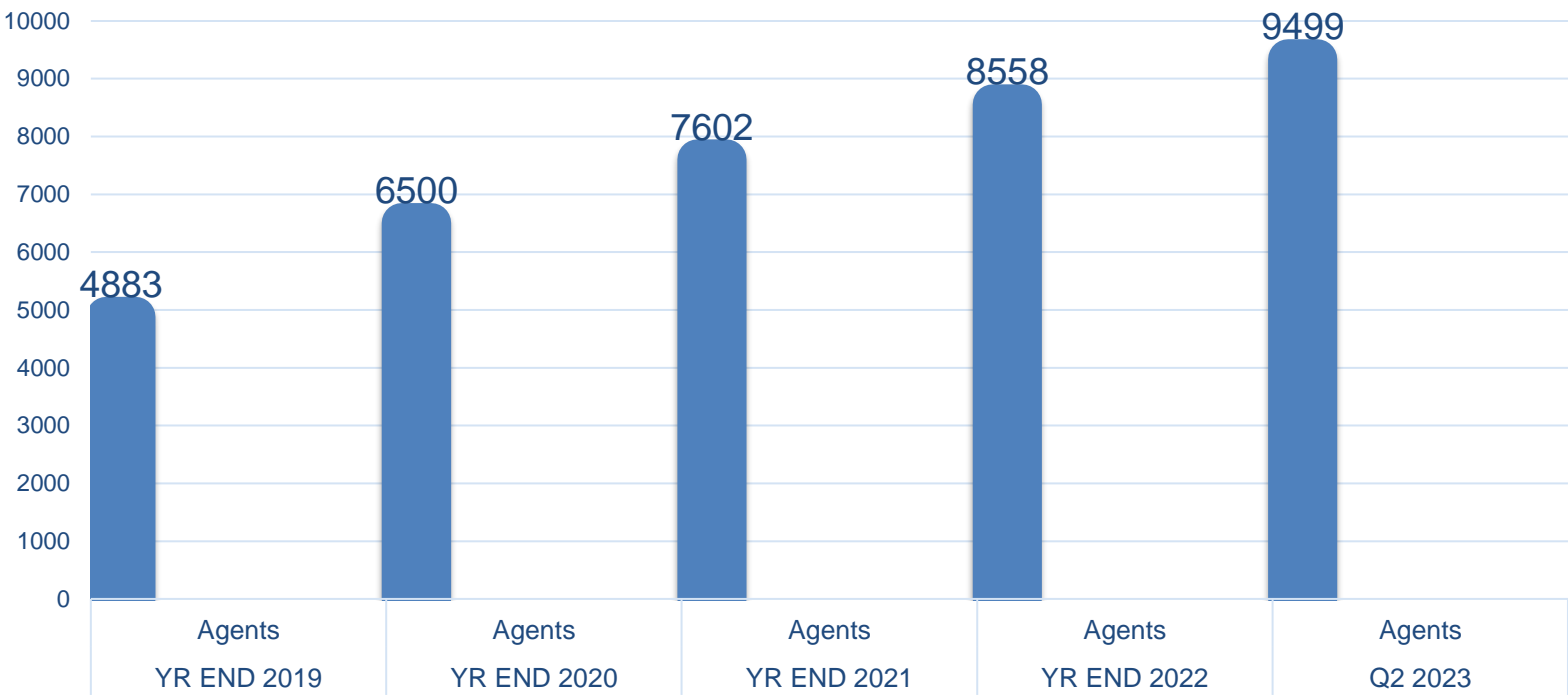
New countries and territories have also been added to our network this year, including:

- Paraguay (March 2023)
- St. Lucia (May 2023)

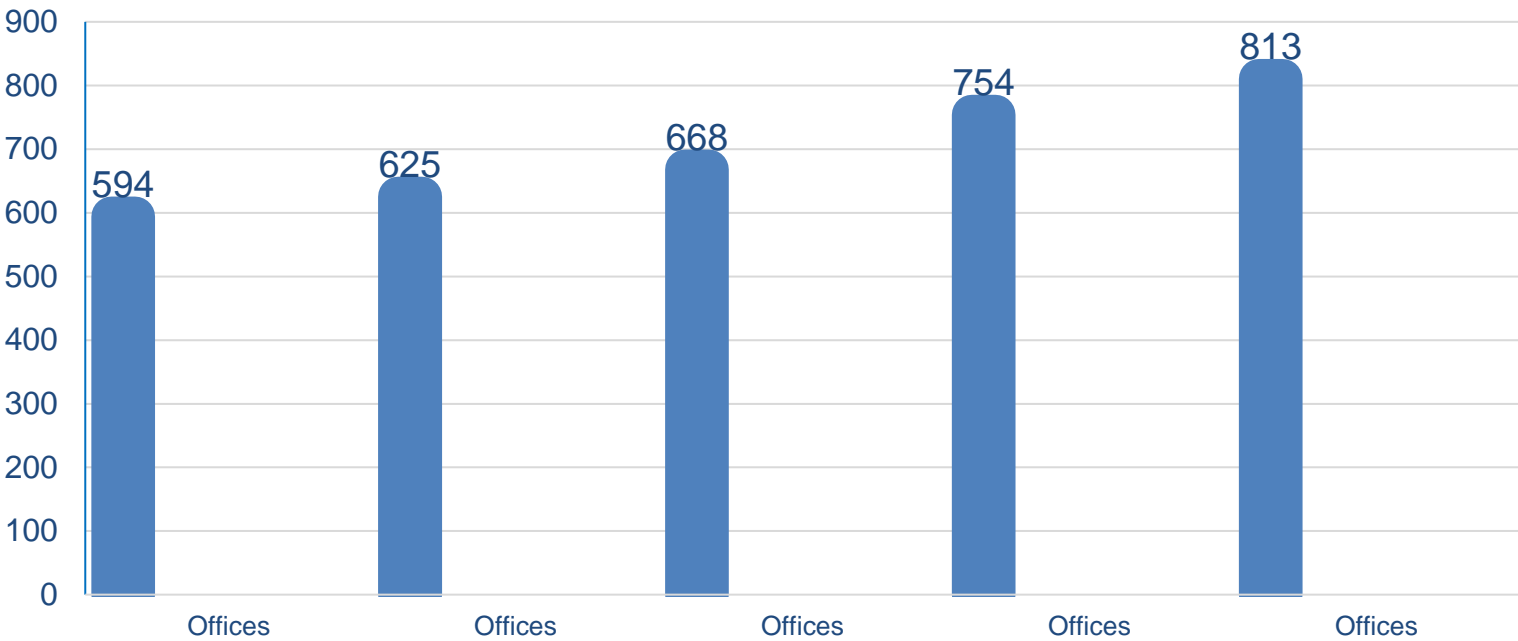
Since Dec 31st, 2019, our existing Global Masters have an average office growth rate of 7.6% and agent growth rate of 16.9% with peak YoY agent growth from YE 2019 to YE 2020 of 24.88% and peak YoY office growth from YE 2021 to YE 2022 of 11.41%.

*numbers exclude terminated countries of China, Romania, Singapore and Thailand

Global Agent Growth Since Year-End 2019



Global Office Growth Since Year-End 2019





SUCCESS IS CAUSE FOR CELEBRATION

2022 Q3 EVENTS

Gen Blue Portugal – September 15, 2022

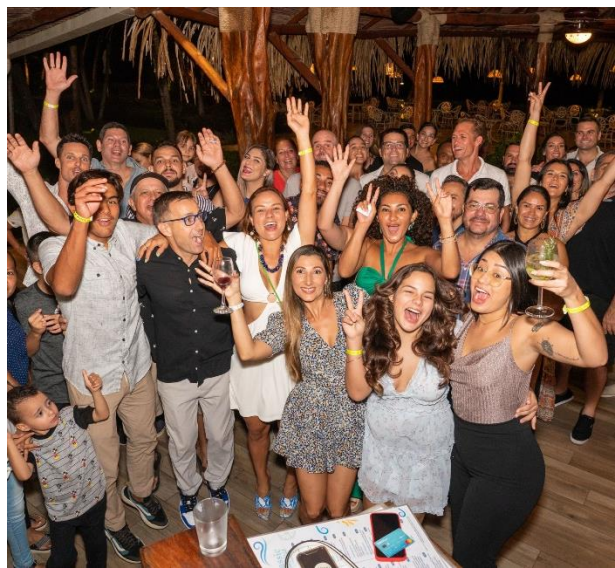
Portugal celebrated their year of success with almost 80 attendees at their Gen Blue Event, held in Lisbon, with a theme of “Make it Happen.” Featured speakers included their CEO, Frederico Abecassis and Andre Leonardo, an entrepreneur, author, and speaker



2022 Q4 EVENTS

Gen Blue Experience, Phoenix, Arizona – October 23 - 26

With over 150 international attendees from 20 countries, our Gen Blue was truly global. A full day Masters’ meeting was held focused on domestic strategy updates, 2023 marketing campaigns, recruiting, and hearing from our Masters’ with regional updates.



Gen Blue Costa Rica – November 11- 12

Costa Rica held their [celebration](#) for the first time since the pandemic and had owner’s meetings, networking and much more! They held their event in beautiful Tamarindo, Costa Rica and had representation from each of their offices attend the event.



SUCCESS IS CAUSE FOR CELEBRATION

2022 Q4 EVENTS

Gen Blue Spirit (France/Monaco/Lux) – November 20 – 21
Coldwell Banker France & Monaco and Coldwell Banker Luxembourg celebrated their annual event with over 180 attendees at the Negresco Hotel in Nice. Along with learning sessions and networking, it featured Henry Leconte as a keynote speaker, a legendary French tennis champion.

2023 Q1 LAUNCHES

Coldwell Banker Chile – March 16
Coldwell Banker Chile formally launched their operations with a celebration on March 16, celebrating a steadily growing network that has been active since early 2021. With two offices in Santiago and one in the southern region of Chile, they launched a dedicated digital media campaign aimed at helping them boost franchise sales and agent recruiting.

Coldwell Banker Paraguay – March 30
Coldwell Banker Paraguay celebrated the opening of their first franchise, Coldwell Banker Origenes on March 30. The broker-owners Gustavo Gomez and Silvia Tiscornia opened their first office in the barrio of Recoleta, Asunción with 14 agents.





SUCCESS IS CAUSE FOR CELEBRATION

2023 Q1 EVENTS

Gen Blue United Arab Emirates – March 12

Coldwell Banker United Arab Emirates celebrated their success in 2022 with their annual Gen Blue event attended by over 100 of their network members. They awarded Shadi Zand as their top producer and celebrated a successful year of implementing new elements of their value proposition, such as Salesforce CRM.

Gen Blue Turkey – March 20 - 21

Turkey celebrated its fast-growing network with more than 1000 people attending this year's event and the theme was "10th Year Anniversary". There were two nights of concerts of the biggest pop stars in Turkey. They will have 3 more "Blue Days," this year, one of them will take place in Izmir on May 30th, and they are planning for a broker camp planned for the fourth quarter.

Gen Blue Italy – Rimini March 21

There were more than 250 attendees from all our agencies in Italy, at a wonderful location, the Grand Hotel Rimini. There were leading figures as guests such as Giovanni Guidetti, a famous volleyball coach and Mapi Danna, a renowned Italian writer. They held their awards ceremony and distributed their first ever "Number One Company Award," followed by a gala dinner and party.





SUCCESS IS CAUSE FOR CELEBRATION

2023 Q2 EVENTS

Gen Blue Argentina, Paraguay, and Uruguay April 20 - 21

Their first Gen Blue was a two-day event that featured team-building, business sessions and inspiring speakers. One of the activities related to Team Building was oriented to corporate social responsibility (CSR), working with a non-profit NGO with an activity to donate didactic games to a kindergarten..

ENP Mexico May 25 - 26

Coldwell Banker Mexico celebrated their annual event in Mexico City, featuring speakers from Tom Ferry and the first Mexican Astronaut. 270 guests spent two days in meetings and sharing learnings, followed by a gala event to award their top agents and companies. They announced a new website and the first-ever renter's insurance program in Mexico.



Gen Blue Canada May 30 – June 1

Almost 300 attendees gathered in Vancouver, Canada to celebrate the second Gen Blue Canada. Featuring Liz Gehringer as the opening keynote, the event featured an Owner's meeting, learning sessions, and many speakers. The network left Vancouver with plenty of new ideas and practices on how to conquer their marketing plan, increase their sales, grow their business, and master their technology.



VALUE PROPOSITION UPDATES

- Coldwell Banker Egypt introduced a new partnership with Meta Egypt, a real estate marketing platform that will provide opportunities for their major developer clients to showcase properties, and is the first of its kind in Egypt
- Coldwell Banker Spain is successfully leveraging U.S. public relations efforts to showcase brand success in Spanish publications
- Coldwell Banker Portugal exhibited at the Lisbon Real Estate fair in May this year, with over 22,500 visitors in attendance.
- Coldwell Banker Portugal also enhanced their training curriculum this year by developing courses on communication, body language and Neuro Linguistic Programming.
- Coldwell Banker Mexico introduced a new website and the first ever renter's insurance program in Mexico.
- Coldwell Banker Chile has developed a proprietary tech stack that includes: Customer Relationship Management (CRM), a 100% cloud corporate technology that generates a fluid, schematic and measurable relationship with our clients, also providing business KPIs for our agent and office management, Market Price Analytics, a along with lead Real Estate Business Comparison, an automated system that allows obtaining the market price for each of the properties in the portfolio, along with lead generation campaigns. [Check out more here!](#)
- Eight of our regions had learning directors/trainers complete the Global Star Trainer program! Congratulations to Gonzalo Guillot of Coldwell Banker Argentina | Paraguay | Uruguay, Rob Goodings of Coldwell Banker Canada, Irina Romanovskaya of Coldwell Banker France & Monaco, Kelly Eckersen of Coldwell Banker Island Affiliates, Luca Gramaccioni of Coldwell Banker Italy, Isabella Gutierrez of Coldwell Banker Mexico, Eunice Fernandes of Coldwell Banker Portugal, and Norma Vidal of Coldwell Banker Spain & Andorra!

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AROUND THE WORLD

Coldwell Banker Around the World: November 2022

Discover the colors of Provence among the legendary lavender fields. Walk through the narrow cobblestone streets of this vibrant village and taste the finest wines. It's time to travel to the...

SAM SHALOM

NOV 28, 2022



AROUND THE WORLD

Coldwell Banker Around the World: September 2022

With a mixture of the Argentinean, Andean and Bolivian cultures, cuisine influence and traditions, Salta offers the perks of a large city while keeping the pace and comfort of a small town. Mountains...

SAM SHALOM

SEP 29, 2022



AROUND THE WORLD

Coldwell Banker Around the World: August 2022

Drogheda is a long-established port town located on the River Boyne with a village feel and a wealth of unique attractions. Read on to learn more about this historic town and add another reason why...

SAM SHALOM

AUG 31, 2022



AROUND THE WORLD

Coldwell Banker Around the World: July 2022

Mallorca, the largest of the chain of islands located off the east coast of Spain, is also the most diverse of the Balearics. Read on to learn the unique ins and outs of this sunny star of the...



AROUND THE WORLD

Coldwell Banker Around the World: June 2022

Comprised of more than 700 stunning subtropical islands, most of which are uninhabited, there's a Bahamian island to match every desire, all surrounded by a backdrop of mesmerizing blue waters.



AROUND THE WORLD

Coldwell Banker Around the World: April 2022

With 300 days of sunshine, golden beaches, and stunning countryside surrounded by ancient historical cities, North Cyprus offers unexpected wonders.

AROUND THE WORLD: MONTHLY BLOG FEATURE

Are you leveraging our monthly blog feature to highlight you best companies or your new and exciting franchisees in your regions? Check out the last year's worth of features at <https://blog.coldwellbanker.com/category/around-the-world/> and see posts from our amazing international companies, everywhere from the Bahamas, to Italy and Egypt.

If you have an exciting new location, or a franchisee that deserves to have some light shined on them, please reach out and let us know!

