

The Coldwell Banker Global Luxury Program

2024 MARKETING PORTFOLIO

Activate the World's MOSTICONIC Luxury Real Estate Platform

TALENT | RESULTS

Ever since the first estate homes were captured on film in 1933, the Coldwell Banker Global Luxury® program has been connecting the world's finest properties with people, passions and purpose. It is the only luxury real estate marketing platform of its kind. Leveraging talent, history and a multi-channel marketing approach, the program seeks to inspire and move discerning audiences closer to the dream of living well.

MARKETING



Talent

WHO WE ARE

Certified Luxury Property Specialists with the **Coldwell Banker Global Luxury*** program are an elite group within the **Coldwell Banker*** network representing the top 10% of all independent sales associates affiliated with the brand.

Luxury Property Specialists are among the most highly trained, creative and connected real estate professionals in the world. With a reach that extends from the streets of Manhattan to the peaks of Aspen and the fabled shores of the French Riviera.

100,000

COLDWELL BANKER
AFFILIATED SALES AGENTS*

2,600+

40 COUNTRIES & TERRITORIES*

*As of 12/31/2023.



Results

OUR TRACK RECORD

Some of the world's most prestigious properties have been marketed and sold under the **Coldwell Banker Global Luxury*** program banner.

Listed For \$190 Million

190 Palm Avenue Miami Beach, Fl

Listed For \$127.5 Million

27628 Pacific Coast Highway Malibu, Ca

Sold For \$106.9 Million

3031/3115 Brickell Avenue Miami, Fl

Listed For \$95 Million

355 Ocean Boulevard Golden Beach, Ca

Listed For \$73 Million

901 N. Alpine Beverly Hills, Ca

Over \$200

MILLION

in \$1 MILLION+ sales each day¹

\$1.9

MILLION

average sales price of \$1 MILLION+ transaction sides¹ 39,339

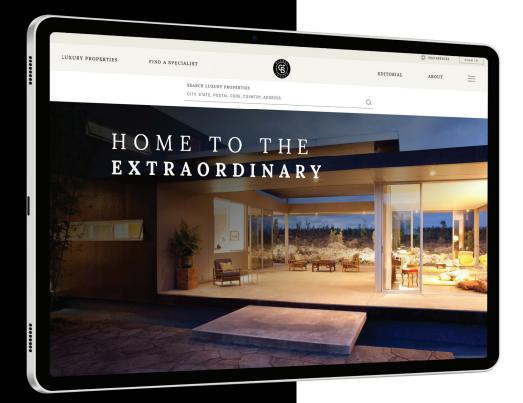
LUXURY SIDES

\$1 MILLION+ category¹

289

LUXURY SIDES

\$10 MILLION+ category²



Our cross-platform marketing suite of products allows Luxury Property Specialists to craft bespoke campaigns that create high impact and resonate with specific audiences.

DIGITAL REACH

Online listing distribution affiliations, together with digital media partnerships and Coldwell Banker® branded sites, like ColdwellBankerLuxury.com, showcase Global Luxury properties to an audience of high-income earners who are engaged with business, investment, wealth planning, luxury real estate and lifestyle content.

Marketing

Tap Into the Heart of Luxury Culture.
Leverage Our
Global Influence.

ELITE INTERNATIONAL SYNDICATION¹

Properstar.com

100+ Portals 60+ countries Over 170 Million Potential Buyers

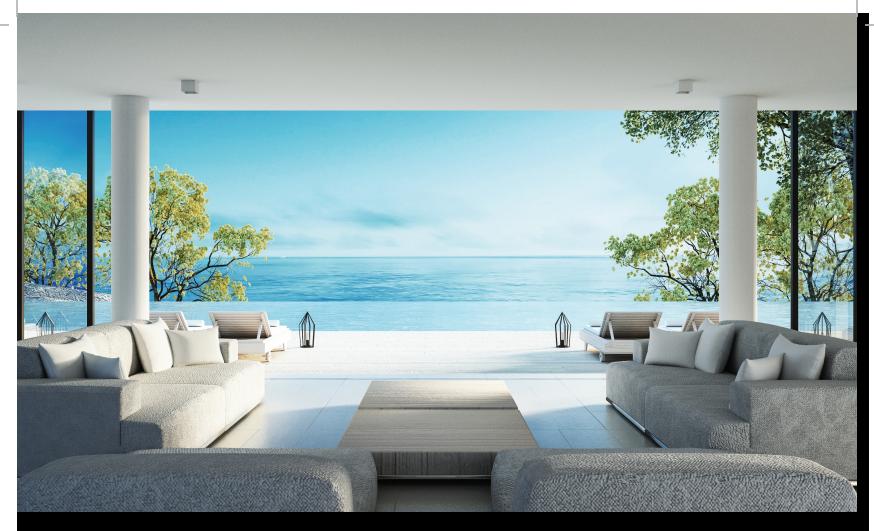
- Barron's
- Market Watch
- HomeFinder.com
- Homes.com[®]
- Robb Report

- JamesEdition
- Unique Homes
- Mansion Global
- The Wall Street Journal

SOCIAL MEDIA

Our social team generates everything from buzz-worthy social posts to targeted campaigns designed to capture certain audiences across Facebook, Instagram, YouTube, TikTok and LinkedIn. Coldwell Banker® generated over half a billion media impressions in 2023², with 8.9M+ engagements², 8.6M+ click-throughs², 102M+ video views² and more than 1.1M followers³.

^{1.} MarketWatch, Robb Report, UniqueHomes and WSJ display properties priced at \$500k+. JamesEdition, Barron's, Mansion Global and Penta display properties priced at \$1M+. ListHub Global, powered by Properstar, displays properties priced at \$2M+. 2. 2023 Sprout Social and Media Agency Reporting. 3. Sprout Social Reporting 01/01/2023-12/31/2023.



Print

Homes & Estates, the flagship publication of the Coldwell Banker Global Luxury® program, has been defining and redefining the art of living well since 2000.

225,000

TOTAL PRINT DISTRIBUTION

50

STATES

50+

COUNTRIES
UNIQUE HOMES DISTRIBUTION



Distribution to *The Wall Street Journal* subscribers in affluent U.S. ZIP codes, inserted into *Unique Homes* magazine, direct mailed to WealthEngine® Demi-Billionaire List and to Coldwell Banker® offices Worldwide. The digital version is shared to subscribers of the Coldwell Banker Global Luxury Editorial site.

82,000

TOTAL DIGITAL DISTRIBUTION



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