



COLDWELL BANKER
REALTY

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

<i>Andorra</i>	<i>Curaçao</i>	<i>Italy</i>	<i>St. Kitts & Nevis</i>
<i>Argentina</i>	<i>Cyprus</i>	<i>Jamaica</i>	<i>Turkey</i>
<i>Aruba</i>	<i>Dominica</i>	<i>Luxembourg</i>	<i>Turks & Caicos</i>
<i>Bahamas</i>	<i>Dominican Republic</i>	<i>Malta</i>	<i>United Arab Emirates</i>
<i>Bermuda</i>	<i>Egypt</i>	<i>Mexico</i>	<i>United States</i>
<i>British Virgin Islands</i>	<i>England</i>	<i>Monaco</i>	<i>Uruguay</i>
<i>Cambodia</i>	<i>France</i>	<i>Netherlands</i>	<i>U.S. Virgin Islands</i>
<i>Canada</i>	<i>Grenada</i>	<i>Paraguay</i>	<i>(St. Croix & St. Thomas)</i>
<i>Cayman Islands</i>	<i>India</i>	<i>Portugal</i>	
<i>Chile</i>	<i>Indonesia</i>	<i>Sint Maarten</i>	
<i>Costa Rica</i>	<i>Ireland</i>	<i>Spain</i>	



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\$.

LANDMARK SALES AND LISTINGS

A history of selling distinctive real estate

2014

PALAZZO D'AMORE
Beverly Hills
Listed at \$195 million

2016

PLAYBOY MANSION
Holmby Hills
Private sale

CAROLWOOD DRIVE ESTATE
Holmby Hills
Listed at \$150 million

2017

THE MALIBU CASTLE
Malibu
Listed at \$85 million

VILLA SWALETTINA
Roquebrune Cap-Martin, France
Listed at \$84 million

2018

THE BEVERLY HOUSE
Beverly Hills
Listed at \$135 million

2019

THE ONE
Bel Air
Listed at \$500 million

CHARTWELL MANSION
Los Angeles
Listed at \$195 million

THE BUBBLE PALACE
Cannes, France
Listed at \$390 million

THE MANOR
Holmby Hills
Sold for \$120 million

2020

DEL MAR ESTATE
Newport Coast
Sold for \$61 million

THE PROMONTORY
Beverly Hills
Listed at \$46.75 million

2021

8 9 STAR ISLAND
Miami Beach
Listed at \$80 million

901 N. ALPINE
Beverly Hills
Listed at \$73 million

2022

**27628 PACIFIC
COAST HWY.**
Malibu
Listed at \$127.5 million

**3031/3115
BRICKELL AVE.**
Miami
Sold for \$106.9 million



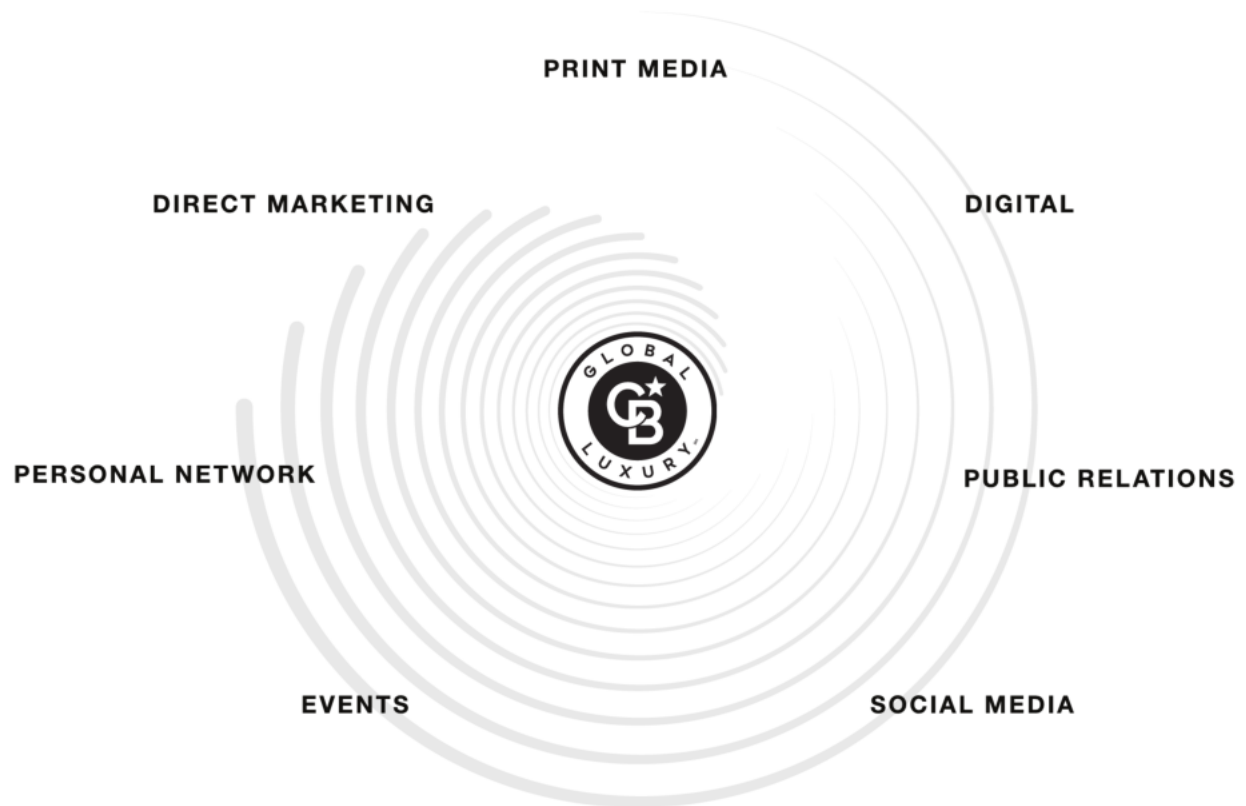


MARKETING MASTERS

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

 **Homes.com**

MANSION GLOBAL

UNIQUE
HOMES

THE WALL STREET JOURNAL.

 **ListHubGlobal**

 **HomeFinder**
.com

PENTA

BARRON'S
THE NEW YORK TIMES COMPANY

MarketWatch

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

ELITE INTERNATIONAL SYNDICATION

The Coldwell Banker Global Luxury® program has joined forces with some of the world's most exclusive and high-performance real estate syndication websites to maximize the global exposure of your luxury home.

79+

PORTALS

51+

COUNTRIES

73.56

MILLION
POTENTIAL BUYERS*

16

LANGUAGE
TRANSLATIONS



THE LARGEST INTERNATIONAL REAL ESTATE ADVERTISING NETWORK

ListHub Global automatically publishes \$2 million+ property listings to leading real estate sites around the world, such as China's Anjuke, the United Kingdom's Properstar UK and India's 99acres.

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**

EXPANDED ONLINE REACH

Your property will be displayed on the national consumer website ColdwellBankerHomes.com, which attracted more than 127 million site visits in 2022*. Additionally, the website recorded over 172 million property views last year*, boosting exposure for luxury listings and attracting home buyers from across the U.S. and throughout the world.

Coldwell Banker Global Luxury® properties enjoy an expanded international reach on coldwellbankerluxury.com. Enhanced with a multilingual microsite – USLuxuryEstates.com – the site is designed to direct potential buyers in Brazil, China, Russia and the United Arab Emirates to coldwellbankerluxury.com. USLuxuryEstates.com features photo links to a selection of exceptional properties across the U.S. on coldwellbankerluxury.com.



*Google Analytics, Jan. 1-Dec. 31, 2022.

EMARKETING ANALYTICS REPORT

What you need to know about **ColdwellBankerHomes.com** – MAY 2023

56.83%

PERCENT OF PAGE VIEWS ON PROPERTY DETAIL PAGES DURING MAY 2023

There's strength in numbers. Millions of visitors annually flock to **ColdwellBankerHomes.com**, where we collectively drive traffic and increase exposure for our listings.

MAY ACTIVITY

9.5
MILLION

VISITS

12.9
MILLION

LISTING VIEWS

LAST 12 MONTHS

113.2 MILLION
VISITS

153.8 MILLION
LISTING VIEWS

1,975
SAVED SEARCHES

5,238
NEW REGISTRATIONS

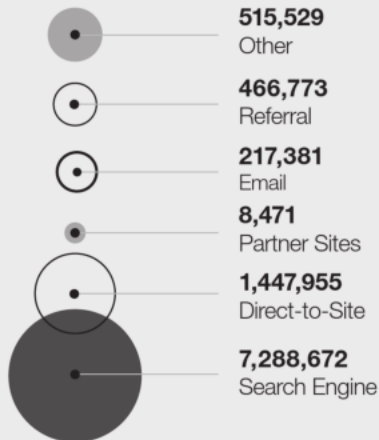
63,075
SAVED PROPERTIES

WHERE BUYERS ARE COMING FROM

Today's home buyer can come from just about anywhere. That's why **ColdwellBankerHomes.com** is optimized for search engines, which increases traffic and exposure, and designed for viewing on all devices.

MOBILE
67%

DESKTOP
33%



WORLDWIDE TRAFFIC

Consumers who visited **ColdwellBankerHomes.com**

6 CONTINENTS 195 COUNTRIES

- | | |
|-----------------|------------------|
| 1 UNITED STATES | 6 INDONESIA |
| 2 VIETNAM | 7 UNITED KINGDOM |
| 3 CANADA | 8 GERMANY |
| 4 PHILIPPINES | 9 MEXICO |
| 5 INDIA | 10 BRAZIL |

MORE EYES THIS WAY

In addition to **ColdwellBankerHomes.com**, our listings appear on the most visited real estate websites in the industry. Our strategy means more eyes on our listings and more buyer leads.

PROPERTY VIEWS OF OUR LISTINGS ON AFFILIATED SITES

38.5 MILLION
ZILLOW GROUP

12.8 MILLION
REALTOR.COM®

2.6 MILLION
TRULIA.COM

HAMPTONS INTERNATIONAL

Through the Coldwell Banker Global Luxury® program, your property will be featured on Hamptons-International.com – which offers an extensive portfolio of UK and international properties – and marketed via their 90 offices. Established more than 150 years ago, Hamptons International is a leading residential real estate brand in the UK with a strong commitment to industry innovation, exceptional customer service and enhanced services for luxury clientele. It is part of Connells Group, the largest and most successful estate agency network and property services provider in the UK.



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 views³



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

STRATEGIC MEDIA AFFILIATIONS

From *The New York Times* to *Condé Nast Traveler*, the Coldwell Banker Global Luxury® program encompasses a distinguished portfolio of media affiliations to ensure your property's exposure to affluent readers the world over.



FINANCIAL & NEWS

BLOOMBERG
FINANCIAL TIMES
THE DAILY TELEGRAPH
THE NEW YORK TIMES
THE WALL STREET JOURNAL
MANSION GLOBAL

LUXURY LIFESTYLE

DREAMER
DWELL
ELITE TRAVELER
JAMES EDITION
OCEAN HOME
ROBB REPORT

BOATING
BOAT INTERNATIONAL
CRUISING WORLD
SAILING WORLD
YACHTS & YACHTING

CONDÉ NAST LUXURY GROUP

ARCHITECTURAL DIGEST
BON APPÉTIT
CONDÉ NAST TRAVELER
GOLF DIGEST
GQ
THE NEW YORKER
VANITY FAIR
VOGUE
WIRED

EQUESTRIAN

THE CHRONICLE OF THE HORSE
EQUESTRIAN LIVING
HORSE & RIDER
THE PLAID HORSE
PRACTICAL HORSEMAN

CITY LIFESTYLE & SPECIFIC INTEREST

MODERN LUXURY
THE REAL DEAL
UNIQUE HOMES

FARM & RANCH
LAND.COM
THE LAND REPORT

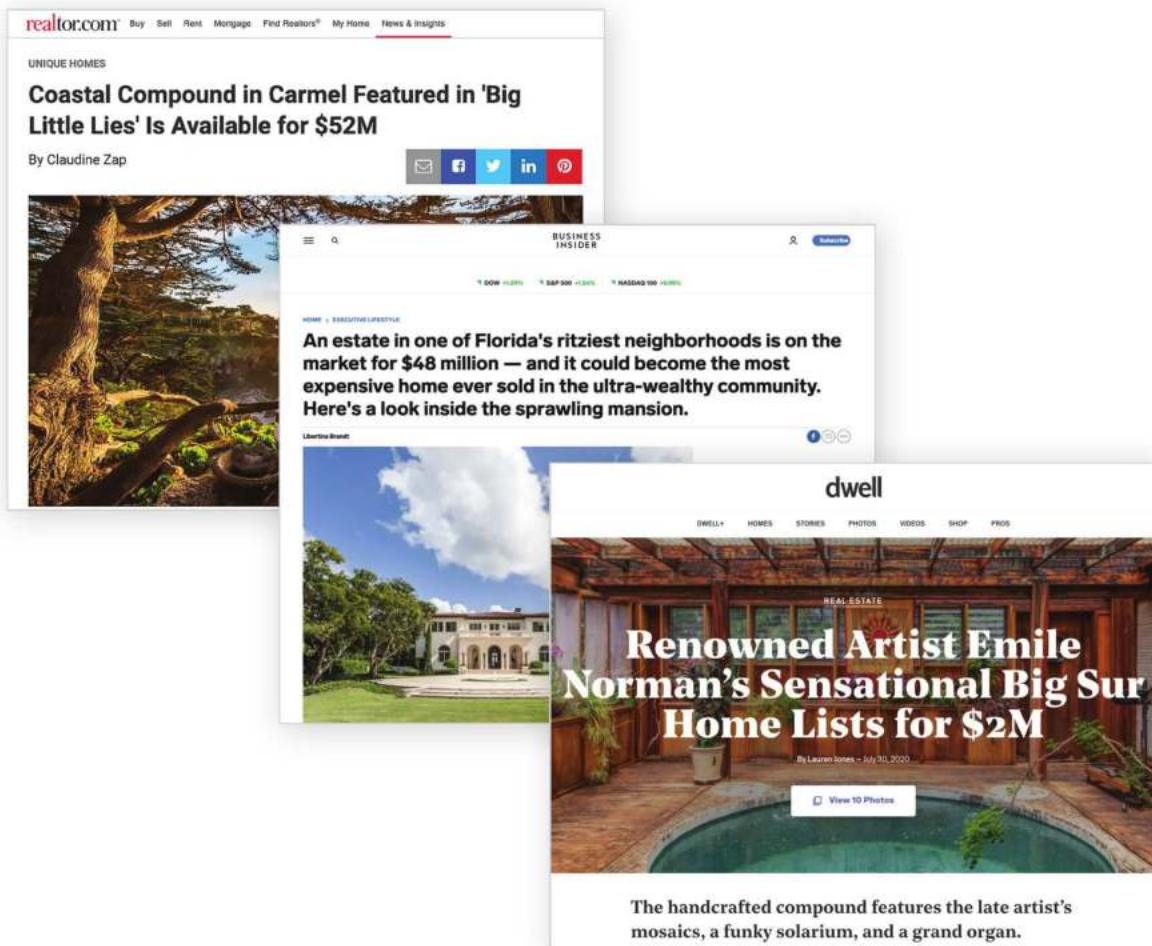
INTERNATIONAL
CONDÉ NAST UK REAL ESTATE
HONG KONG TATLER
JUWAI
PROPGOLUXURY
SIMPLY ABU DHABI

MEDIA RELATIONS

Guided by the belief that each home has a story to tell, the Coldwell Banker Global Luxury® program offers elite clients the opportunity to share their homes' unique narratives through the media.

As part of a bespoke marketing plan, I may work closely with regional marketing teams to leverage strategic media relationships in order to showcase your home to the widest possible affluent audience. Harnessing the global influence of these key media players has historically generated exposure for our most notable listings in top-tier outlets such as *The New York Times*, *The Wall Street Journal*, *Forbes* and CNBC.

Coldwell Banker® averaged 136 media mentions per day in 2022, with more than \$100 million in total publicity ad value*.



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.

BROKER OPEN HOUSE

To ensure that your property is front and center in the local real estate community, top-performing brokers will be invited to a private reception at your home.

DISTRIBUTION OF MATERIALS

Property marketing materials, including but not limited to postcards, flyers and brochures, will be distributed through the Coldwell Banker Global Luxury® network to keep the broker community informed.



TARGETED MARKETING

The Coldwell Banker Global Luxury® program enables me to identify the right affluent clientele for your exceptional home. Our relationship with WealthEngine® gives me access to the largest database of high-net-worth individuals in existence, elevating direct marketing for some of the most exclusive properties to a new level. By curating the data based on lifestyle, interest and net worth, the precise audience of affluent buyers most likely to purchase your home can be targeted.



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
 T: 555.555.5555 | F: 555.555.5555 | E: 555.555.5555
 www.coldwellbanker.com | www.luxury.com

COLDWELLBANKERLUXURY.COM



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

STRATEGIC PRICING ANALYSIS

A strategic pricing analysis, or SPA, is a report that pulls data from the multiple listing service (MLS) based on buyer and seller activity in your area. Information in your SPA includes:

**HIGH-END PROPERTIES IN
YOUR AREA THAT RECENTLY SOLD**

**HIGH-END PROPERTIES IN
YOUR AREA THAT FAILED TO SELL**

**PENDING SALES
IN YOUR AREA**

**HIGH-END ACTIVE LISTINGS
IN YOUR AREA**

I will use this information to develop a pricing and positioning strategy that creates a perception of value, makes your property competitive and generates excitement among buyers.

MARKET EVALUATION

The best price obtainable for your home will ultimately be determined by the dynamics of the market, including factors such as:

1. LOCATION

2. BUYER DEMAND

3. FINANCING

If the asking price of a property increases beyond fair market value, the pool of potential buyers decreases the number of showings and the percentage of qualified buyers viewing your home.

PERCENTAGE OF THE MARKET THE PROPERTY APPEALS TO



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
REALTY

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. Affiliated real estate agents are independent contractor sales associates, not employees. ©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 Anywhere Advisors 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. 232WAX_CBR_5/23