

THE COLDWELL BANKER GLOBAL LUXURY™ PROGRAM



GLOBAL
LUXURY





When the prestige of the **Coldwell Banker®** name aligns with the expertise of some of today's leading luxury real estate marketing masters and the reach of an international network in 49 countries and territories, the extraordinary is possible.

BRAND POWER

GLOBAL CONNECTIONS

A LUXURY LEADER

MARKETING MASTERS

This is the
Coldwell Banker Global LuxurySM
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.



1906

Two visionaries establish Coldwell Banker

1933

For the first time, prized estates are marketed through motion-picture technology

1980

Coldwell Banker unveils an elite luxury marketing program

2010

Coldwell Banker becomes the first real estate company to launch a YouTube channel

2012

The luxury real estate website wins award for design and functionality

2016

Coldwell Banker collaborates with tech companies to introduce the first smart home staging kit

2017

A new era of luxury real estate begins with the **Coldwell Banker Global Luxury**™ program



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 and in dozens of languages.

88,000

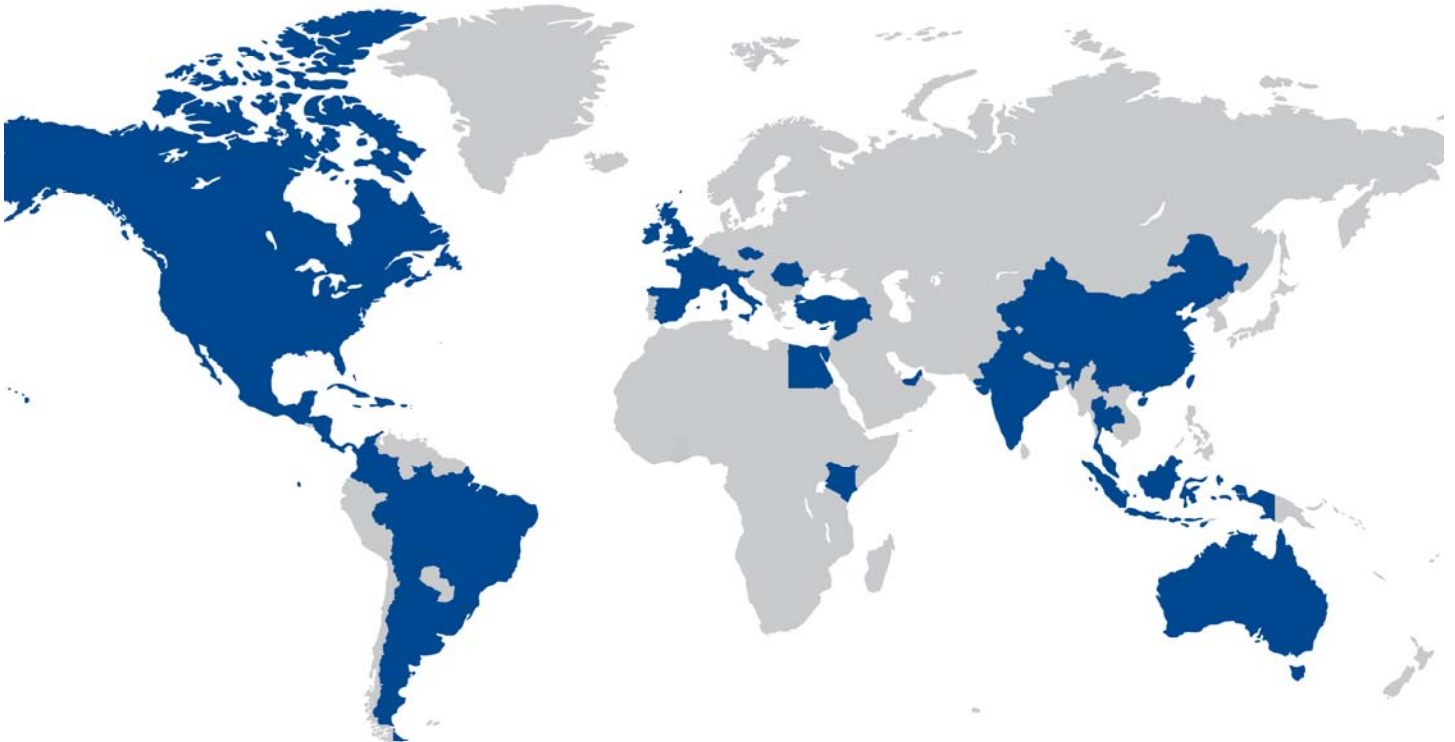
AFFILIATED SALES AGENTS

3,000

OFFICES

49

COUNTRIES & TERRITORIES



United States
Andorra
Argentina
Aruba
Australia
Bahamas
Belize
Bermuda
Brazil
British Virgin Islands**

Canada
Cayman Islands*
China
Colombia
Costa Rica
Curaçao
Cyprus
Czech Republic
Dominican Republic
Egypt

England
France
Germany
Ghana
Grenada
Guatemala
India
Indonesia
Ireland
Italy

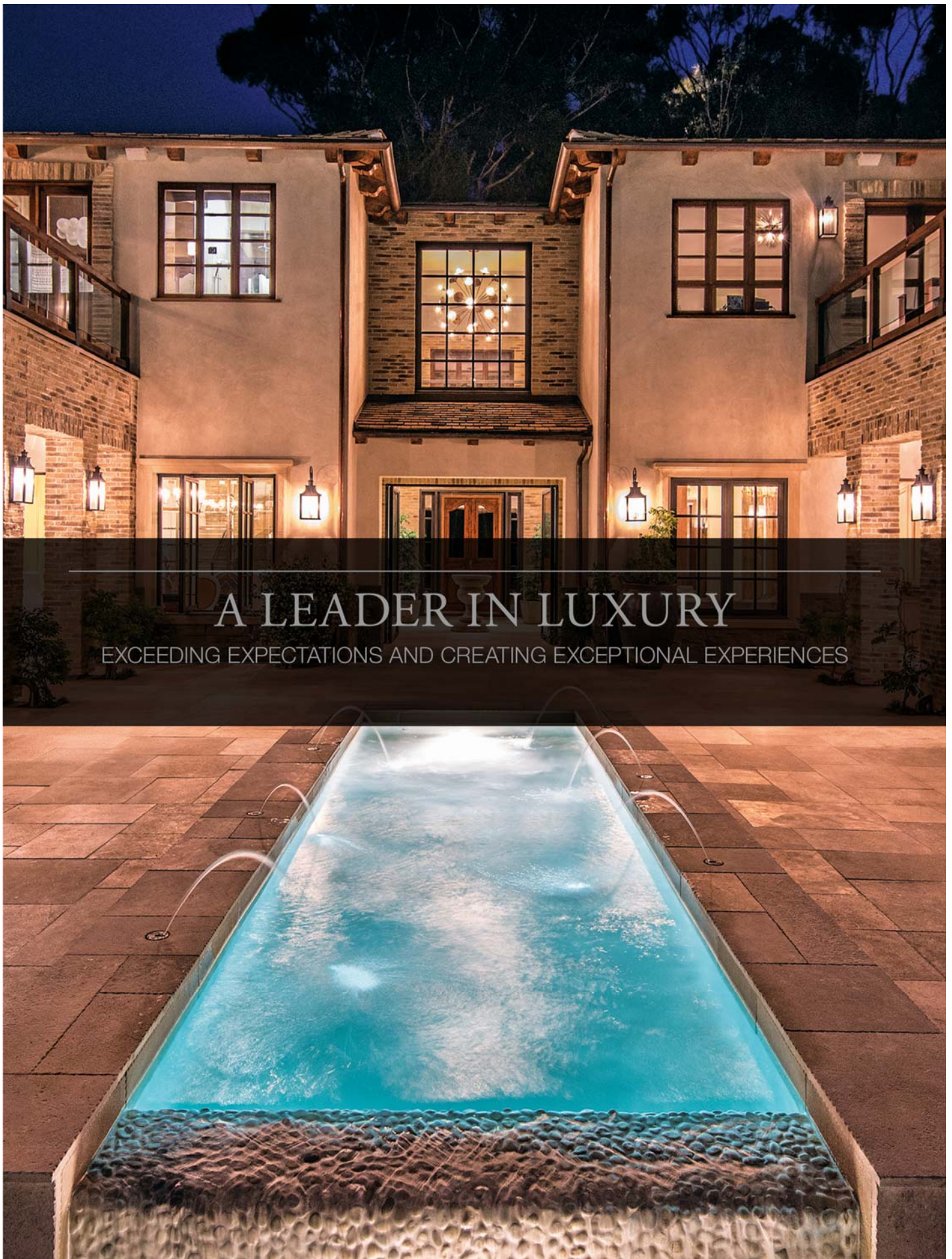
Jamaica
Kenya
Malta
Mexico
Monaco
Panama
Puerto Rico
Romania
Saint Maarten
Singapore

Spain
St. Kitts and Nevis
St. Martin
Thailand
Turkey
Turks & Caicos
United Arab Emirates
Uruguay
U.S. Virgin Islands***

*Cayman Islands consist of the islands of Grand Cayman, Cayman Brac, and Little Cayman.

**British Virgin Islands consist of the islands of Anegada, Jost Van Dyke, Tortola, Virgin Gorda, along with additional smaller cays and private islands.

***U.S. Virgin Islands consist of the main islands of St. Croix, St. John, St. Thomas, Water Island, plus several additional small islands. As of December 31, 2016.



A LEADER IN LUXURY

EXCEEDING EXPECTATIONS AND CREATING EXCEPTIONAL EXPERIENCES

SUCCESS BY THE NUMBERS

The Property Specialists aligned with the **Coldwell Banker Global LuxurySM** program are masters at their profession, ranking among the best in the world by exceeding expectations and creating exceptional experiences for their discerning clients *every day*. Coldwell Banker affiliated sales agents represented:

\$129.6
MILLION

in sales each day*

24,790
SIDES

2016
\$1 MILLION+
transaction sides*

\$1.9
MILLION

2016
average sales price of
\$1 MILLION+
transaction sides*

\$7.3
BILLION

2016
Top Agents and
Teams Sales Volume**



*Average daily sales. Data based on total closed and recorded buyer and seller transactions sides of homes sold for \$1 million or more as reported by the U.S. Coldwell Banker® franchise system for the calendar year 2016, USD\$

**Source: 2016 Real Trends 1000

A LEADER IN LUXURY

LANDMARK SALES AND LISTINGS

Showcasing a decade of distinctive real estate

- | | |
|------|---|
| 2006 | PORTABELLO
<i>Corona del Mar</i>
Listed at \$75 million |
| 2010 | LE BELVEDERE
<i>Bel Air</i>
Listed at \$85 million |
| 2011 | SPELLING MANOR
<i>Holmby Hills</i>
Listed at \$150 million |
| 2014 | PALAZZO D'AMORE
<i>Beverly Hills</i>
Listed at \$195 million |
| 2016 | PLAYBOY MANSION
<i>Holmby Hills</i>
Private sale |
| | CAROLWOOD DRIVE ESTATE
<i>Holmby Hills</i>
Listed at \$150 million |
| | WOODLAND MANOR
<i>Brookline, Massachusetts</i>
Listed at \$90 million |





MARKETING MASTERS

SETTING A NEW STANDARD BY WHICH MANY OF THE
WORLD'S FINEST ESTATES ARE BOUGHT AND SOLD

360° MARKETING APPROACH

The **Coldwell Banker Global LuxurySM** program offers an impressive global stage from which to showcase your home. Coldwell Banker Property Specialists are 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 LuxurySM** 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, NYTimes.com, RobbReport.com, UniqueHomes.com, and international websites through ListHub Global.

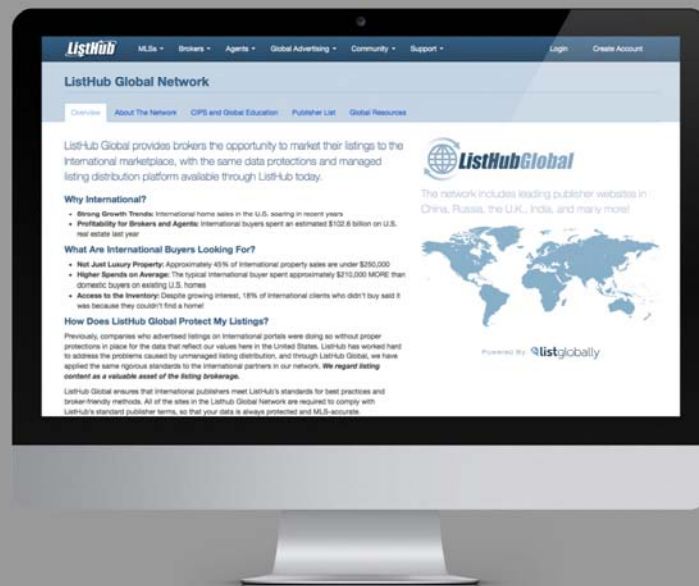


Coldwellbanker.com automatically syndicates listings to hundreds of Web partners, including the most visited real estate websites like Fang, Rightmove and 99acres.

ELITE INTERNATIONAL SYNDICATION

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

LISTHUB GLOBAL



THE LARGEST INTERNATIONAL REAL ESTATE ADVERTISING NETWORK

The ListHub Global site automatically publishes property listings to leading real estate sites around the world, such as China's Fang, the United Kingdom's Rightmove and India's 99acres.

100 | portals

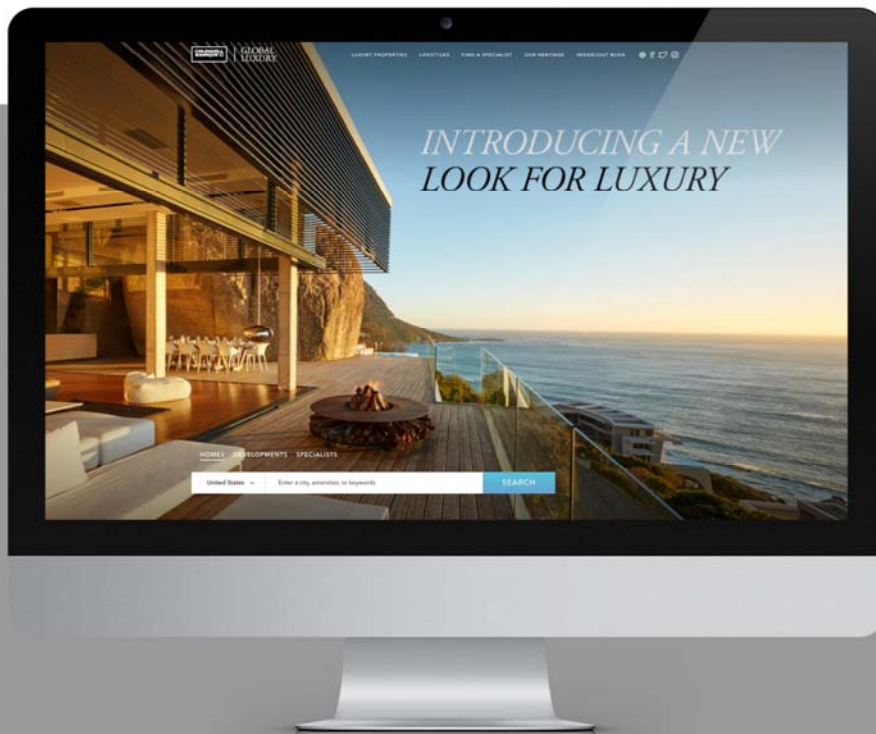
55 | countries

76.6 | potential
million buyers

16 | language
translations

COLDWELLBANKERLUXURY.COM

The **Coldwell Banker Global Luxury**SM 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 the ability to tailor their user experience. A built-in referral network for Property Specialists' exclusive use links them to other high-end real estate professionals locally and around the world.

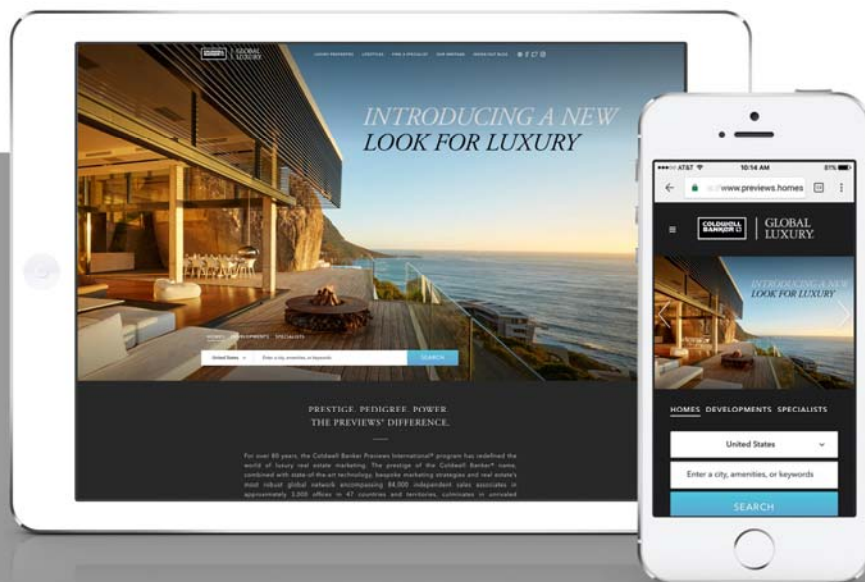


- 2 million annual visits
- 27% of visitors from outside the U.S.
- 9,600+ luxury property listings across the globe
- \$19+ billion in listing dollar volume
- Special opportunities to promote featured properties include video tours and a rotating gallery of beautiful homepage photography

MOBILE MARKETING

The **Coldwell Banker®** brand has long regarded mobile marketing as the future of luxury. Expertise in the mobile space has led to the creation of a unique suite of products designed to give Property Specialists the ability to respond immediately to online leads and maintain relationships with affluent clients who are on the go.

- The standard of mobile: All Coldwell Banker websites feature responsive design, fully optimized for mobile.
- Coldwell Banker mobile app: Delivers rich media and video integration, attracting affluent buyers seeking exceptional properties.

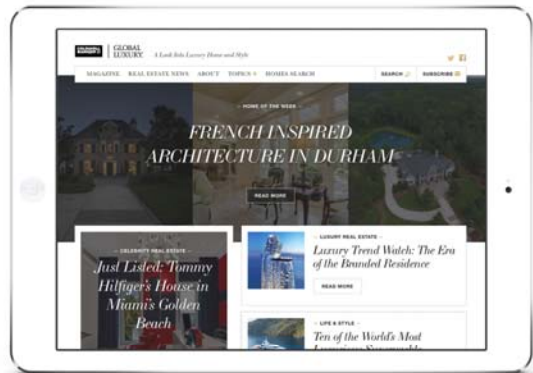




MARKETING MASTERS

COLDWELL BANKER GLOBAL LUXURYSM BLOG

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



40+
THOUSAND

affluent monthly
subscribers

300+
THOUSAND

annual page views

1+
MILLION

monthly social
media reach

SOCIAL MEDIA

The social media landscape is yet another global stage where the beauty of your home may be put on display. Powered by the team responsible for making the **Coldwell Banker®** brand one of the most influential real estate brands on social media*, the social 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.

52
MILLION

video views on Facebook
and YouTube



79
MILLION

social engagements
with brand content



90
THOUSAND

followers on Twitter



250
THOUSAND

Facebook followers



2.6
MILLION

blog views



1
MILLION

average views per
month on Pinterest



80% of affluent consumers used
social media in the past year.**



*Klout, Dec. 31, 2016.

**How the Affluent Luxury Consumer Uses the Internet and Social Media: An In-Depth Profile, Unity Marketing. Numbers reflect 2016 totals.

STRATEGIC MEDIA PARTNERSHIPS

Having a world-renowned name means being able to cultivate elite strategic alliances with some of the most influential media publications. These rich business relationships give you a distinct advantage in the competitive global marketplace and help ensure your property's exposure to affluent readers around the world.



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 LuxurySM** program.

Distributed four times a year and paired with two leading publications, *Unique Homes* and *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.



HOME & ESTATES READERSHIP



UNIQUE
HOMES

THE WALL STREET JOURNAL.

Total Annual Reach*
1.1 MILLION



GLOBAL PRINT
EDITION

150,000+
PER ISSUE

- Direct mail to high-net-worth individuals with a minimum property value of \$2 million and \$25 million net worth, and top clients of **Coldwell Banker®** affiliated agents
- Placement on select newsstands in the U.S., Canada, Mexico, Europe, Asia, the Middle East, Australia and South America
- Distribution to Coldwell Banker affiliated offices worldwide and top clients of Coldwell Banker affiliated agents
- Placement in first-class member lounges for more than 30 international and domestic airlines



UNIQUE HOMES

100,000+
PER ISSUE

- Insertion into *Unique Homes* magazine, which has a readership representing more than 80 countries

THE WALL
STREET JOURNAL
SUPPLEMENTAL
EDITION

200,000+
PER ISSUE

- Insertion into the Friday edition of *The Wall Street Journal* in the following metro areas: Boston, New York, Chicago, Miami, Los Angeles, Santa Barbara, Orange County, San Diego and San Francisco
- Direct mail to WealthEngine's Demi-Billionaire List, ultra-high-net-worth (UHNW) individuals and top clients of Coldwell Banker agents



DIGITAL

50,000+
PER ISSUE

- Digital editions are emailed to a targeted group of affluent consumers
- Promotion on UniqueHomes.com



MARKETING MASTERS

STRATEGIC MEDIA PARTNERS

From *Haute Living* to *Condé Nast Traveler*, the **Coldwell Banker Global LuxurySM** program encompasses a distinguished portfolio of media partners to ensure your property's exposure to affluent readers the world over.

LUXURY REAL ESTATE
UNIQUE HOMES
OCEAN HOME

INTERNATIONAL
NICHE MEDIA

FINANCIAL & NEWS
THE WALL STREET JOURNAL
NEW YORK TIMES
INTERNATIONAL NEW YORK TIMES
FINANCIAL TIMES
FORBES
CHIEF EXECUTIVE OFFICER

LUXURY LIFESTYLE &
GENERAL INTEREST
HOME & STYLE
ELITE TRAVELER
HAUTE LIVING
CAVIAR AFFAIR
DUPONT REGISTRY
TOWN & COUNTRY

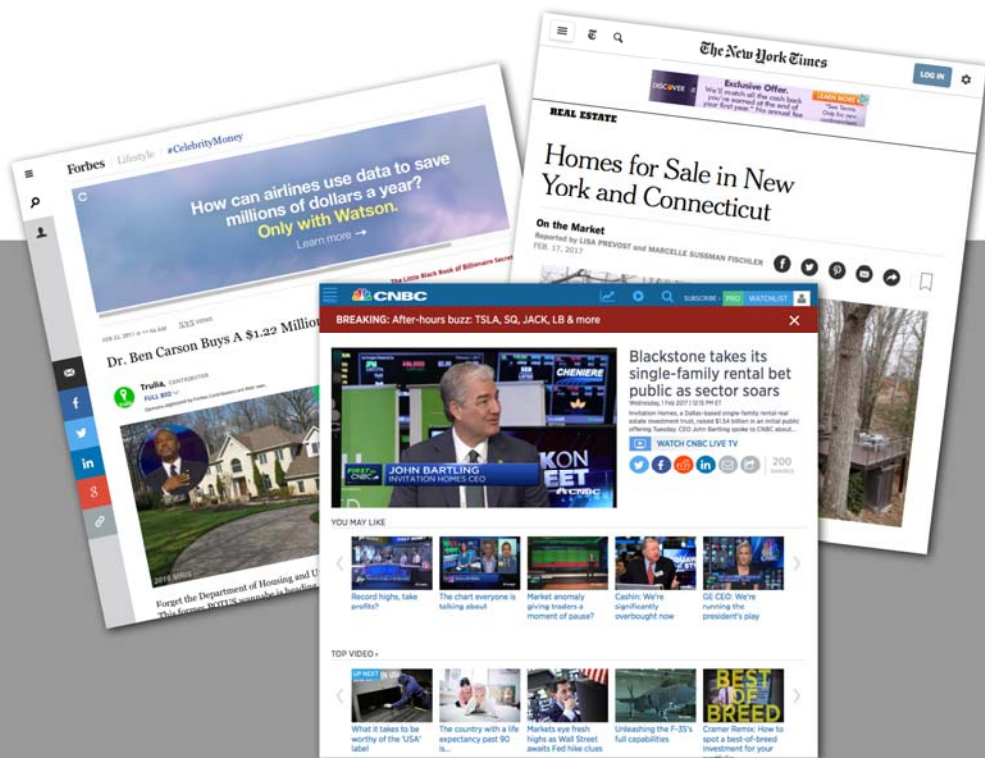
CONDE NAST
LUXURY GROUP
ARCHITECTURAL DIGEST
CONDE NAST TRAVELER
THE NEW YORKER
VANITY FAIR

CITY LIFESTYLE &
SPECIFIC INTEREST
COUNTRY LIFE
LONDON DAILY TELEGRAPH
MILLIONAIRE ASIA
INTERNATIONAL ROBB REPORT
LUXURY PROPERTIES
UNIQUE HOMES CHINA

MEDIA RELATIONS

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

As part of a bespoke marketing plan, Property Specialists 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*.



TARGETED MARKETING

The **Coldwell Banker Global Luxury**SM program enables Property Specialists to identify and target the right affluent clientele for your exceptional home. Our partnership with WealthEngine gives us 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, interests and financial resources, your Property Specialist is able to target the precise audience of affluent buyers most likely to purchase your home.



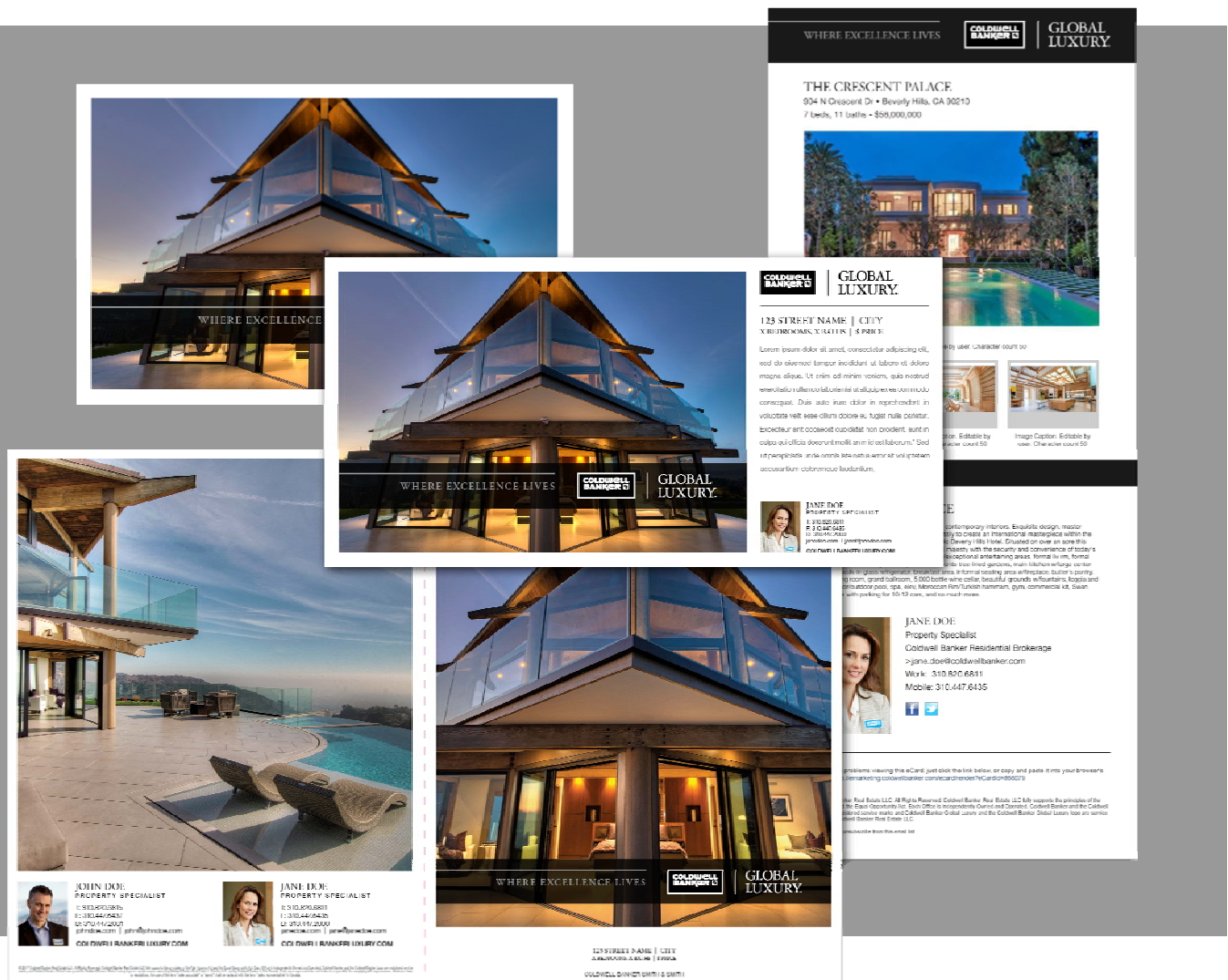
A photograph of a modern, two-story house at dusk. The house features a mix of materials, including light-colored horizontal siding, dark vertical slats, and blue vertical panels. Large windows and glass doors are illuminated from within, showing a bright interior. In the foreground, there is a swimming pool with a dark tiled edge. A concrete patio area with a tiled section holds outdoor furniture: a dark wicker sofa, a coffee table, and two lounge chairs with white cushions and striped pillows. A barbecue grill is visible on the left. The sky is a deep blue, and some greenery is visible on the far left.

LOCAL SALES & MARKETING

BRINGING LUXURY TO LIFE WITH SEAMLESS REPRESENTATION

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. We 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.



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

LOCAL SALES & MARKETING

COMPANY PUBLICATIONS

Tapping into your local affluent audience.





GLOBAL
LUXURYSM