



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 masters and the reach of an international network in 47 countries and territories, the extraordinary is possible.

BRAND POWER

GLOBAL CONNECTIONS

A LUXURY LEADER

MARKETING MASTERS

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.



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 an 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

START TO FINISH

Coldwell Banker Residential Brokerage is your partner in all aspects of the home-sale process. Our industry affiliations ensure you receive complete assistance from beginning to end, giving you one-stop-shop convenience.

Mortgage Services

Guaranteed Rate Affinity provides mortgages across the country and features incredibly low rates, fantastic customer service and a fast, simple process.

Warranty Services

An American Home Shield home warranty provides that extra measure of security that makes buyers feel more secure and confident in the purchase of your home.

Escrow Services

West Coast Escrow is a full-service escrow company handling all escrow needs, including sales, tracts, commercial property, exchanges, refinances and loans.

Title Services

Equity Title Company can research and resolve title issues before the closing to help ensure your transaction closes smoothly and on time.

Insurance Services

Castle Edge Insurance Agency offers competitive rates on homeowners, condominium, renters, automobile, second home, vacant home and umbrella coverage.

Concierge Services

Our unique concierge offerings can provide assistance before, during and after the sale of your home – from moving to home repairs, maintenance and renovation.

Commercial Services

Highly skilled Coldwell Banker Commercial NRT agents offer a full spectrum of office, industrial, retail, multi-family and hospitality services.



#1 ON SOCIAL MEDIA

The Coldwell Banker® brand is the most influential residential real estate brand on social media*, with an impressive presence designed to engage, entertain and connect with today's home buyers.



 facebook.com/cbcalifornia

 twitter.com/CB_California

 youtube.com/coldwellbanker

 instagram.com/cbcalifornia

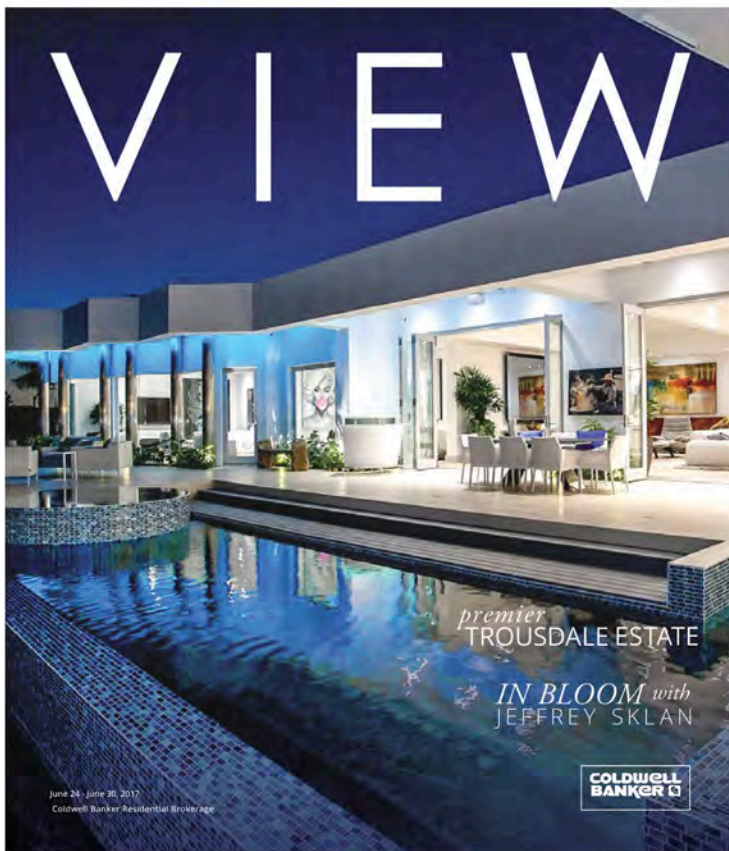
 pinterest.com/coldwellbanker

 coldwellbanker.com/blog

VIEW MAGAZINE

Coldwell Banker Residential Brokerage has the ability to showcase properties at a vast regional level through *View*, a magazine exclusive to Coldwell Banker Residential Brokerage in Southern California and Arizona. The visually engaging, full-color magazine is distributed to consumers through news publications each month, reaching hundreds of thousands of potential buyers in targeted ZIP codes throughout the region.

Additionally, homes advertised in *View* are featured on CBView.com, the online companion to *View* magazine.



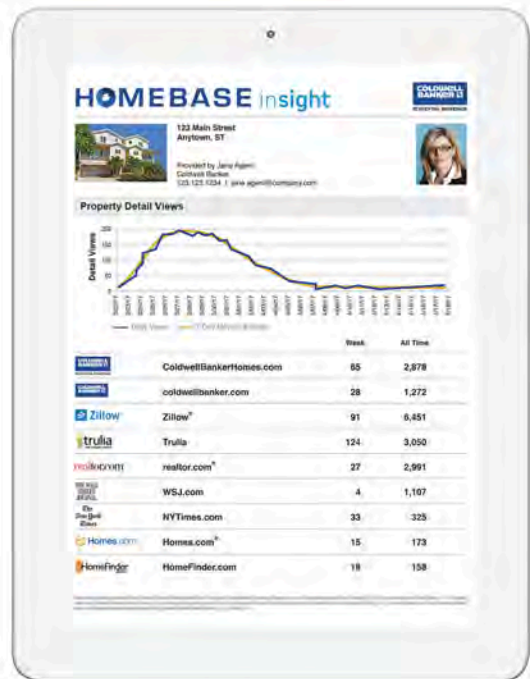
ONLINE MARKETING THAT GETS RESULTS

eMarketing Report

The unmatched online presence of Coldwell Banker® drives potential buyers to your property. You will see the results in this monthly website traffic report, which shows both overall engagement on ColdwellBankerHomes.com as well as the number of site visits and listing views for the last month and past 12 months, number of saved searches and saved properties, international traffic and more. The report also provides the number of views that Coldwell Banker listings have received on some of the top real estate websites including realtor.com®, Zillow.com®, Trulia® and Homes.com.

Online Showing Report

You'll know our comprehensive internet marketing strategy is working when you see the InSight online showing report – it shows you how many views or click-throughs your property received on major real estate websites like ColdwellBankerHomes.com, coldwellbanker.com, realtor.com®, Zillow®, Trulia® and more. This helps you know that your home is presented and priced to grab buyers' attention.





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.

92,000

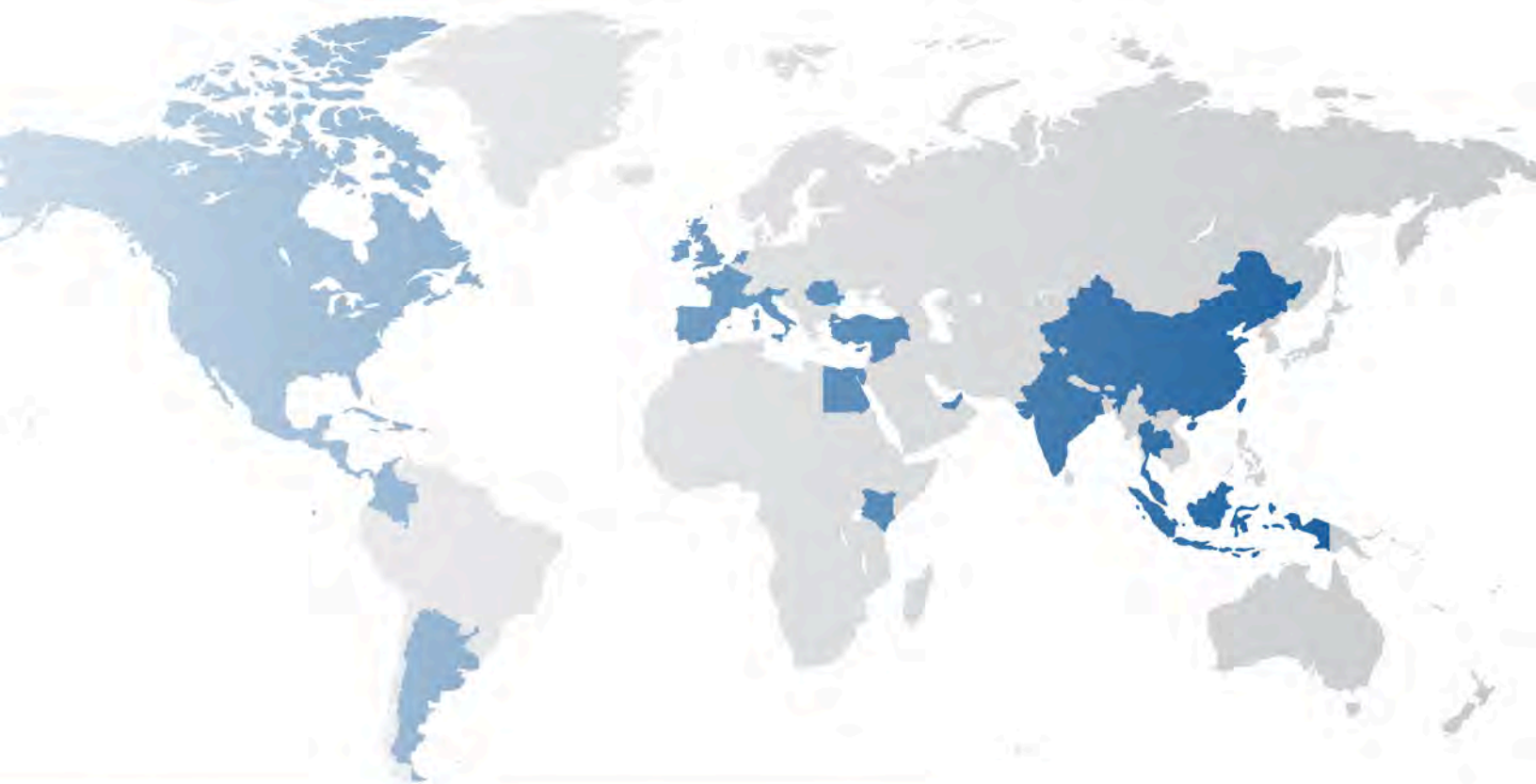
AGENTS

3,000

OFFICES

47

COUNTRIES & TERRITORIES



Andorra
Argentina
Aruba
Bahamas
Bermuda
Canada
Cayman Islands
China
Colombia
Costa Rica

Curaçao
Cyprus
Dominican Republic
Egypt
England
France
Germany
Ghana
Grenada
Guatemala

India
Indonesia
Ireland
Italy
Jamaica
Kenya
Malta
Mexico
Monaco
Netherlands

Panama
Portugal
Puerto Rico
Romania
Singapore
Sint Maarten
Spain
St. Kitts/Nevis
St. Martin
Thailand

Turkey
Turks & Caicos
United Arab Emirates
United States
Uruguay
Virgin Islands (British)
Virgin Islands (U.S.)

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

**British Virgin Islands consist of the islands of Angada, 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 Luxury Property Specialists aligned with the **Coldwell Banker Global Luxury®** 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:

\$148.7
MILLION

in sales each day¹

28,746
SIDES

2017

\$1 MILLION+
transaction sides¹

\$1.9
MILLION

2017

average sales price of
\$1 MILLION+
transaction sides¹



LANDMARK SALES AND LISTINGS

A history of selling distinctive real estate.

2010

LE BELVEDERE

Bel Air

Listed at \$85 million

2011

SPELLING MANOR

Holmby Hills

Listed at \$150 million

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

WOODLAND MANOR

Brookline, Massachusetts

Listed at \$90 million

2017

THE MALIBU CASTLE

Malibu

Listed at \$85 million

VILLA SWALETTINA

Roquebrune Cap-Martin, France

Listed at \$84 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 Luxury**® program offers an impressive global stage from which to showcase your home. Coldwell Banker Luxury 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.



EXCLUSIVE PROPERTY MARKETING

In today's competitive real estate market, the key to success is differentiation – doing common things in an uncommon way. In fact, differentiation from the competition has become the cornerstone of service to our valued clients.

We are proud to deliver exceptional marketing programs that help produce results. Each step of your property's marketing plan is designed to help your home sell fast and for the desired price. We ensure that from concept to completion, your home is uniquely cared for by our expert marketing team.



Professional Photography

A minimum of 36 professional photos perfect for print, online and video to make your property look its very best



Print Advertising

Eye-catching property advertisement in *View* magazine, which is direct mailed and inserted into the region's prime print publications



Mobile Brochure

Exclusive yard sign panel with CB Mobile Brochure technology that delivers your home's unique details, photos and videos to consumer mobile phones



Single-Property Website

Professionally designed property website that is viewable on all devices and easily shared via social media



TV and Online Promotion

Professionally produced video spot featured on Coldwell Banker's TV show, *At Home in Southern California*, on Saturdays at 4 pm and posted on Coldwell Banker's YouTube™ channel



Neighborhood Announcement

Stunning, oversized "Just Listed" postcards direct mailed to your neighborhood



Just Listed eFlyer

"Just Listed" announcement eBlast sent to your agent's personal contacts



Area REALTOR® Notification

Agents at all of the top real estate companies in the area will be notified that your home has come on the market



Virtual Tour

Professionally produced virtual tour for the Multiple Listing Service (MLS) network and syndicated websites



Property Brochures

Beautiful, professionally printed property brochures to showcase your home



Maximum Online Exposure

Your home will be displayed on up to 900 websites, including the most-visited real estate websites in the world

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Home Warranty
Seller's home warranty coverage provided during listing period



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Silver Envelope Home Announcement
Stunning trifold property announcements direct mailed to your neighborhood in silver envelopes that get noticed



Social Media Enhancement
Property will be boosted on Facebook to a targeted demographic



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Seller Update
Detailed report outlining everything that has been done to bring your home to market and maximize its exposure

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Professional Photography
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Video Highlights

A 60-second sizzle reel of your home, plus a Zillow® walk-through video with an enhancement that moves your home to the top of geographic search rankings on Zillow.



Single-Property Website

Professionally designed property website that is viewable on all devices and easily shared via social media



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Stunning trifold property announcements direct mailed to your neighborhood in silver envelopes that get noticed



Social Media Enhancement

Property will be boosted on Facebook to a targeted demographic



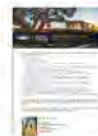
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Seller Update

Detailed report outlining everything that has been done to bring your home to market and maximize its exposure

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, NYTimes.com, RobbReport.com, UniqueHomes.com, and international websites through ListHub Global.

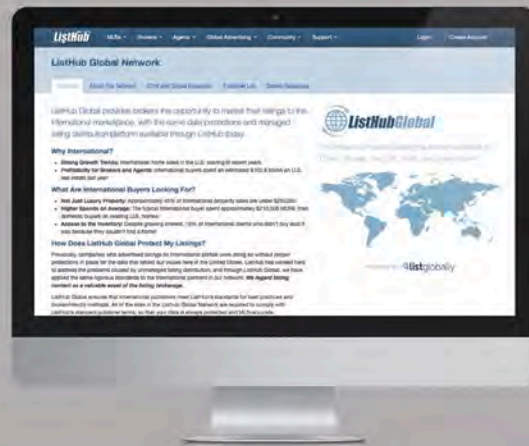


ColdwellBanker.com automatically syndicates listings to hundreds of web partners, including the most-visited real estate websites like Zillow®, Trulia®, realtor.com®, Homes.com® and hotpads.com.

ELITE INTERNATIONAL SYNDICATION

The **Coldwell Banker Global Luxury**® 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

ListHub Global automatically publishes 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.

100 | portals

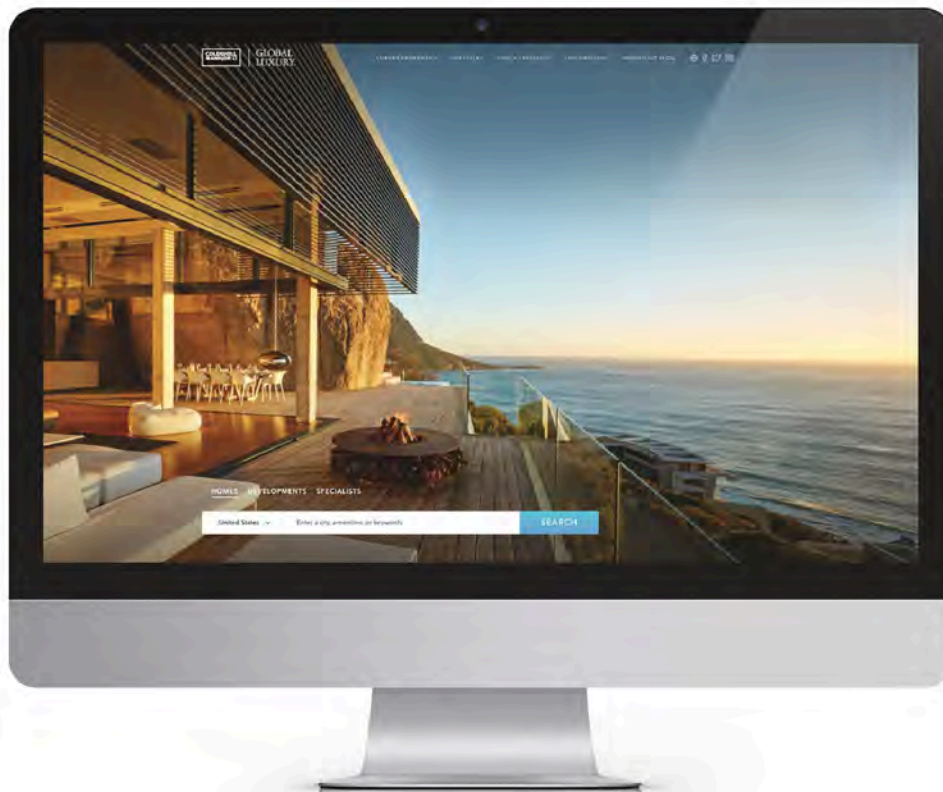
55 | countries

76.6 | potential
million | buyers

16 | language
translations

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 them to other high-end real estate professionals locally and around the world.

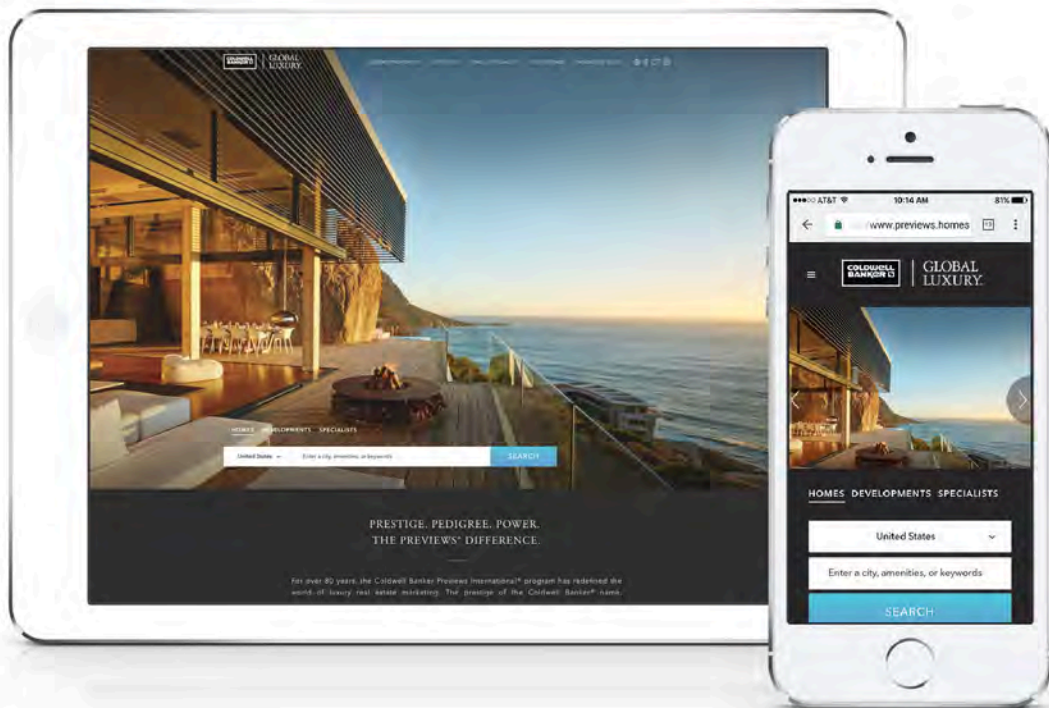


- 1 in 5 visitors to the Coldwell Banker Global Luxury website are international
- 12,000+ luxury property listings across the globe
- \$19+ billion in listing dollar volume
- Opportunities to host high-resolution photography, 3-D videos, home tours, content, floor plans and more. The listings include a beautifully developed digital marketing package and can be "followed" by other agents, increasing visibility.

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 Luxury Property Specialists the ability to respond immediately to online leads and maintain relationships with affluent clients who are on the go.

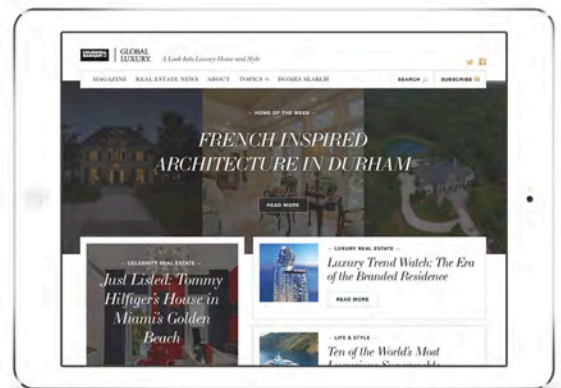
- The standard of mobile: All Coldwell Banker websites feature responsive design, fully optimized for mobile.
- Coldwell Banker mobile app: Delivers rich media and video integration, attracting affluent buyers seeking exceptional properties.





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.



250+
THOUSAND

annual page views

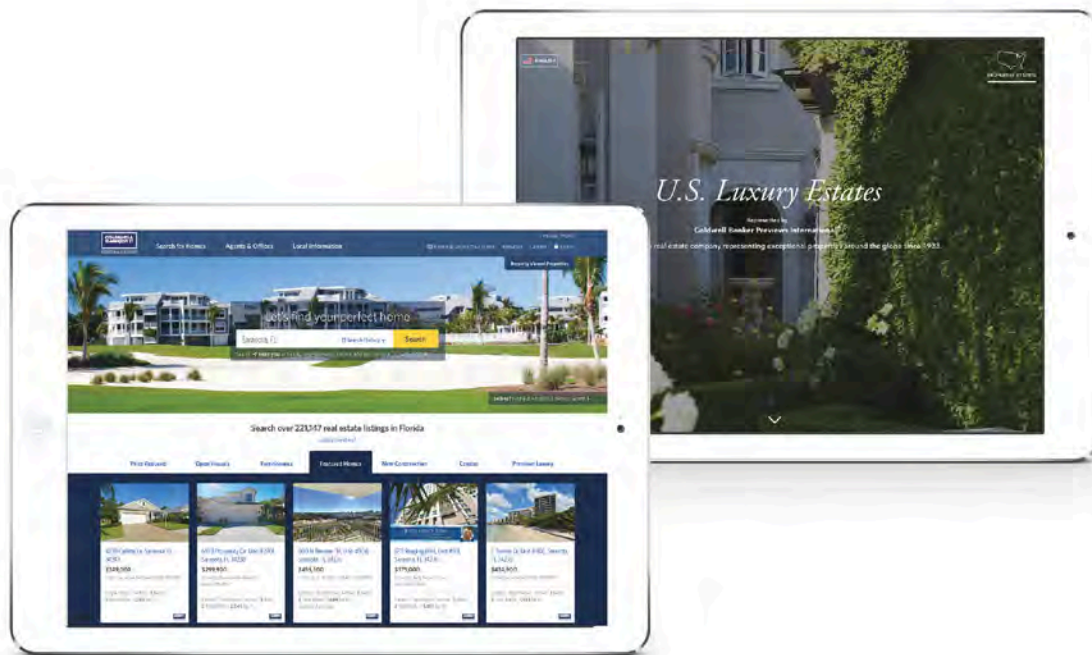
80
MILLION

social engagements with
brand contents

EXPANDED ONLINE REACH

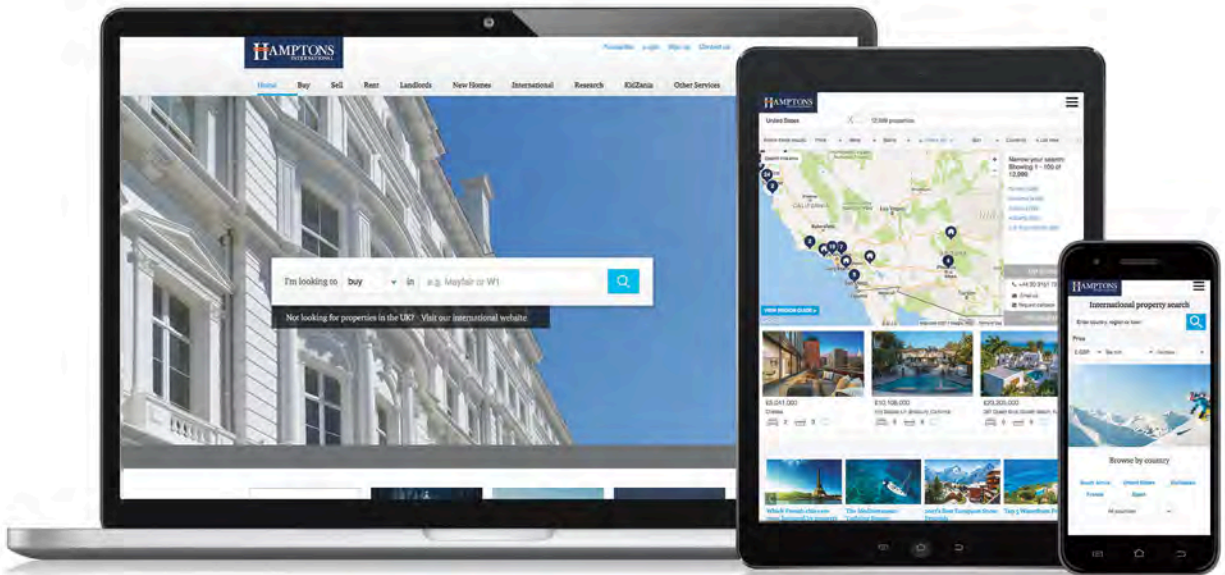
Your property will be displayed on the national consumer website ColdwellBankerHomes.com, which attracted over 100 million site visits in 2017*. Additionally, the website recorded more than 150 million listing views and 1.2 million saved properties last year, boosting exposure for luxury listings and attracting home buyers from across the U.S. and throughout the world.

Select properties marketed through the **Coldwell Banker Global Luxury**[®] program enjoy an expanded international reach through a multilingual microsite – USLuxuryEstates.com – designed to direct potential buyers in Brazil, China, Russia and the United Arab Emirates to coldwellbankerluxury.com. A search engine advertising campaign drives potential buyers to USLuxuryEstates.com, which can be viewed in Portuguese, Chinese, Russian, Arabic or English. The microsite features photo links to a selection of magnificent properties across the U.S. available on coldwellbankerluxury.com.



HAMPTONS INTERNATIONAL

Through the **Coldwell Banker Global Luxury**® program, your property will be featured on [Hamptons-international.com/#US](https://hamptons-international.com/#US). Established more than 150 years ago, Hamptons International is a leading residential real estate brand in the United Kingdom with more than 90 offices and a strong commitment to industry innovation and exceptional customer service. Hamptons is part of Countrywide, the UK's largest property services group that includes more than 850 branches, expanding the exposure of your property even beyond the Coldwell Banker® global network.



MAXIMUM GLOBAL PROPERTY EXPOSURE

Our powerful marketing platform is designed to reach the highest number of potential buyers, wherever they are. With the MAXimum program, you'll get:

MAXimum Branding

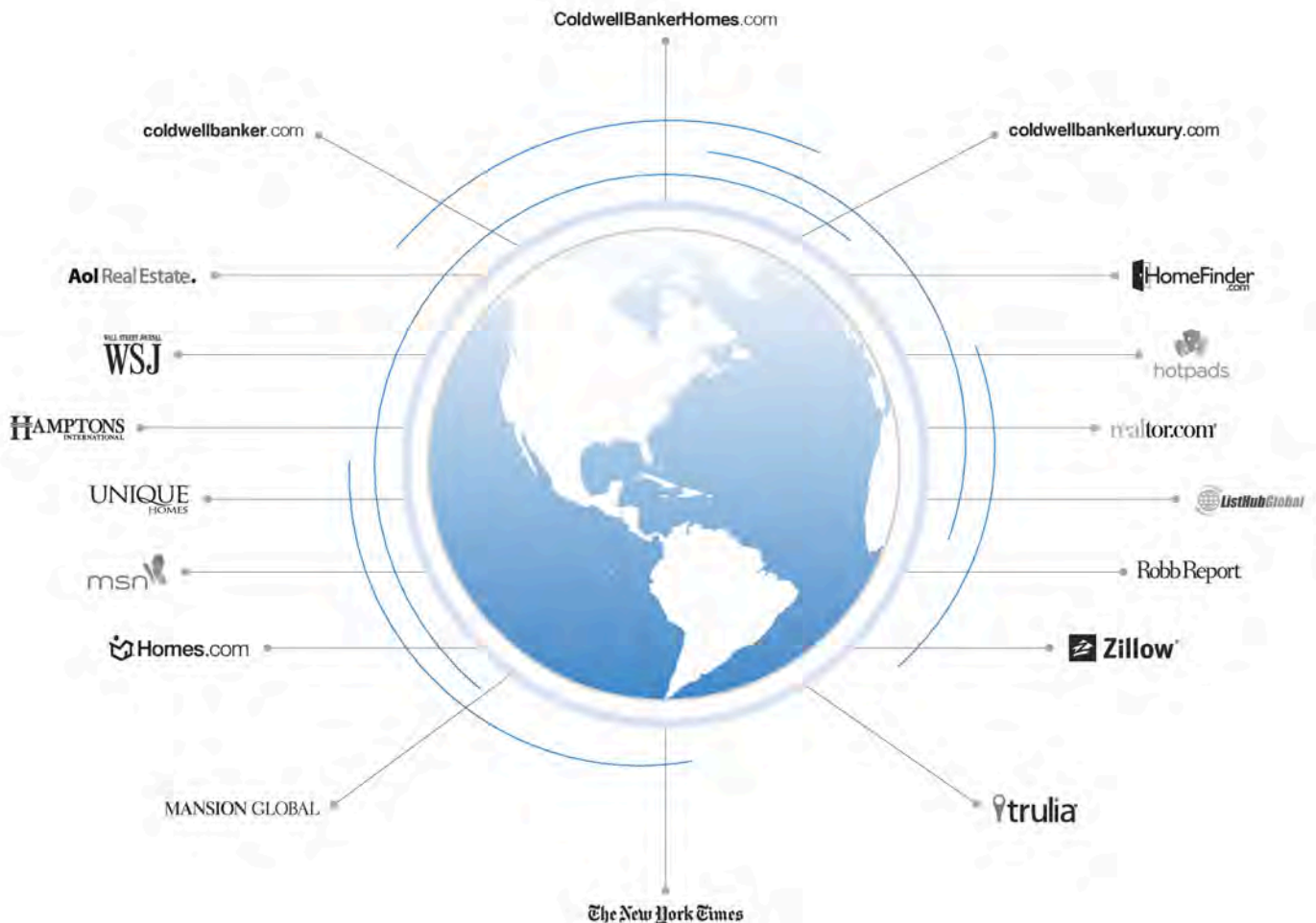
Your home will be displayed with multiple photos and key information on three of the most-visited real estate websites: Zillow®, Trulia® and Homes.com®. Your luxury agent's contact information will be shown next to your property so interested buyers can easily reach them directly.

MAXimum Exposure

In addition to these four high-traffic sites, your home will be shown on as many as 900 websites, including all powered-by-Zillow sites and the ever-expanding ListHub Global and HomeFinder.com networks. On top of that, all luxury listings are distributed to 50+ additional sites targeting international buyers.

MAXimum Leads

Any online inquiries from buyers interested in your home are routed directly to my cell phone for my immediate response. This helps ensure that no potential buyer for your home is missed.



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 the fine living and the fine homes all over the world.

52

MILLION

video views on Facebook
and YouTube



80

MILLION

social engagements
with brand content



93

THOUSAND

followers on Twitter



278

THOUSAND

Facebook followers



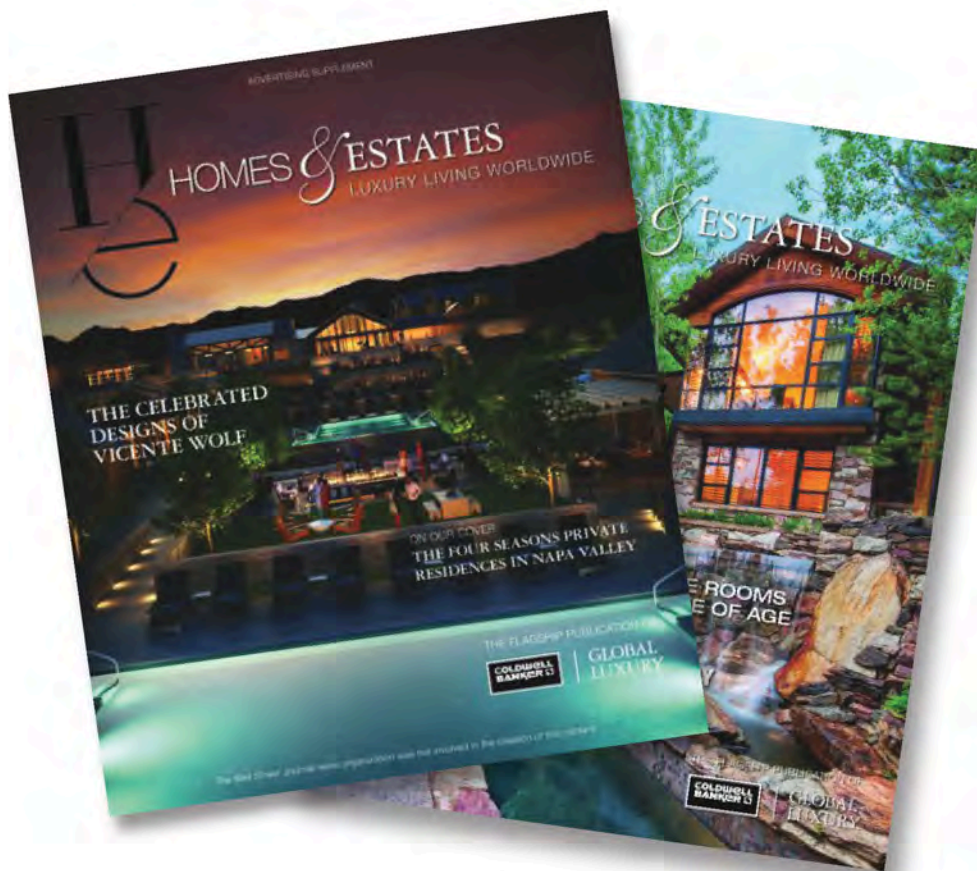
80% of affluent consumers used social media in the past year*.



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 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.



HOMES & 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 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



DIGITAL
50,000+
PER ISSUE

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

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



MARKETING MASTERS

STRATEGIC MEDIA PARTNERS

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

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

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

LUXURY REAL ESTATE
OCEAN HOME
UNIQUE HOMES

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

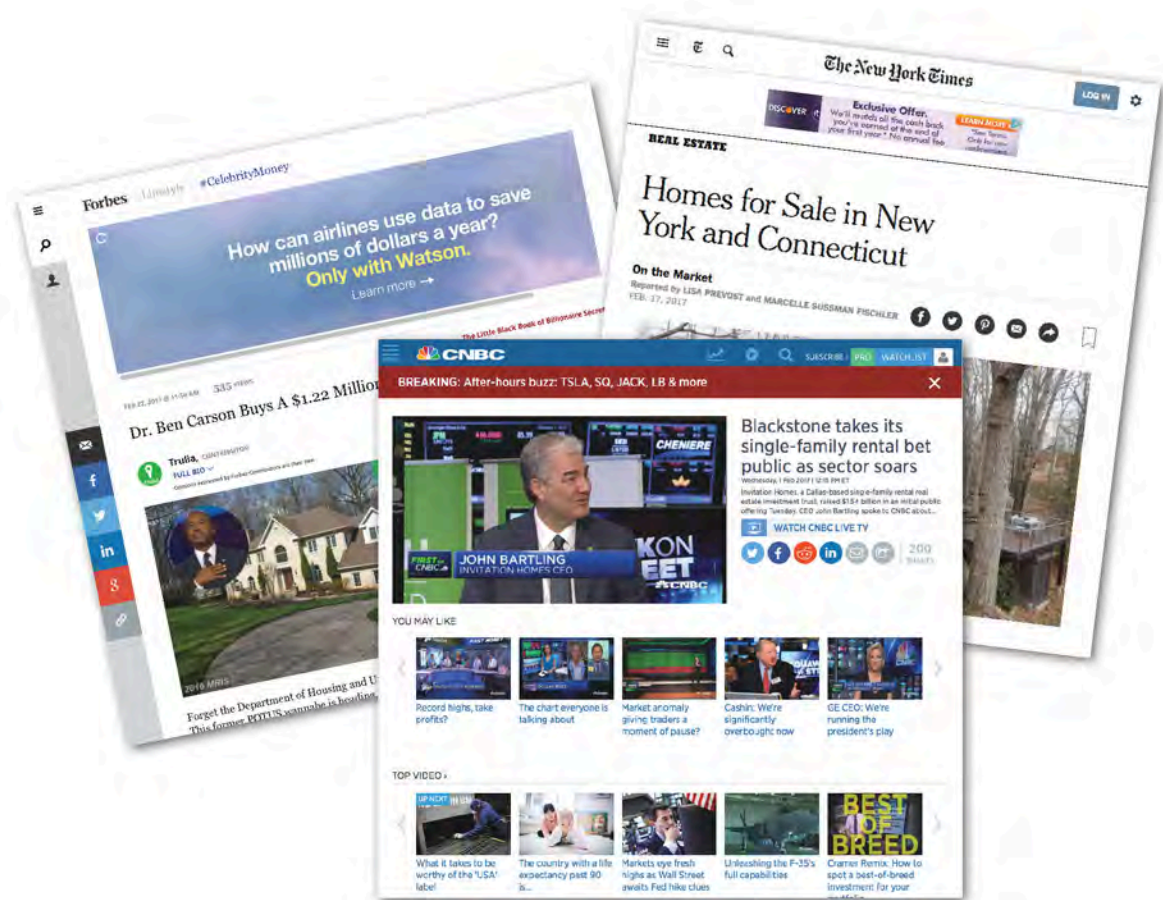
CONDE NAST
LUXURY GROUP
ARCHITECTURAL DIGEST
CONDÉ NAST TRAVELER
THE NEW YORKER
VANITY FAIR

INTERNATIONAL
NICHE MEDIA

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, Luxury 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**[®] program enables Luxury 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 Luxury Property Specialist is able to target the precise audience of affluent buyers most likely to purchase your home.





LOCAL SALES & MARKETING

BRINGING LUXURY TO LIFE WITH SEAMLESS REPRESENTATION



LOCAL MARKET

Karin "Basin" Miller & Nanette Basin

Karin Basin Miller and Nanette Basin are a top producing mother daughter team with over thirty years experience. They are widely respected among clients and peers alike for their honesty, integrity, loyalty, professionalism and sincere devotion to serving buyers and sellers of properties ranging from cottages and condos to estate properties. With close to a thousand homes sold between the two of them, they are known as prominent representatives for properties in Sherman Oaks, Studio City, Valley Village, Encino, Toluca Lake, Van Nuys, Valley Glen and the Los Angeles Westside.

OVER A THOUSAND HOMES SOLD