



# PUBLIC RELATIONS WEEKLY TOP HITS

Top 10 Coldwell Banker Earned Press Placements  
Total No. of Impressions: 451.5+ Million  
December 11, 2020 – December 22, 2020

#1



[Why Home Prices Aren't Likely to Go Down Over the Winter](#) (CEO Ryan Gorman)

#2



[Coldwell Banker Adds 10 Affiliated Companies](#) (CEO Ryan Gorman; Liz Gehringer, COO; Booker Pickett)

#3



[Realty's iBuying Program Expands After Pausing in Spring](#) (CEO Ryan Gorman)

#4

Balancing Competing Interests with Coldwell Banker  
CMO David Marine

[Balancing Competing Interests with Coldwell Banker CMO David Marine](#) (David Marine, CMO)

#5



[Pop Star Avril Lavigne Purchases Modern Oceanfront Home](#) (Jade Mills, Los Angeles, Calif.)

#6



['Arrested Development' Writer Jim Brandon Buys 'Back to the Future' House](#) (Carol Majors, Los Angeles)

#7



[Michael Graves Home Goes on the Market](#) (Salena Gutierrez, Austin, TX.)

#8



[CB Brown Realtors Forms National Partnership with St. Jude](#) (Gerry Schuetzenhofer, Pres., CB Brown Realtors)

#9



[The Attraction of Chicago is Never Going Away](#) (Nykea Pippion McGriff, Chicago)

#10



[A Home \(For Everyone\) for the Holidays](#) (Multiple Agents, New England)

The Weekly Top Hits list represents a small snapshot of Coldwell Banker's 1,000+ press placements for the month.