



Dedicated to the love of people and home since 1906.

Coldwell Banker Real Estate is devoted to the service of our clients, the success of our agents and the remarkable power of home.

In every facet of our industry, we set the standard for innovation, expertise and support. Our state-of-the-art technology, the strength of the brand's global network and an empowering culture of excellence turn market leaders into dominant winners.



A SUMMARY OF COLDWELL BANKER FACTS AND FIGURES FOR 2018

# “QUOTABLES”

# A PREMIUM GLOBAL BRAND



The Coldwell Banker® brand has a global reach with offices in 44 countries and territories, including the United States and Canada. There are approximately 3,100 Coldwell Banker offices worldwide. The Coldwell Banker brand has a presence in the following countries and territories (as of 12/31/18).

**United States**  
**Andorra**  
**Argentina**  
**Aruba**  
**Bahamas**  
**Bermuda**  
**British Virgin Islands**  
**Canada**  
**Cayman Islands**  
**China**  
**Colombia**  
**Costa Rica**  
**Curaçao**  
**Cyprus**  
**Dominican Republic**

**Egypt**  
**England**  
**France**  
**Germany**  
**Ghana**  
**Grenada**  
**India**  
**Indonesia**  
**Ireland**  
**Italy**  
**Jamaica**  
**Malta**  
**Mexico**  
**Monaco**  
**Netherlands**

**Panama**  
**Portugal**  
**Puerto Rico**  
**Romania**  
**Singapore**  
**Spain**  
**St. Kitts and Nevis**  
**St. Martin/St. Maarten**  
**Thailand**  
**Turkey**  
**Turks & Caicos**  
**United Arab Emirates**  
**Uruguay**  
**U.S. Virgin Islands**

## 2018 COLDWELL BANKER STATISTICS (AS OF 12/31/2018)

NUMBER OF U.S. TRANSACTION SIDES: **709,115**

AVERAGE U.S. SALES PRICE: **\$347,093 (16.5% HIGHER THAN THE NAR 2018 AVERAGE\*)**

TOTAL U.S. SALES VOLUME: **\$246.1 BILLION**

NUMBER OF U.S. \$1 MILLION+ TRANSACTION SIDES: **30,478 (\$1.9 MILLION AVERAGE SALES PRICE)**

INDEPENDENT CONTRACTOR  
SALES ASSOCIATES/REPRESENTATIVES WORLDWIDE: **92,159**



2018 MILESTONES

# IMPACTING THE INDUSTRY

## JANUARY

Coldwell Banker Real Estate launched a joint survey with The Harris Poll to look at smart home and virtual reality. The resulting survey polled over 3,000 U.S. adults and suggested that virtual reality (VR) is poised to become the next big thing in real estate. Consumers are expecting high-tech experiences before stepping foot into a prospective listing. Of the total participants, 77 percent wanted to be able to take a VR house tour before actually visiting a prospective home.<sup>1</sup>

## FEBRUARY

Coldwell Banker Real Estate is proud to have been recognized as Women's Choice Award "9 out of 10 Customer Recommended Real Estate Agency" winner. According to Women's Choice Award<sup>®</sup>, 91% of homebuying decisions are made by women, and two thirds of all real estate agents are women. Women's Choice is the only award that recognizes and identifies brands that women recommend.

## MARCH

The Coldwell Banker<sup>®</sup> brand debuted a new ad as part of its "Hoops" campaign, a series of commercials that tells stories of experiences and memories that make a house a home. The ad was met with great success, receiving over 30 million impressions on social media<sup>2</sup> and over 51 million impressions on streaming and television.<sup>3</sup>

As part of the Hoops campaign, the brand launched Hooptown Bracketology, a tournament bracket made up of Coldwell Banker Real Estate data. The brackets consisted of real estate data from various hometowns, and had predicted winners for each game. The data was compiled using CBx, the brand's proprietary tool.

## MAY

The "Old Dog, New Dog" ad was released. It captured the heartfelt story of an affiliated agent giving back to her community by helping shelter animals find homes through the Coldwell Banker brand and Adopt-a-Pet.com's Homes for Dogs Project.

"Old Dog, New Dog" ranked as the highest-rated real estate ad of 2018, according to Ace Metrix, the leader in measuring the impact of television and digital advertising. The ad earned top marks for likeability and is the second-highest-rated real estate ad ever, ranking right behind last year's "Somebody to Love," which was also from the Coldwell Banker brand.

## JUNE

Coldwell Banker Real Estate rolled out CBx Seller Leads, a predictive tool that uses data from previous sales and publicly available demographic information to identify households that are likely to list before they even contact an agent.

CBx Seller Leads leverages the power of big data and machine learning to give Coldwell Banker affiliated agents an unbeatable edge when it comes to generating inventory. It allows agents to focus their prospecting and be the first to contact a potential seller—a key advantage when converting leads to clients.

## SEPTEMBER

Coldwell Banker Real Estate named Liz Gehringer as its new chief operating officer. Liz Gehringer previously served as senior vice president, chief ethics & compliance officer at Realogy Holdings Corp., the parent company of Coldwell Banker Real Estate. During her tenure with Realogy, she built an ethics and compliance program that has received global attention. Ethisphere Institute recognized Realogy as one of the World's Most Ethical Companies<sup>®</sup> for eight consecutive years. Liz Gehringer now oversees the Coldwell Banker brand's field service, operations, learning, talent attraction, international and events groups.

## OCTOBER

Coldwell Banker Real Estate and Adopt-a-Pet.com teamed up for the third annual Homes for Dogs National Pet Adoption Weekend. Hundreds of Coldwell Banker affiliated offices across the United States and Canada took part, hosting adoption events in conjunction with animal shelters and rescue groups from their local communities.

The National Pet Adoption Weekend is a continuation of the "Homes for Dogs Project," which the Coldwell Banker brand launched in 2015 in collaboration with Adopt-a-Pet.com, North America's largest nonprofit pet-adoption website. Since the project's launch, the two organizations have helped facilitate tens of thousands of pet adoptions.

<sup>1</sup>2018 Coldwell Banker Real Estate Smart Home Marketplace Survey

<sup>2</sup>Total impressions on Facebook, Instagram and Twitter

<sup>3</sup>March Madness Live streaming and March Madness NCAA TV

A woman with dark hair, wearing a maroon top, is sitting at a dark, reflective desk in a home office. She is smiling and looking towards the camera. On the desk in front of her is a large computer monitor, a pen holder, a glass of water, and a vase of pink and purple flowers. Behind her are bookshelves filled with books. The lighting is warm and focused on her.

# PROVIDING REAL VALUE TO WOMEN

From our Coldwell Banker® Women in Leadership initiative to our recognition as a winner of Women's Choice Award®, the Coldwell Banker brand is dedicated to making sure that women have opportunities for career growth, and that there is a path to ownership and leadership for the women who want it.

Women make up more than two thirds of the real estate agents in the United States, but that number drops dramatically when looking at the percentage of women at the Broker/Owner level. According to the NAR 2017 Member Profile report, more than 67% of the sales associate base is female but only 46% of the broker/owner population is. The Coldwell Banker Women in Leadership initiative aims to change that. Our mission is to ensure that no woman within the Coldwell Banker network ever experiences a glass ceiling. We're taking direct aim at the leadership gap; we want all women in real estate to feel unstoppable.

Even in female-dominated industries like real estate, women face an invisible barrier that blocks them from opportunities open to men. The Coldwell Banker Examining Women and Leadership survey found that more than one third of Americans believe there's a "Glass Ceiling" facing women. The survey, conducted amongst 2,200+ U.S. adults, revealed that 34 percent of Americans working in female-dominated industries agree there's a "glass ceiling" in their professions and that this makes it more difficult for women to reach executive or senior-level positions.

Sixty four percent of working adults in the U.S. agree that working for a company that has female representation at the executive level is important to them, yet a full 41 percent agree that women have to work harder than men to earn an executive-level position at their companies, according to the survey. The Coldwell Banker brand aims to use these survey results to probe the causes of this gender leadership gap and will work to demolish the glass ceiling.



# ON THE WEB

In 2018, the Coldwell Banker® brand platforms received more than 56 million visitors and drove more than half a million leads to affiliated companies, offices and agents – with more than half of all traffic coming from a mobile or tablet device.\* The platforms’ diverse international audience also grew with over 3 million visitors coming from 231 countries and territories outside of the United States.\*

## THE CBx LISTING EXPERIENCE

Marketing and selling a home has entered the future with the game-changing CBx app and website. Only Coldwell Banker affiliated agents have access to this state-of-the-art tool, which uses powerful technology and big data to help set the most accurate price for homes, locate the right buyers and strategically market to the ideal buyer.

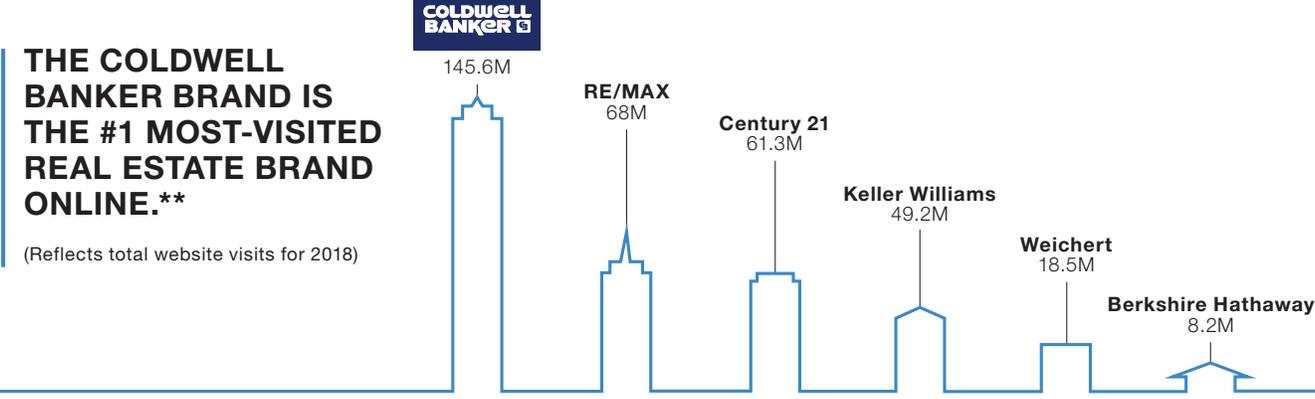
- 189,000 logins to CBx Listing Presentation
- CBx is being used in nearly 5,000 cities in 203 metro areas in all 50 states, plus Canada\*
- CBx Listing Presentation had over 90,000 users on the web in 2018, up from 27,000 in 2017. That’s a 230% increase in one year!\*

## CBx SELLER LEADS

With CBx Seller Leads, we have brought you a whole new way of generating leads from hidden inventory. Using machine learning, which is a sophisticated form of artificial intelligence, and proprietary algorithms, this tool predicts those households likely to list and sell their homes before they even reach out to an agent. Launched in 2018, this tool already has a 5% conversion rate on the leads it’s found – that’s nearly three times the industry average.

CBx Seller Leads gives you more than just an address, it gives you context:

- Lead name, last name and even phone numbers in some instances
- Trends report for sellers in each zip code
- Households ranked with 1, 2 or 3 stars to tell you how likely each is to list
- Property information such as estimated home value and seller trends the home matches
- Household profile giving agents information about why a particular household is likely to be moving



\*Source: Google Analytics  
 \*\*Source: comScore 2018 Media Trends



# SOCIAL ENGAGEMENT

OVER **500K**  
SOCIAL FOLLOWERS  
ACROSS ALL MAJOR  
SOCIAL MEDIA PLATFORMS

**14%**  
INCREASE IN  
YOUTUBE LIKES  
YEAR OVER YEAR

FACEBOOK POST REACH  
MORE THAN  
**DOUBLED**<sup>4</sup>  
IN THE LAST YEAR



LIFETIME VIDEO VIEWS ON FACEBOOK: **17 MILLION+**<sup>4</sup>

(Lifetime: Total number of times the video was viewed for more than 3 seconds)

LIFETIME VIDEO VIEWS ON YOUTUBE: **95 MILLION+**<sup>5</sup>

(Lifetime: Total number of times the video was viewed for ~30 seconds)

<sup>4</sup>Source: Facebook  
<sup>5</sup>Source: YouTube

# COLDWELL BANKER GLOBAL LUXURY

The Coldwell Banker® brand has a legacy of selling some of the world's most recognizable homes. New enhancements to the Coldwell Banker Global Luxury® program allow Luxury Property Specialists to seamlessly connect with the world's most affluent clientele.

In 2018, Coldwell Banker affiliated agents handled **30,478** transaction sides of \$1 million-plus homes, **more than any other national real estate brand**. This equates to **\$161.8 million in sales** every day with an average sales price of \$1.9 million\* in this category.



## 2018 SIGNIFICANT SALES

- **LIST PRICE: \$135 MILLION**  
THE BEVERLY HOUSE | Beverly Hills, CA
- **\$115 MILLION**  
OWLWOOD | Los Angeles, CA
- **\$45 MILLION**  
INDIAN HARBOR ESTATE | Greenwich, CT
- **\$44.9 MILLION**  
CUSTOM BAY ESTATE | Newport Beach, CA
- **\$40 MILLION**  
97-ACRE ASPEN RANCH | Aspen, CO
- **\$30 MILLION**  
THE RAZOR HOUSE | La Jolla, CA

# COLDWELL BANKER UNIVERSITY® (CBU)



As the education arm of the Coldwell Banker® brand, CBU develops and delivers impactful, action-based learning programs based on the best practices of high-performing sales associates and managers. New programs like Outlist/Outlast released in 2018, which is designed to give agents a foundation in establishing a lucrative long-term business through a focus on listings, quickly showed awesome results. And agents who participated in the AMP! Achieve Maximum Productivity course had an estimated annualized 31.5% more listings and 35.3% more closed sides than agents who didn't take the training.

In 2018 alone, there were over 131,000 CBU learner engagements, including our Business Planning and Execution Series, 8 Weeks to Listing Mastery, agent productivity training and our industry-leading Smart Home course. These courses are instrumental in delivering exceptional customer experiences and maintaining the high level of productivity that Coldwell Banker affiliated sales associates have.

## COLDWELL BANKER HEROES

Since Coldwell Banker Heroes<sup>SM</sup> was founded in 2012, the network has donated over \$25 million to local charities along with over 183,000 hours of volunteer work.

In 2018, Coldwell Banker Real Estate once again strategically partnered with Adopt-a-Pet.com to bring loving homes and adoptable dogs together with the Homes for Dogs Project.

