

Why Coldwell Banker?

Leadership



- #1 brand web site in 2007 & thru April 2008(Nielsen Net Ratings)
 - 32 million visitors in 2007
- #1 real estate brand (Franchise Times) for 8 straight years
- #1 in reputation and trust (BrooksRose Brand Tracking)
- \$373,000 per transaction (RealTrends) which is 20% higher than industry average
- Inman News 2007 Innovator of the Year (brokerage/franchise category)
- Jim Gillespie - Leading industry spokesperson
- Charlie Young, Steve Bright, Frank Lindsey, Nelson Bennett have more than 100 years of combined Coldwell Banker experience
- Habitat for Humanity