

The Place To Be For Comprehensive Career Support

Marketing Communications **Internal Communication**

- The Hot Wire Newsletter
- ToolboXpress E-Newsletter
- Toolbox Intranet
- **External Communication**
- News Releases
- Media Relations

Electronic Marketing

- Realtor.com
- Coldwellbanker.com
- CBBURNET.com
- Google.com
- Trulia.com
- Home InfoLine
- LeadRouter Lead Generation
- Search Engine Advertising

Sales Associate

- **Personal Marketing**
- Direct Mail
- Property Fliers
- Electronic Marketing

Sales Support

- Listing Presentation Materials
- Brochures and Forms **Institutional Advertising**
- Television and Radio
- Event Sponsorships

Technology Support Services Help Desk - 7 Days • On-Site Support 24/7 Network **Monitoring Communications** Internet Access • E-mail Tech Coaches On-Site Support One-on-One Coaching Online Prospecting and **Market Research Tools** Marketshare Online Title Profile Plat System Services **HomeQuest** Online and Offline MLS **Search Engine** Customized Reports

Burnet Relocation

Home Resource Center Concierge Services

Corporate Relocation Services

Burnet Title

Sales Associate Support,

New Construction Department

Stability, Presence

FLEX Closings

Claims Services

Closing Department

Owners Title Insurance -

Post Closing Title Insurance

29 Point Gap Coverage

Minnesota Moves

Interstate Moves

Rental Assistance

Outmarket Referrals

Burnet Home Loans #3 in Minnesota; #6 Nationally **Over 200 Mortgage Products In-House Loan Officers Distinctive Lending Services** Condo Programs / Specialists Local Underwriting, Proced Automated Underwriting **Local Underwriting, Processing**

Creating and Promoting: Positive Experiences for Our Customers and Communities, Opportunities for Personal Growth, Change and Innovation, A Fun, Fulfilling and Respectful Environment.

Sales Associate Office

• Motivated Leadership Team • 37+ Locations

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- Recognition Programs Coaching Mentor Program Networking
- Sales Associate Development
- Office Training Support Staff Loan Officer
 - Title and Closing Services
 - Multi-Lingual Language Services

Coldwell Banker University

• Continuing Education

Integrity Selling

Master's Series

 $\mathsf{FastStart}^{^{\mathsf{TM}}}$

U-Pass

Integrity Coaching

Technology Classes

National Speakers

Weekend Classes

ProStart Evening and

Management Assessment Program

Insurance

Coldwell Banker

Home Protection Plan

Buyer and Seller Protection

During Listing and After Closing

Corporate Services

One-Stop Shopping for All Insurance Needs

Sales Administration

Sales Associate Support and Consultation

Sales Associate Arbitration Court Representation

In-house Liability Coverage

■ Direct Deposit of Commission

• Team Rewards Recruiting Incentive

• Wealth Building Account

Coldwell Banker

126,000 Sales Associates Nationwide

3,900 Offices Nationwide

National Brand Awareness

National Ad Campaigns

Sales Associate Systems

Commissions & Benefits

Preferred Alliances

Shared Marketing Expenses

Quick Checks at Closing

American Bank Program

Partnership Plan

• Pre-Closing Payday

CBNet Intranet

100 Years Old in 2006

Community Involvement

- **Charitable Contributions** and Fundraising
- **Community Outreach**
- Trees for Toys
- Non-Profit Event Sponsorship **Volunteer Coordination**
- **In-Kind Donations**

Previews[®]- Distinctive Homes[®]

Market Leader

Successful Networking Groups

Global Network through Coldwell Banker Previews[®] International

Exclusive Brand and Marketing Materials

Urban Lifestyles & New Homes

Market Share Leader

Full-Service Team

Consultation Services

Extensive Networking, Internal Resources

Proven Property Advertising Tools



