

A high-ceilinged, bright living room with a white sectional sofa adorned with patterned and solid-colored pillows. In front of the sofa is a dark wood coffee table with a black metal frame, holding a white ceramic jar, a candle, and a small plant. To the left, a wooden bar counter with two large, textured glass lamps separates the living area from a kitchen with white cabinetry and a subway tile backsplash. A balcony with a white railing and dark wood handrail is visible above the living room. The floor is made of light-colored wood, and a large area rug is partially visible under the coffee table.

# ONLINE IMPACT

# WHERE THE BUYERS ARE

While buyers use a variety of resources to research properties for sale in their area, the vast majority find their new home online and with the help of a real estate professional.\*

## How Buyers Search for Homes

Online	93%
Real Estate Agent	87%
Mobile Sites and Apps	73%
Open House	51%
Yard Sign	39%
Online Video	35%
Home Builder	15%
Print Newspaper Advertisement	11%

## Where Home Buyers Found the Home They Purchased

Internet	52%
Real Estate Agent	29%
Yard Sign	6%
Friend, Neighbor or Relative	6%
Home Builder or Their Agent	4%
Directly from Sellers	3%

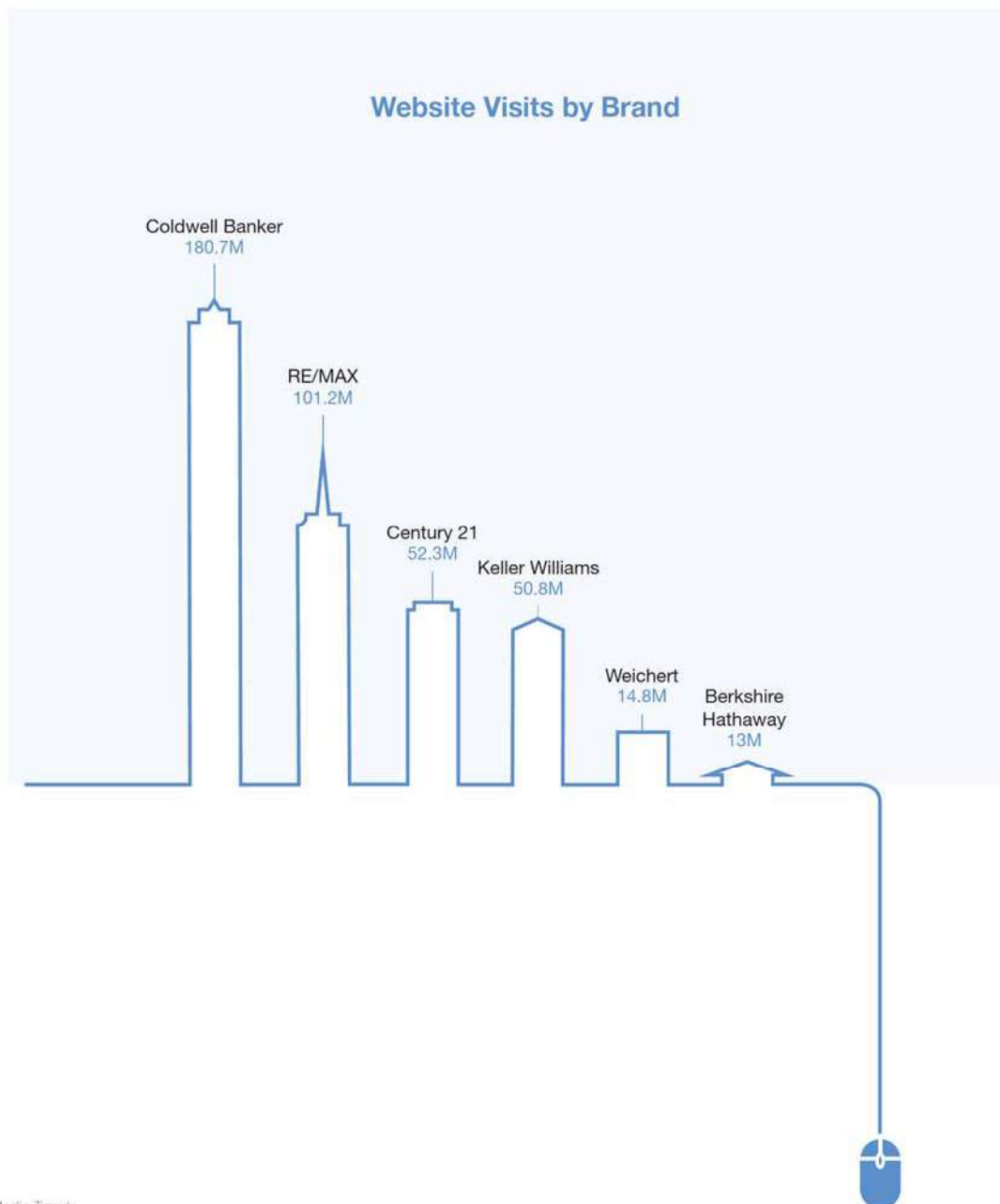


\*2020 National Association of REALTORS(R) Home Buyer and Seller Generational Trends

# #1 BRAND ONLINE

Home buyers are online – and one real estate brand gets more of their attention than any other.

The Coldwell Banker® brand is the #1 most-visited residential real estate brand online.\*



\*comScore 2019 Media Trends.



# SOCIAL MEDIA INFLUENCER

Coldwell Banker® has an impressive social media presence designed to engage, entertain and connect with today's home buyers.



 [facebook.com/CBRealtyFlorida](https://facebook.com/CBRealtyFlorida)

 [twitter.com/CBRealtyFlorida](https://twitter.com/CBRealtyFlorida)

 [youtube.com/ColdwellBankerRealtyFlorida](https://youtube.com/ColdwellBankerRealtyFlorida)

 [instagram.com/CBRealtyFlorida](https://instagram.com/CBRealtyFlorida)

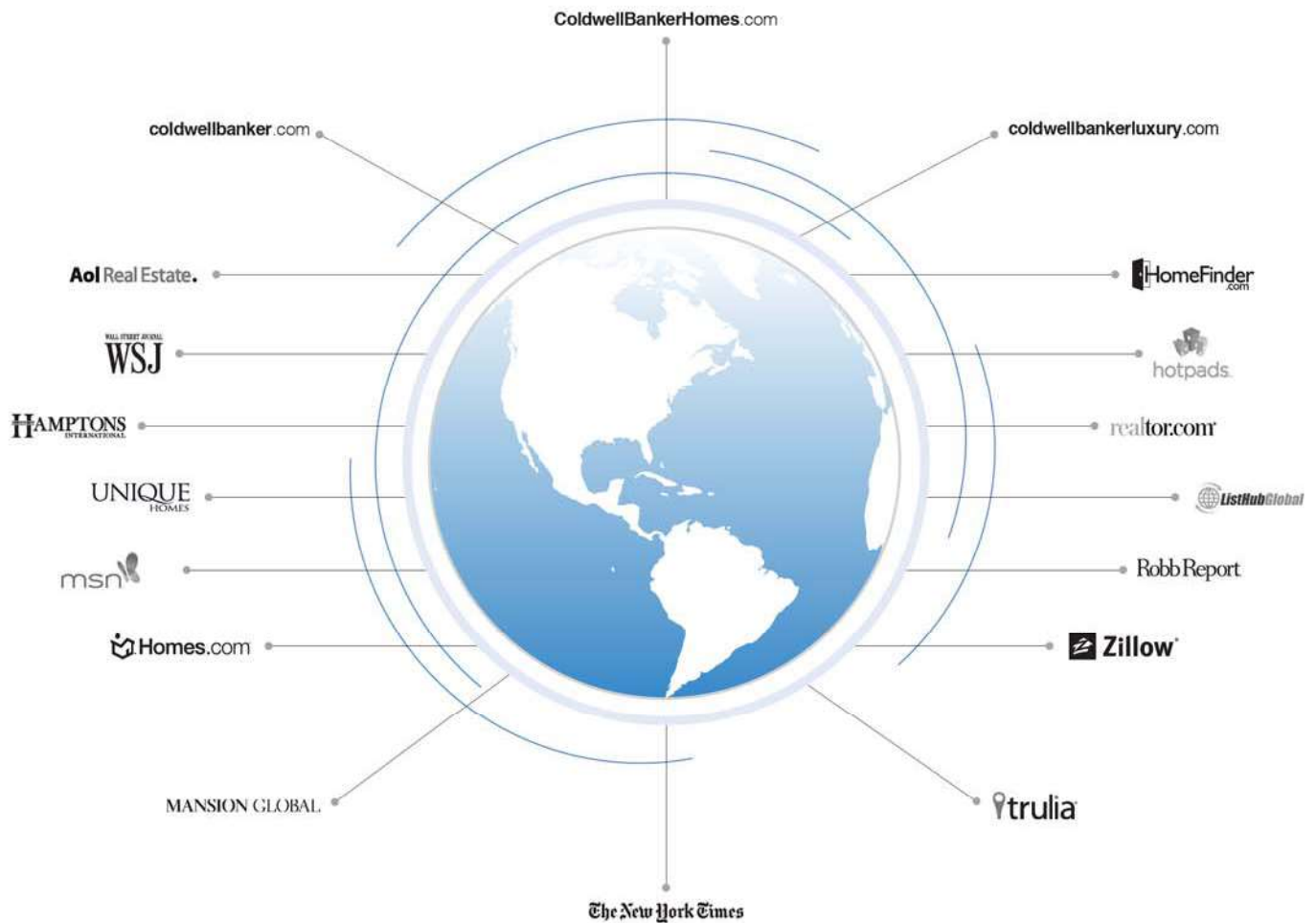
 [linkedin.com/company/CBRealtyFlorida](https://linkedin.com/company/CBRealtyFlorida)

 [coldwellbanker.com/blog](https://coldwellbanker.com/blog)

[www.YourGlobalAgents.com](https://www.YourGlobalAgents.com)

# INTERNET MARKETING ADVANTAGE

Your home will be shown on hundreds of websites, including the most-visited real estate websites in the world, putting it in front of potential buyers everywhere. Our comprehensive internet marketing strategy includes displaying your home with a detailed description and multiple photos on the most-visited real estate websites.

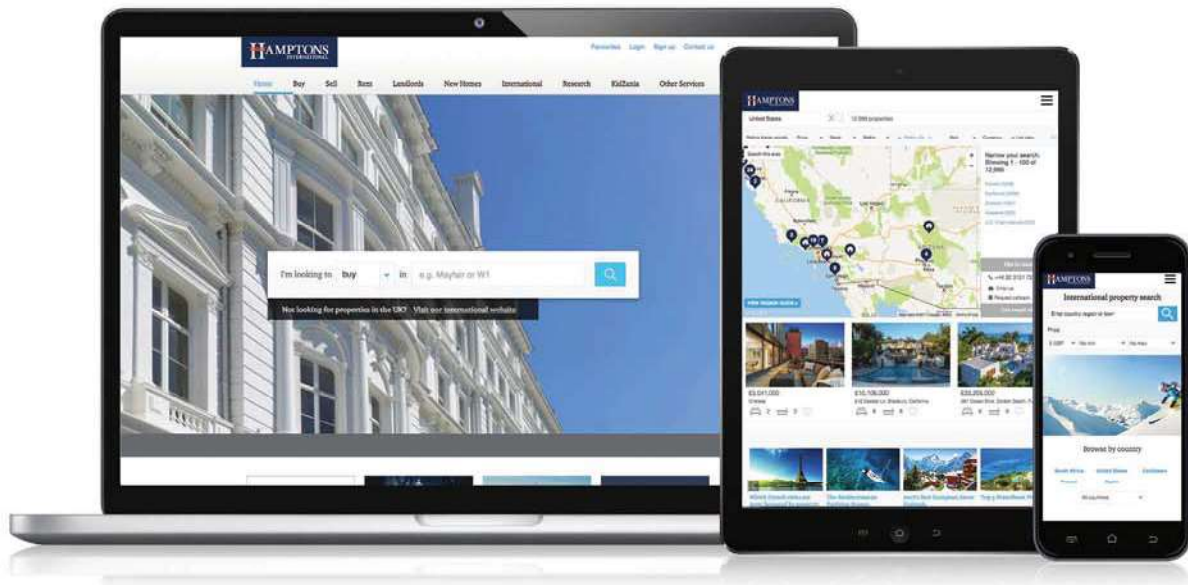


Some websites display properties based on criteria such as price point or feature. Not all properties will appear on all sites.

**[www.YourGlobalAgents.com](http://www.YourGlobalAgents.com)**

# HAMPTONS INTERNATIONAL

Through our unique partnership with Hamptons International, your property will be featured on Hamptons.co.uk and Hamptons-International.com. Established more than 150 years ago, Hamptons International offers an extensive network of over 90 branches across London and southern England. Its wide-reaching global network extends to over 7,000 affiliate partner offices. And, as part of Countrywide, the U.K.'s largest estate agency, Hamptons International expands the exposure of your property even beyond the Coldwell Banker® global network.



# EXCLUSIVE WEBSITES

Our websites attract tens of millions of visitors each year – locally, nationally and internationally – with considerable traffic coming from mobile and tablet devices.

## [ColdwellBankerHomes.com](http://ColdwellBankerHomes.com)

This website features properties for sale in our region and across the country, and is optimized to view on laptops, desktops, mobile devices and tablets.



## [coldwellbanker.com](http://coldwellbanker.com)

This national website attracts millions of visitors each month, and sends leads from interested buyers to affiliated offices and agents.



## [coldwellbankerluxury.com](http://coldwellbankerluxury.com)

Featuring an exceptional inventory of luxury home listings, coldwellbankerluxury.com attracts affluent buyers from around the world.





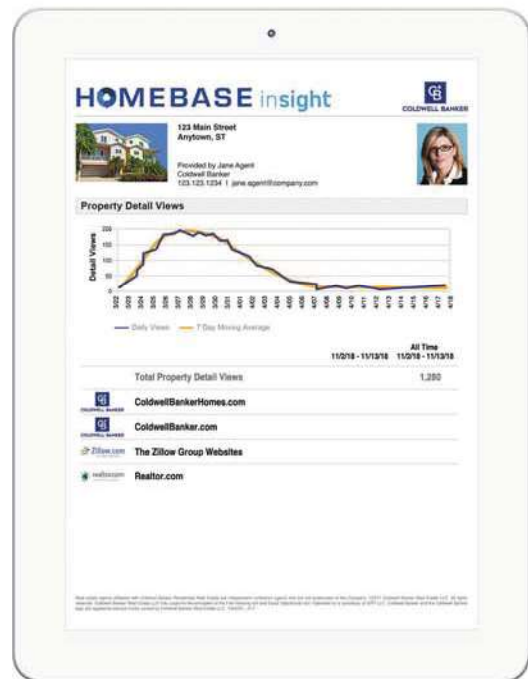
# ONLINE MARKETING THAT GETS RESULTS

## 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.





# E-MARKETING ANALYTICS REPORT

What you need to know about **ColdwellBankerHomes.com** – May 2020



**26,617**

Property Views Every Hour

There's strength in numbers. Millions of visitors annually flock to **ColdwellBankerHomes.com**, where we collectively drive traffic and increase exposure for our listings.



**4,102** saved searches



**12,575** new registrations



**129,835** saved properties

**LAST 12 MONTHS**

**134.2m**  
visits

**196.2m**  
listing views

## Where Buyers are Coming From

Today's home buyer can come from just about anywhere. That's why **ColdwellBankerHomes.com** is optimized for search engines, which increases traffic and exposure, and designed for viewing on all devices.

mobile  
**70%**

desktop  
**30%**



**1,021,439**  
other



**938,367**  
referral



**416,969**  
email



**95,453**  
partner sites



**1,718,406**  
direct-to-site



**10,734,524**  
search engine

## WORLDWIDE TRAFFIC

Consumers who visited **ColdwellBankerHomes.com**



**6**  
continents



**195**  
countries

- 1 United States
- 2 Canada
- 3 United Kingdom
- 4 Philippines
- 5 India

- 6 Germany
- 7 St. Lucia
- 8 Nigeria
- 9 France
- 10 Mexico

## More Eyes This Way

In addition to **ColdwellBankerHomes.com**, our listings are also on hundreds of real estate sites, including the leading industry portals. Our strategy means more eyes on our listings and more buyer leads.

## PROPERTY VIEWS OF OUR LISTINGS ON PARTNER SITES



**55.5m** Zillow® Group

**16.1m** Realtor.com®

**10m** Trulia

**0.3m** Homes.com®

## TOP LEAD-GENERATING SITES



[www.YourGlobalAgents.com](http://www.YourGlobalAgents.com)

# RAPID RESPONSE

Displaying your property on the greatest possible number of websites is an important advantage, but it's just as important that any leads from interested buyers are received and responded to quickly. Our exclusive InTouch technology lets us do just that.

## Here's how InTouch works:

- A home buyer sees your listing online
- They request additional information or a showing through the website
- An alert is sent to your agent
- Your agent is able to respond to the interested buyer immediately

This helps to ensure that no potential buyer for your home is missed.

