



## PROFESSIONALS

# Our Value Proposition

- **Coldwell Banker is one of the most respected Real Estate Brands in the industry.**
  - Seller's Brand
  - Industry Leader for over 111 years
  - 88,000 agents
  - 49 Countries/3,000 offices worldwide
- **Coldwell Banker Professionals-President's Award of Honor Member (PAH), one of the top 3% of all companies worldwide to achieve such an honor**
  - Globally Known, locally owned since 2006
  - 11 offices throughout MI
- **Culture of our CBP Offices (AWESOMENESS)**
  - Monthly & Annual Recognition/Awards
  - Team Atmosphere
    - Pay it forward philosophy
  - Family Environment
    - Happy Hours, Holiday Parties etc.
  - Professionalism – Offices & Systems
- **Full Time Branch Managers/Coaches**
  - Personal Coaching
  - Business Planning
  - After Hours Broker Support
  - Full Time In Office Broker Support
  - Non-competing with Agents
- **Agent Support Services**
  - Full Time Professional Support Staff
  - Marketing Department Services
  - Closing Coordinator Services
- **Community Involvement**
  - Parades & Festivals
  - Car Shows
  - Charity Events
  - Local EXPO
- **Career Development & Training**
  - Springboard New Sales Associate Training
  - Launch Virtual Training Program (Coldwell Banker University)
  - CBP Mentoring Program
  - CBP Listing Boot Camp
  - Monthly Lunch & Learn
  - CBU (Coldwell Banker University)
  - Ongoing Specialized Training (Boost, ZAP, CBx etc.)
- **Cutting Edge Technology & Support**
  - ZAP CRM (Lead Generation System)
  - CBx App (Seller's Listing Tool)
  - Circle Pix Marketing System
  - Smart Home Technology
  - EMarketing System
  - Transaction Desk/Dot Loop
  - Facebook Marketing Support
  - CB Exchange

## • Marketing

- Circle Pix Marketing System
  - Pix Marketing
  - Pix Social
- ZAP
  - Agent Website
  - Personal App
  - CRM
- CBP Direct Mail Program
  - Just Listed/Just Sold Postcards
  - 5 year connections program
- Open House Marketing
- Facebook Marketing
- Listing Marketing
  - Listing Syndication - Every Residential Listing is distributed to over 20+ different and unique sites for maximum exposure
  - 5% In-house bonus
- E-Marketing

## • Company Events/Recognition

- Annual Awards Celebration
- Quarterly Elite Meeting/Celebration (with top agents)
- Annual Coldwell Banker GEN BLUE Convention
- Office Christmas Party
- Annual Charity Golf Outing
- Annual Agent Ignite Program
- International Award Recognition through Coldwell Banker

## • Additional Income Opportunities

- Global Relocation
  - Full-Time Relocation Director
  - Annual Relocation Training
  - Broker to Broker Referral via the Coldwell Banker/Cartus Network
  - Cartus Associate Broker
  - ERC Member
- Lead Router/ZAP Lead Generation System
- REO Department
- E-Leads Program
- Daily Floor Time (Market Share)