

# Full-Service Marketing

The Coldwell Banker Full Service Marketing System™ is in place for you. We use a wide variety of methods to give your listing the exposure it requires for you to get top dollar for the sale of your home. Here is a look at the differences between Coldwell Banker Residential Brokerage and the competition:

A Side-by-Side Comparison	Coldwell Banker Full Service Plus	Competition
<input type="checkbox"/> Nationally & Internationally Recognized Brand .....	✓	
<input type="checkbox"/> Our Network: Local, Regional, National & International..... (100,000 plus sales associates in 49 countries)	✓	
<input type="checkbox"/> Our Internet Strategy - CBeMarketingAdvantage.com .....	✓	
<input type="checkbox"/> ColdwellBankerMoves.com .....	✓	
<input type="checkbox"/> (Has the most unique visitors amongst our local competitors, mobile version also available)		
<input type="checkbox"/> ColdwellBanker.com (Mobile version available) .....	✓	
<input type="checkbox"/> ColdwellBankerPreviews.com .....	✓	
<input type="checkbox"/> OpenHouse.com .....	✓	
<input type="checkbox"/> FrontDoor.com (Powered by HGTV) .....	✓	
<input type="checkbox"/> NYTimes.com .....	✓	
<input type="checkbox"/> WSJ.com .....	✓	
<input type="checkbox"/> IHT.com .....	✓	
<input type="checkbox"/> Homefinder.com .....	✓	
<input type="checkbox"/> WorldProperties.com .....	✓	
<input type="checkbox"/> Realtor.com .....	✓	
<input type="checkbox"/> CyberHomes.com .....	✓	
<input type="checkbox"/> Search Engine Optimization .....	✓	
<input type="checkbox"/> All Major Sites (Google, Yahoo, AOL, MSN, Trulia, Zillow, etc.) .....	✓	
<input type="checkbox"/> Online Rapid Response System (LeadRouter) .....	✓	
<input type="checkbox"/> Full Service Plus Representation .....	✓	
<input type="checkbox"/> Mortgage Services .....	✓	
<input type="checkbox"/> Title Services .....	✓	
<input type="checkbox"/> Insurance Services .....	✓	
<input type="checkbox"/> Home Warranty Plan .....	✓	
<input type="checkbox"/> Concierge Services .....	✓	
<input type="checkbox"/> Largest Relocation Network .....	✓	
<input type="checkbox"/> International Referral Network .....	✓	
<input type="checkbox"/> HomeBase Transaction Management System .....	✓	
<input type="checkbox"/> Customized Marketing & Services .....	✓	
<input type="checkbox"/> Previews International Program (Luxury Homes Division) .....	✓	
<input type="checkbox"/> Previews Brochures .....	✓	
<input type="checkbox"/> Copywriting Services & Professional Photography .....	✓	
<input type="checkbox"/> Luxury Property Website .....	✓	
<input type="checkbox"/> Previews Exclusive Signage .....	✓	
<input type="checkbox"/> New Homes Division .....	✓	
<input type="checkbox"/> HomeMovies .....	✓	
<input type="checkbox"/> National, Regional & Local Advertising .....	✓	
<input type="checkbox"/> Television .....	✓	
<input type="checkbox"/> Major Newspaper Advertising .....	✓	
<input type="checkbox"/> New York Times .....	✓	
<input type="checkbox"/> Wall Street Journal .....	✓	
<input type="checkbox"/> Local Newspaper Advertising .....	✓	
<input type="checkbox"/> Magazine Advertising .....	✓	
<input type="checkbox"/> Coldwell Banker Previews Homes & Estates .....	✓	
<input type="checkbox"/> Coldwell Banker Previews International Portfolio .....	✓	
<input type="checkbox"/> Previews Tri-State Magazine .....	✓	
<input type="checkbox"/> Open Houses.....	✓	
<input type="checkbox"/> National & Regional Open House Events.....	✓	
<input type="checkbox"/> Onsite Agent Presence .....	✓	
<input type="checkbox"/> Loan Officer Pre-Qualification.....	✓	
<input type="checkbox"/> Website Advertising including NYTimes.com .....	✓	
<input type="checkbox"/> Open House Tent Signs, Directionals & Balloons .....	✓	
<input type="checkbox"/> Direct Mail Program.....	✓	
<input type="checkbox"/> Just Listed/Just Sold Targeted Mailings.....	✓	
<input type="checkbox"/> Yard Signs & Directionals .....	✓	