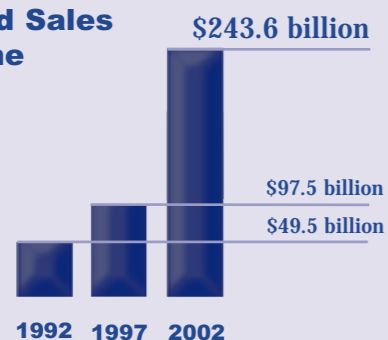
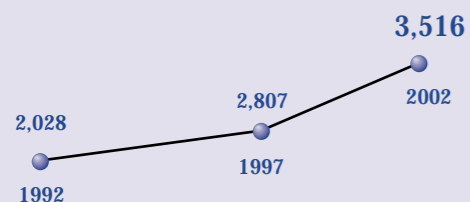


## Coldwell Banker Real Estate Corporation

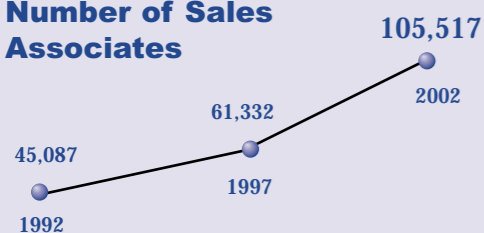
### Closed Sales Volume



### Number of Offices



### Number of Sales Associates



## Real Estate Milestones

The Coldwell Banker® organization has a 96-year history of real estate industry firsts, including:

- June 2002 – Coldwell Banker Real Estate Corporation is the only national residential real estate organization selected by the National Concierge Association (NCA), to receive prestigious membership affiliation for its Coldwell Banker Concierge® program.
- November 2000 – The Coldwell Banker system is the first national real estate organization to offer online listing proposals to home sellers through Personal Retriever® Seller Services.
- November 1998 – The Coldwell Banker system is the first to take customer service to the next level on a national basis and make “customers for life” with the creation of the Coldwell Banker Concierge service.
- January 1998 – The Coldwell Banker system is the first to offer an interactive search service for Internet home shoppers through its Coldwell Banker Personal Retriever® service.
- 1997 – The Coldwell Banker system is the first national real estate company to maximize national cross-marketing promotions. By pairing with companies such as Cadillac and Ethan Allen, almost 200,000 leads were generated for Coldwell Banker offices across the country.
- 1995 – coldwellbanker.com is launched and today includes most of the Coldwell Banker property listings across North America.
- 1992 – Coldwell Banker affiliates are the first to advocate and practice Seller Disclosure well before it was required by law in some states. The organization’s leadership in this consumer-focused issue changed the practice of real estate in many markets.
- 1987 – Coldwell Banker affiliates are the first to offer comprehensive service guarantees to sellers. The companion buyer’s guarantee is introduced in 1992.
- 1906 – The country’s oldest & most established nationwide real estate organization is founded.

coldwellbanker.com

Also find our properties on REALTOR.com®



Although Coldwell Banker Real Estate Corporation deems this information to be reliable, it is not guaranteed. The information in this brochure is based on 2002 data for Coldwell Banker Affiliates throughout North America. If your property is currently listed with a real estate broker, please disregard. It is not our intention to solicit the offerings of other real estate brokers. We are happy to work with them and cooperate fully. ©2003 Coldwell Banker Real Estate Corporation. ®, ™ are licensed trademarks to Coldwell Banker Real Estate Corporation, except REALTOR.com®, and PowerPoint®. An Equal Opportunity Company. Equal Housing Opportunity. Each Office Is Independently Owned And Operated.

## SUMMARY

# “QUOTABLES”

AN OVERVIEW

OF

2002 FACTS

AND FIGURES



## Your Perfect Partner<sup>SM</sup> Since 1906

### Overview

Founded in 1906, the Coldwell Banker® organization celebrated its 96th anniversary in 2002. For the third consecutive year, it was recognized as one of the “Most Successful Franchise Systems” (in worldwide sales) by *Franchise Times* magazine. Based on its overwhelming sales volume, the publication also named Coldwell Banker Real Estate Corporation (“Coldwell Banker”) the “Number One Real Estate Franchise”. Underscoring the system’s sales achievements, brand affiliates also broke both their own records selling more million-dollar-plus homes than any other year.

The company Web site, [coldwellbanker.com](http://coldwellbanker.com), also earned numerous honors in 2002. In recognition of its efforts to anticipate customers’ needs, [coldwellbanker.com](http://coldwellbanker.com) was named by *Forbes* magazine as “Best of the Web” for the fourth time – more than any other real estate company Web site. The exclusive Coldwell Banker Concierge® program was also recognized by the National Concierge Association of America and received a prestigious Reggie Award from the Promotion Marketing Association and *BrandWeek* magazine. The company grew its commercial organization and further expanded its global reach.

By all measures, 2002 was a year of economic challenges. However, the Coldwell Banker system once again reflected the resilience of the real estate market, firmly asserting its position as the nation’s premier real estate organization.

## From the Top...

In 2002 *Franchise Times* magazine's annual "Top 200", recognized Coldwell Banker Real Estate Corporation as the "Number One Real Estate Company" and "Number 10 Overall Best Franchised Company" (in worldwide sales). This marked the third consecutive year that the company was ranked top among real estate companies by the publication. The *Franchise Times* "Top 200" is an annual ranking of the world's largest franchise chains based on worldwide sales and units.

## International Expansion – The Sun Never Sets on Coldwell Banker

In 2002, the Coldwell Banker® system continued to position itself for leadership in the global marketplace with the signing of master franchise agreements to expand the Coldwell Banker systems in New South Wales and the Australian Capital Territory (Australia), the Greater Middle East (including Bahrain, Qatar, Lebanon, the United Arab Emirates and Kuwait), Venezuela and Bombay (India). These affiliations added to the growing list of countries and territories represented by the Coldwell Banker system.

As the system's global reach continues to expand around the world, the Coldwell Banker brand is now present in the Bahamas, Belize, Bermuda, Canada, Cayman Islands, China, Costa Rica, the Dominican Republic, France, Indonesia, Israel, Jamaica, Mexico, the Netherlands, Panama, the Philippines, Puerto Rico, St. Martin, Singapore, Spain, Turks & Caicos, the United States, the U.S. Virgin Islands, and Venezuela.

### Coldwell Banker...The Perfect Partner for Home Buyers, Sellers & Home Owners

#### coldwellbanker.com – Customer-driven & Driving the Industry's Web Standards

In 2002, major accolades for coldwellbanker.com included:

- For the fourth consecutive year, coldwellbanker.com was honored by *Forbes* magazine as a "Best of the Web" pick in December 2002. Of the 31 sites reviewed by Forbes.com for its Home Buying Web site directory, five sites were awarded a "Best of the Web" designation. Of these, coldwellbanker.com was the only national real estate brand.
- Mercomm's Mercury Award: "Best of Category" among all Web site entries in January 2002.

- Mercomm's Gold Astrid Award for Web site design in the "Corporate Web Site" category.
- The Communicator Awards – Award of Distinction in April 2002 for the "Web Site-Overall" category.
- The 2002 Apex Award of Excellence was awarded to coldwellbanker.com for the site's graphic design, editorial content and its ability to achieve its overall communications objectives.

The coldwellbanker.com site continues to grow in importance as a major source for home buyers and, more than ever, home sellers. The Web site's automatic Personal Retriever® function, unprecedented in the industry and represented by a Golden Retriever, fetches relevant information based on a buyer's search criteria or target interest rate, and allows sellers to request instant market analysis reports and online listing proposals. In 2002 alone, the site has connected 161,258 consumers directly to offices through Personal Retriever and more than 1.3 million people have clicked to receive contact information for Coldwell Banker® affiliates.

## The Coldwell Banker Concierge® Program – Building on a Foundation of Service

- In 2002, the National Concierge Association granted the only national residential real estate organization its prestigious membership affiliation for its Coldwell Banker Concierge program.
- The Coldwell Banker Concierge program provides a centralized, full service approach for coordinating all of the details involved in buying and selling a home – before, during and after the move. Through the company's Web site or through Coldwell Banker offices, the concierge program can help consumers arrange everything from financing and utilities to home improvement and renovation.
- The model of the program was introduced to Coldwell Banker offices in 1998 making Coldwell Banker® brand the first national real estate organization to institute a concierge program nationwide.
- To date, more than 80 percent of Coldwell Banker affiliates offer some form of Concierge Services. Over 184,000 customers enrolled in the Coldwell Banker Concierge program, due likely to the availability of its 41,800 active local and national vendors in 240 service categories.

## The Coldwell Banker® Brand – the Most Experienced in Luxury Home Sales

In 2002, Coldwell Banker sales associates were involved in the sale of 11,158 properties priced at a million dollars or more with a total sales volume of \$18.9 billion.

- The Previews International system has been a world leader in the marketing of luxury homes since 1933. The luxury home marketing program has been exclusive to Coldwell Banker® affiliates, since 1994.
- The average sales price of homes represented in the Coldwell Banker Previews International program for 2002 was \$1.7 million.
- The highest priced home represented in 2002 was \$27.5 million.

## The Coldwell Banker® Brand – Strategic Services for Special Markets

The Coldwell Banker system, through its affiliates, offers comprehensive strategic marketing programs in several special property niches including Coldwell Banker Vacation Homes for the sale of vacation and second homes, New Homes for new construction, Farm & Ranch properties, Military and University Markets. Through the comprehensive corporate Web site, coldwellbanker.com, home buyers and sellers can research listings available through the dedicated search function for each of these niche markets.

### Coldwell Banker...The Perfect Partner for Real Estate Brokers & Sales Associates

## Coldwell Banker University® – "Virtually" the Best Real Estate Classroom

The Coldwell Banker University program offers sales associates and brokers one of the most comprehensive training programs in the industry. In 2002, over 40,000 Coldwell Banker professionals took advantage of the more than 2,000 programs offered at various venues.

Among these programs, the webconnect – cbu.com live virtual classroom offered 2,900 Coldwell Banker professionals more than 500 class sessions. Webconnect training allows the student to experience the benefits of the live classroom while saving on travel costs and time away from the office.

The cbu.com Web site supports a wide variety of business training needs, including live training, teleclass sessions, video and on-demand training needs. In addition, responding to the need for a comprehensive basic branch management program, the Coldwell Banker University program has developed the ACT I – Showtime program (Accelerated Career Training for Managers). ACT I is designed to introduce new managers to basic branch management while also giving them exposure to the Coldwell Banker tools and systems.

## CBNet: The Exclusive Gateway and Portal to the World Inside the Coldwell Banker® Brand

In 2002 CBNet, the company's extensive Intranet site, accepted major industry accolades:

- Ace Award of Merit from the New York chapter of the International Association of Business Communicators.
- Honorable mention from The Communicator Awards, an international competition that recognizes outstanding work in the communications field.

Sales associates, brokers and managers within the Coldwell Banker system are part of one of the most comprehensive real estate industry network communications vehicles. In 2002, CBNet user sessions soared to more than 1.8 million representing a more than 45 percent increase from 2001.

Sales associates can download logos and images for marketing materials, acquire prospecting tools like the Business Card CD, listing tools such as company statistics and personal promotion tools like downloadable award certificates. In 2002, CBNet also allowed sales associates to download and then customize Seller and Buyer Services PowerPoint® templates with their own text and photos for a unique customer-focused presentation.

For brokers, CBNet features immediate access to recruitment tools, such as customizable templates, and a library of scripts and letters. Users can also get up-to-date mortgage information and tools in the enhanced Mortgage Resource Center. Additionally, a customizable broker e-newsletter provides brokers and managers with an easy way to manage e-mail communication within the office as well as with recruits.