



PRODUCT SUITE

PRODUCTION POWER

**COLDWELL
BANKER** 

NRT

BETTER TOOLS. BETTER RESULTS.

Coldwell Banker NRT's investment in impactful business-building tools is a direct way of boosting your **Production Power** – so you can sell more homes, make more money and work more efficiently. It's all part of our **Core 4 Values**.

We have assembled an arsenal of programs and platforms that other brokerages simply can't match. The centerpiece is **Desk**, Coldwell Banker NRT's fully integrated suite of applications, which is an agent's first and only stop to accessing our products (and other great applications) seamlessly and effectively.

Anchored in the industry's first open architecture platform, Desk is a new way to work, leveraging our scale and talent to unify products in one cohesive, integrated solution.



Products for Every Agent, at the Moments That Matter Most

Coldwell Banker NRT knows that no two agents are alike. Whether you're new to the business and looking to get experience, an established agent creating a strong referral base by building your sphere of influence, part of a team focused on relationship building within your network, or even a seasoned top producer – Desk offers a suite of products and services for every agent, at the moments that matter most to your business.

From an intuitive, easy-to-use, DIY tech suite where you control your experience, build your skills and create a marketing solution that helps you reach your personal goals, to two best-in-class concierge-level packages that marry the best in innovation and service, we pride ourselves on building solutions *with* agents, not just *for* them. At Coldwell Banker NRT, you'll find proven tools and the services you need to be most successful.



Office 365

(Business Suite Including Outlook, OneDrive, Word and More)

Conduct business and stay connected more easily than ever before with Office 365 programs like Word, PowerPoint, Excel, Skype, Yammer, Outlook and OneDrive.

Office 365 is part of the DIY tech suite.



Listing Concierge

(Three Levels of White-Glove Service for Property Marketing)

Win the listing, prove your value and turn one listing into three with Listing Concierge, a first-of-its-kind, simple-to-use platform that delivers creative, consistent property marketing – handled on your behalf.

Listing Concierge is part of the concierge program.



Design Concierge

(Agent Branding and Custom Design)

Build on the powerful Coldwell Banker® brand name by working with the Design Concierge team to create your own complementary personal brand. Order custom logos, business cards, bios and more, so you always stand out from the competition.

Design Concierge is part of the concierge program.



InTouch powered by Market Leader

(CRM, SOI and Database Management, Agent Website and Marketing Center)

InTouch provides you with core CRM capabilities, including SEO-powered, customizable agent IDX websites to support consumer home searches and lead capture, contact management to maintain those leads and your sphere of influence (SOI), and a marketing center to effectively manage communication with those contacts. A nominal co-pay for the premium version entitles you to additional valuable features.

InTouch is part of the DIY tech suite.



Prospect Square (Sphere Marketing)

Prospect Square is your virtual town square, bringing together all your contacts and all the ways you reach them into one central hub. Stay connected with clients and contacts by sending Market, Area and Quarterly Reports or opting into the Clients For Life campaign, so you are always top of mind.

Use the Market, Area and Quarterly Reports to showcase your expertise by sharing the latest local real estate statistics, trends and other valuable market information with your clients and prospects.

Prospect Square is part of the DIY tech suite.



Clients For Life* (Sphere Marketing)

Accessed through Prospect Square, the Clients For Life program helps you stay top of mind with your contacts and build stronger relationships. Automatically invite your sphere of influence to enjoy client appreciation events, participate in charitable activities and view seasonal activity guides – all branded with your contact info.

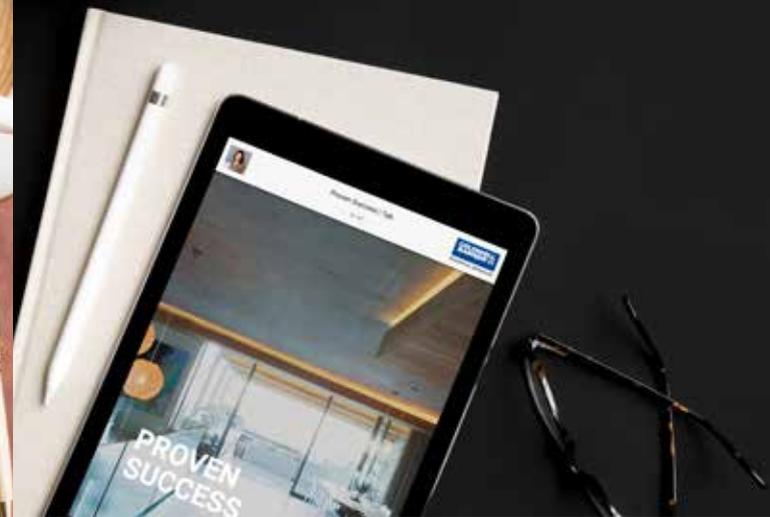
Clients For Life is part of the DIY tech suite.



Social Ad Engine (Facebook and Instagram Ad Campaigns)

Use Social Ad Engine, the social advertising DIY option, to create Facebook and Instagram campaigns for your listings, employing industry-leading algorithms to put them in front of interested buyers.

Social Ad Engine is part of the DIY tech suite.



Moxi Present (Digital Presentations and CMA)

Make a powerful first impression with Moxi Present, our digital presentation and CMA tool. Choose from a suite of professionally designed buyer, seller and luxury presentations, create your own presentations for open houses and neighborhood tours, and show potential clients market data that is updated in real time. Show clients what their commute will look like using Moxi's integration with INRIX Traffic. Then share your presentation digitally, via email or in print.

Moxi Present is part of the DIY tech suite.



MarketQuest

(Market Data Reports and Market Share)

Generate graphs and reports with MarketQuest, including data about market share, days on market, percentage of listing price as well as homes for sale, sold and pending.

MarketQuest is part of the DIY tech suite.



CBx

(Buyer Locator Data)

Utilize big data to analyze the local market, neighborhood and more. CBx is an innovative app developed exclusively for the Coldwell Banker® network that provides insight you can use to target the right buyer.

CBx is part of the DIY tech suite.



InSight

(Online Listing Activity)

Prove your online property marketing is working using InSight to show clients how many views or click-throughs their property received on sites like ColdwellBanker.com, ColdwellBankerHomes.com, realtor.com®, Zillow® and more.

InSight is part of the DIY tech suite.

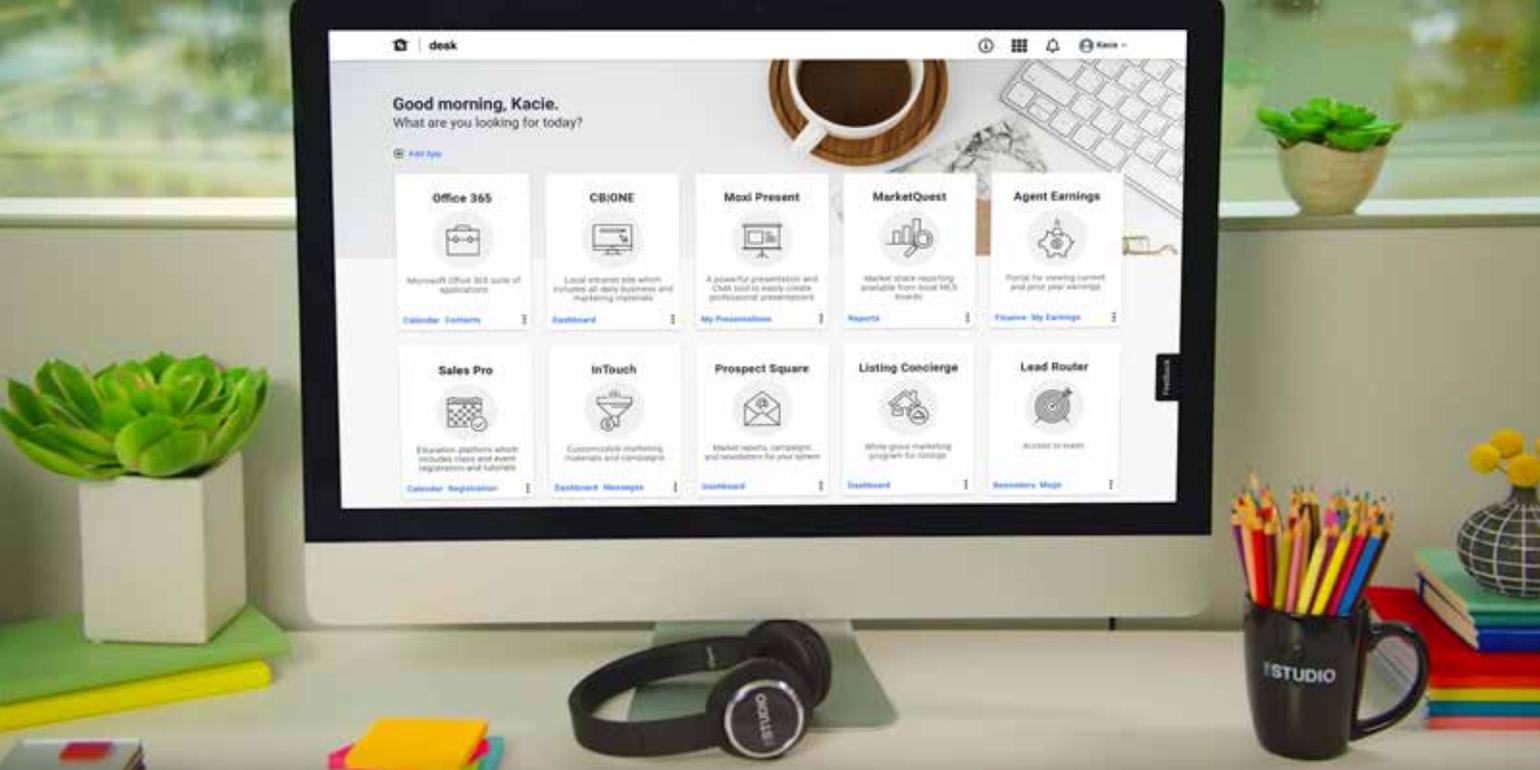


Cole Realty Resource

(Prospect Marketing and Farming)

Create mailing or calling lists quickly and easily with this powerful prospecting tool, making it easy to farm a specific demographic, area, neighborhood or even building.

Cole Realty Resource is part of the DIY tech suite.



NRT



Access to the right tools can help successfully grow your business and set you apart from the competition.

Get started at mycbdesk.com or talk to the branch manager for more information.

PRODUCTION POWER

A Core 4 Value designed to help you live an exceptional life



NRT

*Product not currently available in all markets, but launching across the country in 2019. Company materials, programs or meetings that are not for compliance purposes are optional for your use as an independent agent affiliated with the Company. Your use is not required for your continued affiliation with the Company. ©2019 Coldwell Banker Burnet, Coldwell Banker Devonshire, Coldwell Banker Del Monte, Coldwell Banker Gundaker, Coldwell Banker King Thompson, Coldwell Banker Pacific Properties, Coldwell Banker Preferred, Coldwell Banker Residential Brokerage, Coldwell Banker Real Estate Services, Coldwell Banker Residential Real Estate, Coldwell Banker United, REALTORS®. Coldwell Banker West Shell. All Rights Reserved. These brokerages fully support the principles of the Fair Housing Act and the Equal Opportunity Act. Owned by a subsidiary of NRT LLC. Coldwell Banker and the Coldwell Banker Logo are registered service marks owned by Coldwell Banker Real Estate LLC. 19FLA9_NAT_COLE_B/19