



RESIDENTIAL BROKERAGE



COLDWELL
BANKER
RESIDENTIAL
BROKERAGE

WHY COLDWELL BANKER RESIDENTIAL BROKERAGE?

FULL SERVICE REAL ESTATE ENVIRONMENT



With Coldwell Banker Residential Brokerage you receive a customized approach which includes the following:

- A personal commitment to ensure that seller and buyer are brought together in an agreement providing each with a fair and equitable "win".
- A personal pledge to uphold the Realtor Code of Ethics.
- I receive no compensation until we close the sale.

When you partner with Coldwell Banker Residential Brokerage you partner with a team dedicated to your success.

As you can see on the following pages, the strength of your Coldwell Banker team will pull together more than 200 tailor made services to help you sell your house. Take a moment to see what we will do for you.

Presented By:
Charles 'Chuck' Kraus, GRI
Office: (410) 224-4400
Office Fax: (410) 224-2258
E-mail: ckraus@mris.com
Voicemail: (410) 919-2642
Mobile: (443) 822-0700



RESIDENTIAL BROKERAGE

LOCAL EXPERTISE. GLOBAL CONNECTIONS.

The right buyer for your property could be across the street — or around the world. Coldwell Banker Residential Brokerage is connected on a global scale, reaching qualified home buyers anywhere in the world.

Nationally...

Over 800 offices in 35 of the nation's largest metropolitan markets

Coldwell Banker is part of the NRT family of companies. NRT LLC, a subsidiary of Realogy Corporation, is the nation's largest residential real estate brokerage.

Internationally...

Over 3,700 offices in 46 countries

Through our parent company, Realogy Corporation, and its associated partnerships, we have the opportunity to relocate people from around the world to the Mid-Atlantic.

Andorra	Colombia	India	The Netherlands	St. Croix
Aruba	Costa Rica	Indonesia	Nevis	St. Maarten
Australia	Denmark	Ireland	Nicaragua	St. Thomas
Austria	Dominican Republic	Italy	Norway	Sweden
Bahamas	Egypt	Jamaica	Panama	Switzerland
Bahrain	Europe	Japan	Peru	Turkey
Belgium	Faeroe Islands	Kuwait	Poland	Turks and Caicos
Belize	Finland	Latin America	Portugal	Islands
Bermuda	France	Lebanon	Qatar	United Arab Emirates
British Virgin Islands	Gibraltar	Liechtenstein	Romania	United Kingdom
Canada	Germany	Luxembourg	San Marino	United States
Caribbean	Greece	Malta	Saudi Arabia	Vatican
Cayman Islands	Greater Africa	Mexico	Scotland	Venezuela
Czech Republic	Honduras	Middle East	Singapore	
China	Hungary	Monaco	Spain	<i>*Subject to change</i>

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THE HOME SELLING PROCESS

Homeowner Decides to Sell



Offer is Accepted



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RESIDENTIAL BROKERAGE

MARKETING YOUR PROPERTY



According to the National Association of Realtors® Profile of Home Buyers and Sellers, **ONLY 3%** of today's Home Buyers found the home they purchased through print newspaper ads.

Research shows a dramatic shift from newspapers to the Internet during the home search:

- **36%** of buyers found the home they purchased through a real estate agent¹
- **36%** of buyers found the home they purchased through the Internet¹
- **12%** of buyers found the home they purchased through yard signs¹
- **2%** of buyers found the home they purchased through print newspaper ads¹
- Buyers obtain other valuable research online including school and neighborhood statistics¹

1. Data courtesy of National Association of Realtors 2009 Profile of Home Buyers and Sellers.

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BROAD EXPOSURE

As a company, we have decided to seize the best opportunities so we may offer our sellers the most exposure for their properties, the fastest response to online inquiries and the finest quality interactive programs in the industry. As the online Real Estate space evolved and home seekers began to integrate online searching into their home buying experience, Coldwell Banker Residential Brokerage has continued to keep pace with real estate buying habits.

Today, you will find your property, your agent and the Coldwell Banker brand on the most visited web sites and real estate portals on the web. Not only will you have the exposure, but your agent will promote the features most online home seekers demand: multiple photos, maps, descriptions and school and community information.



CBMove.com



ColdwellBanker.com



ColdwellBankerPreviews.com



AOL Real Estate



BaltimoreSun.com



Cyberhomes.com



FrontDoor.com



Google Base™



HomeFinder.com



IHT.com



NYTimes.com



OpenHouse.com



REALTOR.com™



Trulia.com



WallStreetJournal.com



WashingtonPost.com



Yahoo! Real Estate™



Zillow.com

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CUTTING EDGE TECHNOLOGY

Coldwell Banker has invested more resources than any other real estate company to market your property on a worldwide platform:

- \$45 million invested in online advertising, enhanced text, images and banners²
- 56,000 search terms to capture those buyers using popular search engines such as Google™, AOL, Trulia and Yahoo!®²

We respond to web buyers instantly with LeadRouter™ our exclusive³ Online Rapid Response System.

Online inquiries about your property go directly to your sales associate's phone within seconds. In the blink of an eye, your potential buyer can connect with the one sales professional who best knows your home and its unique selling features.



2. Based on the estimated retail value of NRT LLC's annual spending for REALTOR.com® and search engine advertising. Coldwell Banker Residential Brokerage is a member of the NRT family of companies. NRT has over 1,000 offices and 64,000 sales associates operating in over 35 metropolitan areas.

3. LeadRouter was developed exclusively for the Realty Corporation.

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WHAT EVERY SELLER NEEDS!

Coldwell Banker® Home Protection Plan



There are many benefits, including coverage from the time of listing.

- In 2006, the federal government changed the requirements for ALL HVAC systems to be more energy efficient. *If your AC fails, the replacement and related modification costs an average of \$2,461-\$4,400.** With a Coldwell Banker Home Protection Plan, you have coverage. This is just one of the many points of our Protection Plan coverage.
- Properties covered by a Home Protection Plan attract more buyers and sell up to 15% faster, at an average of 2.2% higher price.**
- The Coldwell Banker Home Protection Plan is inexpensive coverage against costly repairs, and *covers your property during the listing period through settlement.*

To learn more about how the Coldwell Banker Home Protection Plan can benefit you, call **1-877-310-MOVE** or visit **cbmove.com**.

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RESIDENTIAL BROKERAGE

MORTGAGE, TITLE AND INSURANCE SERVICES

Through our affiliated companies and joint ventures, we offer mortgage, title, escrow, relocation and insurance services– everything you need to assist in the home buying and selling process.

Pre-Approved Buyers

With Coldwell Banker Mortgage/Preferred Service Mortgage same-day mortgage approval, we can insure that a buyer for your property is pre-approved resulting in less time wasted on false leads. It also means you're more likely to sell your home faster.

The “phone in, move in” Advantage

When home buyers apply for Coldwell Banker Mortgage's quick “paperless” mortgage by phone, they'll guarantee a decision by the end of the day. Coldwell Banker Mortgage also guarantees to meet the closing date or reduce the interest rate by 1/8 of one percent. If you're buying as well as selling, you can also benefit from the Coldwell Banker Mortgage “phone in, move in” advantage.

Our Commitment to You...

- Same day mortgage decision
- Meet your requested closing date
- Beat any lender's price



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COLDWELL BANKER CONCIERGE®

Taking care of the details



Lifetime Privileges

As a Coldwell Banker Residential Brokerage client, we will provide these complimentary services for life. We maintain a list of pre-screened service providers in your area.

MyConnect1

Save time and stress by arranging for utility connections and other home services from one convenient Coldwell Banker web site.

Coldwell Banker
Concierge®

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RELOCATION SERVICES

Coldwell Banker Residential Brokerage's Relocation Division is your "window" to thousands of active buyers throughout the U.S. and abroad. Our fully staffed division is aligned with a network of the nation's top real estate and relocation companies. Our largest relocation resource, Cartus, represents more than 50% of the national relocation business, with over 100,000 annual transfers.

We work with corporate relocation departments across the country to assist and ensure that employees have smooth transitions into their new homes and communities.

Why you should choose Coldwell Banker Relocation Services

- Award-winning Relocation Division
- Provider of highest level of customer service
- Assist with making buying or selling connections, nationally and internationally
- Affinity Organizations - members and clients of industry-leading corporations have direct access to our full range of real estate and relocation services
- Primary broker for Cartus, the leading performance based network of market-dominant real estate brokers, serving the clients and customers of Cartus. The premier provider of global mobility management and workforce development solutions serving corporate, military, government and affinity markets.

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THE COLDWELL BANKER HERITAGE



Coldwell Banker draws upon more than 100 years of leadership and success, success that is built upon a commitment to honesty, professionalism and exceptional customer service.

In 1906, following the devastating San Francisco earthquake, young real estate associate Colbert Coldwell understood the importance of neighbors helping neighbors. The devastated city needed honest, knowledgeable and professional real estate services to help them rebuild. Coldwell launched a company dedicated to placing the customer's interest above all else – a principle that revolutionized the burgeoning real estate industry and began a proud company tradition.

In 1913, Benjamin Arthur Banker joined Coldwell's firm. Banker soon became a partner and the two built a company based upon uncompromising ethics and exceptional customer service.

One hundred years later, Coldwell Banker continues this tradition as one of the most well-known and respected real estate companies in the world.

A Tradition of Local Community Support

The Coldwell Banker Residential Brokerage Cares Foundation builds upon a history of supporting local communities through a wide variety of philanthropic and volunteering activities. The Cares Foundation is guided by local Coldwell Banker agents and employees and it is with pride that we disperse 100% of all funds raised to selected Mid-Atlantic partners.

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