

# FAB PLUS FEATURED AGENT BRANDING

YOUR LISTINGS. YOUR CONTACT INFORMATION. YOUR LEADS.



2014 - 2015 Fab Plus Featured Agent Branding Program  
April 1, 2014 through March 31, 2015



**PACIFIC PROPERTIES**

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2014 - 2015 Fab Plus Featured Agent Branding Program  
April 1, 2014 through March 31, 2015



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THE FAB PLUS  
FEATURED AGENT  
BRANDING  
PROGRAM ensures your  
contact information, not your  
office contact information is  
displayed next to your listings.




## DOMINANT WEBSITE EXPOSURE.

Your listings are automatically  
fed to nine of the most  
dominate web portals in  
real estate. Your contact  
information isn't.



## FEATURED LISTINGS.

Fab Plus Featured Agent  
Branded listings will be shown  
higher in the search results on  
Trulia.com, Homes.com, Zillow.  
com and Yahoo! Real Estate.



The **features** of the the  
Fab Plus Featured Agent  
Branding Program





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## The Fab Plus Website Partners

The Fab Plus program provides Coldwell Banker NRT Agents the opportunity to have Featured Agent Branding displayed with their listings on Zillow.com, Yahoo! Real Estate, Trulia.com, Realtor.com, Homes.com, MSN.com, AOL.com, FrontDoor.com and HotPads.com, **the nine most dominant real estate portals today.**

In January 2014, these partners saw over **232 million visits\*** to their websites combined.

Partner	Millions of Visits
AOL Real Estate	0.8
Homes.com Network	5.8
MSN Real Estate	49.9
Realtor.com	38.3
Trulia.com Network	37.0
Yahoo! Homes	16.5
Zillow.com Network	84.3

\*comScore January 2014





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## Fab Plus Featured Agent Branding

Agents who sign up for the Fab Plus Featured Agent Branding program will receive the following:

- **Featured listing position** on the top nine real estate portals
- **Your photo** on all listings
- **Your name, phone numbers and links** will display on each listing
- **All leads** from the top websites will be **delivered to you** as a Direct-to-Agent lead through HomeBase inTouch

Remember, your listings will automatically feed to Coldwell Banker and Fab Plus partner websites; your contact information will not, without being part of the Fab Plus Featured Agent Branding Program.



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## AOL Real Estate Fab Plus Featured Agent Branding

**AOL Real Estate.**

Home for SaleRentalsArticlesHome Values

Enter City, State or ZIP

SEARCH

powered by Zillow

[Main](#) [Homes for Sale](#) [Rentals](#) [Home Values](#) [News](#) [Home Finance](#) [Videos](#) [About Us](#)

Location: City, State, or ZIP

Massachusetts > Boston > Back Bay > 259 Marlborough St > APT 7

Views: 2,605

**259 Marlborough St APT 7, Boston, MA 02116**

**For Sale: \$5,500,000**

Est. Mortgage: \$21,322/mo

See current rates on Zillow

Bedrooms: 3 beds

Bathrooms: 3.5 baths

Condo: 3,280 sq ft

Lot: 2,613 sqft

Year Built: 1900

Last Sold: Mar 2013 for \$1

Heating Type: [Contact for details](#)

Listing site: [Coldwell Banker Residential Brokera...](#)

[View virtual tour](#)

PhotosMapBird's EyeStreet View

[View larger](#)

[View listing website](#) [Save this home](#) [Get updates](#) [Email](#) [more](#) [Report Listing](#)

**Description**

Meticulously renovated PH duplex on sunny side of Marlborough. Complete custom renovation of the unit in

**Get more information**

**Kevin Caulfield**  
(617) 266-4430

[Contact Agent](#)

[Learn how to appear as the agent above](#)

**Similar Homes for Sale**

**776 Boylston St UNIT E...**  
 **For Sale: \$9,250,000**  
Beds: 2    Sqft: 3647  
Baths: 3.0    Lot: 3,647

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# FAB PLUS FEATURED AGENT BRANDING

YOUR LISTINGS. YOUR CONTACT INFORMATION. YOUR LEADS.



## Homes.com Fab Plus Featured Agent Branding



[For Sale](#) [For Rent](#) [Foreclosures](#) [Home Values](#) [Mortgage](#) [Local Pros](#) [Q&A](#) [Your Account](#)

[« Back to Results](#) [For Sale](#) > [Massachusetts](#) > [Boston](#) > 259 Marlborough St 7

259 Marlborough St 7, Boston MA, 02116

\$5,500,000 | 3 br, 3 ba, 1-½ ba, 3,280 sqft, 0.06 acres

Details View

Photos View

Map View

Check Your Credit

Get Prequalified

Call Now: 617-266-4430

Request Information

I'd like more information about the listing that I found on Homes.com at 259 Marlborough St 7 (MLS: 71564038)

☒ Rates are at all time lows, get pre-qualified from a local lender!

Send

\$5,500,000

\*est. payment: \$18,380.49

Beds: 3

Sq. Ft: 3,280

Lot Size: 0.06 acres

MLS #: 71564038


Days on Homes.com: 186


Baths: 3 full & 1 half

Price per sq.ft: \$1,677

Type: Condominium

Year Built: 1900

 Kevin Caulfield  
Boston-Back Bay  
617-266-4430



Save Listing

Watch Price

Email Listing

Share

Print


See More Features


Virtual Tour

Features & Amenities of 259 Marlborough St 7

Meticulously renovated PH duplex on sunny side of Marlborough. Complete custom renovation of the unit in 2013. Three bedrooms, 3.5 baths, 2 private outdoor spaces, 1 direct access deeded parking, and private elevator that services both levels of the unit. Tranquil Master suite with custom silk wallpaper mural, marble bath, & cedar lined walk in closet. Custom Venegas Kitchen open to living/dining area ideal for entertaining. This open concept floor plan is bright and airy with 3 skylights and a double set of French doors opening to 400sqft mahogany terrace with exceptional Back Bay skyline views. There is an additional living room between the bedroom level and main living level with gas fireplace and custom built ins. Wet bar with wine fridge. 1200 sqft private roof deck with views of the Charles River and Boston Skyline. A truly exceptional home!

Home Buying Resources

 Find Foreclosures In 02116

 Request a Free Moving Quote



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## MSN Real Estate Fab Plus Featured Agent Branding

More Outlook.com Mobile Bing Make MSN your homepage

MSN Real Estate | Web | Images | Video | News | Maps

msn REAL ESTATE

bing Site Search

Like 55k Follow

Buy & Sell Rent Move Loans & Finance Home & Garden Design Center Tools Blog Video

realtor.com Official Site of the National Association of REALTORS®

Hi! Sign In Sign Up 2 Properties 2 Searches Mobile Apps

Find Homes Go

Address, City, Zip, or Neighborhood

Homes Search Results 259 Marlborough St Unit: 7 Boston, MA 02116

259 Marlborough St Unit: 7  
Boston, MA 02116

Listings Refreshed: 2 Minutes Ago

**\$5,500,000**

Estimate My Monthly Payment

Status: Active

Beds: 3 Bed

Baths: 4 Bath

# of Units: 7 Units

House Size: 3,280 Sq Ft

Lot Size: 2,657 Sq Ft Lot

Year Built: 1900

Tell Me More About This Property

Message

I would like more information regarding the property at 259 Marlborough St Apt 7 in Boston.

First Name Last Name

Email Phone Number optional

☒ Save this listing

Request More Details

Share on Facebook Twitter Google+ Pinterest Send Print Save Listing

Open House Details

No scheduled open houses  
Request a private showing

Presented by  
**Kevin Caulfield**  
Office: (617) 266-4430  
Fax: (617) 266-6010  
Email Agent  
View Agent's Website  
Agent's Other Listings

Brokered by  
Coldwell Banker Residential

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HotPads.com

Fab Plus Featured Agent Branding

**hotpads** my search create listings resources sign in create an account

259 Marlborough St 7, Bo: go for rent for sale foreclosures buy vs. rent my favorites

bedrooms 3 to 3 price \$5,500,000 to \$5,500,000 keywords save search advanced» map list

showing 1 listing information street view similar listings stats mortgage

**259 Marlborough Street #7**  
Boston, MA 02116

3 bed, 3.5 bath, 3280 ...  
259 Marlborough Street  
Boston, MA 02116  
3 Beds: \$5,500,000  
more info

Get more information  
Agent  
Kevin Caulfield  
617-266-4430

your name\*  
your email\*  
your phone number  
I'm interested in 259 Marlborough Street #7, Boston, MA 02116. Please contact me with more information!  
Contact Agent cc: and update me  
Want to appear as the agent above?

1 of 10  
See larger versions of these photos

**\$Pricing**

Beds	Baths	Sq Ft	Price
3 beds	3.5	3,280	\$5,500,000

Estimated Payment \$21,322  
See current mortgage rates

**Listings you might like**

**3 bed, 3480 sqft, \$6,500,000**  
3 bedrooms, \$6,500,000  
476 Beacon Street PENTHOUSE,  
Boston, MA 02115  
Condo for Sale  
0.3 miles away from this building

**3 bed, 3625 sqft, \$4,850,000**  
3 bedrooms, \$4,850,000  
409 Commonwealth Avenue F.

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## Realtor.com Fab Plus Featured Agent Branding

[Homes](#) [Rentals](#) [Mortgage](#) [REALTORS®](#) [Local](#) [Moving](#) [Advice](#) [News](#) [Log In](#) 

viewing: [home](#) \ [homes for sale](#) \ [massachusetts](#) \ [boston, ma](#) \ 259 marlborough st apt 7

### 259 Marlborough St Apt 7

Boston, MA 02116

Listing Refreshed:  
6 Minutes Ago




Photo 1 of 10 [Tour](#) [Larger Photos](#)

**\$5,500,000**

[Estimate My Monthly Payment](#)

Status	Active
# of Units	7 Units
Beds	3 Bed
Baths	3 Full, 1 Half Bath
House Size	3,280 Sq Ft
Lot Size	2,657 Sq Ft Lot
Year Built	1900

Tell me more about this property ▼

Message (optional)

I would like more information regarding this property at 259 Marlborough St Apt 7 in Boston.

First Name  Last Name


Email  Phone Number (optional)

[Request More Details](#)

Served by a Real Estate Professional. [Privacy Policy](#)

Share on: [Like](#) [Tweet](#) [+1](#) [Pin it](#) [Send](#) [Print](#) [Save Listing](#)


#### Open Houses

 No scheduled open houses  
[Request a private showing](#)

[Overview](#) [Photos \(10\)](#) [Schools & Neighborhood](#) [Property History](#) [Payment Options](#)


#### Property Details

Meticulously renovated PH duplex on sunny side of Marlborough. Complete custom renovation of the unit in 2013. Three bedrooms, 3.5 baths, 2 private outdoor spaces, 1 direct access deeded parking, and private elevator that



Listing Agent  
**Kevin Caulfield**  
Office: (617) 266-4430  
Email Agent  
[View Agent's Website](#)  
[Agent's Other Listings](#)

Listing Broker  
**Coldwell Banker Residential Brokerage - Boston-Back Bay**

 Office: (617) 266-4430  
Email Office  
[Visit Broker's](#)  
[Broker's Other Listings](#)

[Click here to open or](#)

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## Trulia.com Fab Plus Featured Agent Branding



Back Bay, Boston, MA

0 SAVED

Q

Sign In

See similar homes

**259 Marlborough St #7**  
Boston, MA 02116 (Back Bay)  
3 bed, 3 full, 1 partial bath Condo

★ Save

👍 Like

✕ Hide

▼

Get Prequalified


Photos (1 of 10)

↑ Street View

🗺 Map

Broker: Coldwell Banker Residen...



📷



Tags: None

Add tag

Virtual Tour



**Kevin Caulfield**  
(617) 501-3685  
👍 0

Your Name

Your Email

Phone number

Hi, I found your listing on Trulia. Please send me more information about 259 Marlborough St #7, Boston, MA 02116. Thank you.

☐ I'd like to get pre-approved by a lender


Contact Agent

By sending, you agree to Trulia's [Terms of Use](#) & [Privacy Policy](#).

Homes you might like... 

Alert

251-253 Marlborough St #2, Boston ...




\$2,099,000  
2 br 3 ba  
Condo

★ Save

👍 Like

✕ Hide

341 Beacon St #4AB, Boston MA



\$2,100,000  
3 br 2.5 ba  
1,800 sq ft

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## Yahoo! Homes Fab Plus Featured Agent Branding

**YAHOO!**  
HOMES

Find A Home  
Must-See Homes  
Home Finance  
Ideas & Projects

Search Web

Michael Mail

**259 Marlborough St Apt 7**  
Boston MA, 02116  
Condo/Townhouse

**\$5,500,000**  
Est. payment \$21,006/mo  
3 beds, 4 baths, 3,280 Sqft

f

10 photos

Meticulously renovated PH duplex on sunny side of Marlborough. Complete custom renovation of the unit in 2013. Three bedrooms, 3.5 baths, 2 private outdoor spaces, 1 direct access deeded parking, and private elevator that services both levels of the unit. Tranquil Master suite with custom silk wallpaper mural, marble bath, and cedar lined walk in closet. Custom

[Read More](#)

**Contact agent for this home**

Kevin Caulfield  
Coldwell Banker Residential  
Brokerage - Boston-Back Bay  
(617) 266-4430

Name

email@email.com

9999999999

I am interested in 259 Marlborough St Apt 7,  
Boston, MA

Your message will be sent to Zillow and the realtor  
for this listing.

**Mortgage Rates** Boston, MA, 02116

Loan amount

\$1000000

Loan type

30yr fixed

Purchase

Go

Quicken Loans NMLS 4.198% APR  
NMLS#3030 4.125% Rate

[Disclaimer](#)

**Similar Homes**

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Zillow.com

Fab Plus Featured Agent Branding

**Zillow** Homes Rentals Mortgage Rates Advice Find a Pro Local Info Digs™ More ▾ For Pros ▾ Sign In

Location: City, State, or ZIP

California > Saratoga > 95070 > 18660 Woodbank Way Views: 1,357

## 18660 Woodbank Way, Saratoga, CA 95070

**For Sale: \$2,488,888**  
Est. Mortgage: \$9,726/mo ▾

See current rates on Zillow  
A Bad Credit Score is 598, See Yours for \$1! ▾

**Bedrooms:** 4 beds  
**Bathrooms:** 3.5 baths  
**Single Family:** 3,798 sq ft  
**Lot:** 1.15 acres  
**Year Built:** 1952  
**Last Sold:** Apr 1984 for \$330,000  
**Heating Type:** Contact for details  
**Listing site:** Coldwell Banker Residential Brokers...

[View virtual tour](#)

[View listing website](#) [Save this home](#) [Get updates](#) [Email](#) [more ▾](#) [Report Listing](#)

**Description**

Absolutely The Best Value in Saratoga! Enjoy This Fabulous Mostly Built in 1990 Stunning Estate Situated On A Private 1.15 Acre Cul-De-Sac Lot! This Beauty Offers Upgrades Galore! Remodeled Kitchen and Baths! Stunning Master Suite With Amenities Galore Including A Separate Jet Tub! Separate In-Law Quarters W- Kitchen! Luxurious Formal Dining Room! Sep. Family and Living Rms! Bonus Rm! and So Much More!!!

**Get more information**

**Steve McCarrick**  
(408) 656-0788

Your Name

Phone

Email Address

I am interested in 18660 Woodbank Way, Saratoga, CA 95070.

[Contact Agent](#)

[Learn how to appear as the agent above](#)

**Experian**

Unlock your options with  
**America's #1 provider**  
of online Credit  
Reports & Scores.

[Start Now For \\$1](#)

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## Front Door Fab Plus Featured Agent Branding

**HGTV FRONTDOOR** HOUSES PEOPLE PLACES REAL ESTATE

Search FrontDoor...

**Zillow** Homes Rentals Mortgage Rates Advice Find a Pro Local Info Digs™ More For Pros Sign In or Join

Location: City, State, or ZIP

California > Saratoga > 95070 > 18660 Woodbank Way Views: 1,541

**18660 Woodbank Way, Saratoga, CA 95070**

**For Sale: \$2,488,888**  
Est. Mortgage \$9,772/mo

See current rates on Zillow  
Get pre-approved

Bedrooms: 4 beds  
Bathrooms: 3.5 baths  
Single Family: 3,798 sq ft  
Lot: 1.15 acres  
Year Built: 1952  
Last Sold: Apr 1984 for \$330,000  
Heating Type: Contact for details  
Listing site: Coldwell Banker Residential Brokers

View virtual tour

Photos Map Bird's Eye Street View

**Get more information**  
Steve McCarrick  
(408) 656-0788

Your Name  
Phone  
Email Address

I am interested in 18660 Woodbank Way, Saratoga, CA 95070.

**Contact Agent**

Learn how to appear as the agent above

**COLDWELL BANKER**


**fab+**


# FAB PLUS FEATURED AGENT BRANDING

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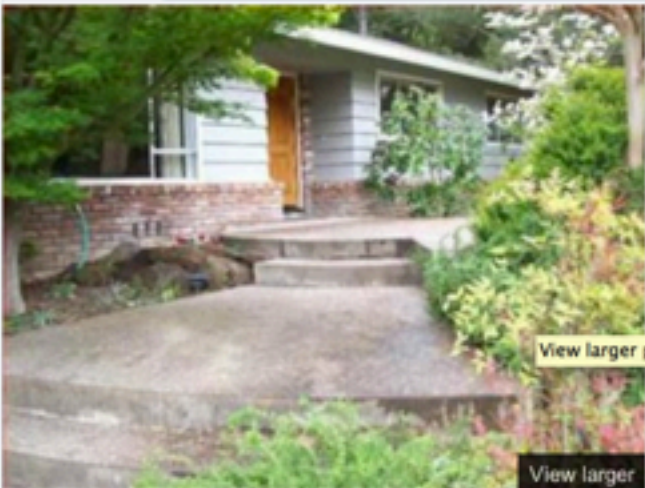
## Example of listing without Fab Plus Featured Agent Branding

 [Homes](#) [Rentals](#) [Mortgage Rates](#) [Advice](#) [Find a Pro](#) [Local Info](#) [Digs™](#) [More ▾](#) [For Pros ▾](#) [Sign In](#)

Location:  

California > Saratoga > 95070 > 14168 Pierce Rd Views: 4,330


### 14168 Pierce Rd, Saratoga, CA 95070



[View larger photos](#)

[View larger](#)

[Photos](#) [Map](#) [Bird's Eye](#) [Street View](#)

 **For Sale: \$1,849,800**

Zestimate®: \$1,738,761

Est. Mortgage: \$7,229/mo ▾

[See current rates on Zillow](#)  
[View your 2014 Credit Score instantly for \\$10](#)

Bedrooms: 3 beds

Bathrooms: 2 baths

Single Family: 1,882 sq ft

Lot: 1.32 acres

Year Built: 1960

Last Sold: Jun 2005 for \$1,500,000

Heating Type: [Contact for details](#)


[Get more info](#) [Save this home](#) [Get updates](#) [Email](#) [more ▾](#) [Report Listing](#)

#### Description


This beautiful home located on very popular part of the pierce road, near 6-7 million dollar homes with an over of 1.3 acre land, has lots of potentials. It has a remodeled kitchen, beautiful hardwood floors, tiles, and new windows.


This home features a great floor plan including a family room, eating area, formal living and dinning area. This

#### Get more information





**Mina Fotouhi**  
★★★★★ [Write a review](#)  
**8** Recent sales







**Chad West Myers**  
★★★★★ (2)  
**11** Recent sales  
(650) 397-2141






**Joanna Hsu**  
★★★★★ (7)  
**1** Recent sales  
(408) 457-1003





**Boyenga Team**  
★★★★★ (67)  
**64** Recent sales  
(650) 273-5491



☐ I am interested in 14168 Pierce Rd, Saratoga, CA 95070.

[Contact Agent](#)

☐ I want to get pre-approved.  
[Learn how to appear as the agent above](#)





# FAB PLUS FEATURED AGENT BRANDING

YOUR LISTINGS. YOUR CONTACT INFORMATION. YOUR LEADS.



## DIFFERENTIATE YOURSELF FROM YOUR COMPETITORS.

The combined agent branding power of the Fab Plus program retails from \$2,100 to over \$23,000. Competitors can't touch this offer.

## BLOCK THE COMPETITION.

By purchasing the Fab Plus Featured Agent Branding Program, competitors can't advertise on your listing detail pages.

## ONLINE LEADS.

Don't let other Agents capitalize on your online leads.

The **benefits** of the the Fab Plus Featured Agent Branding Program



# FAB PLUS FEATURED AGENT BRANDING

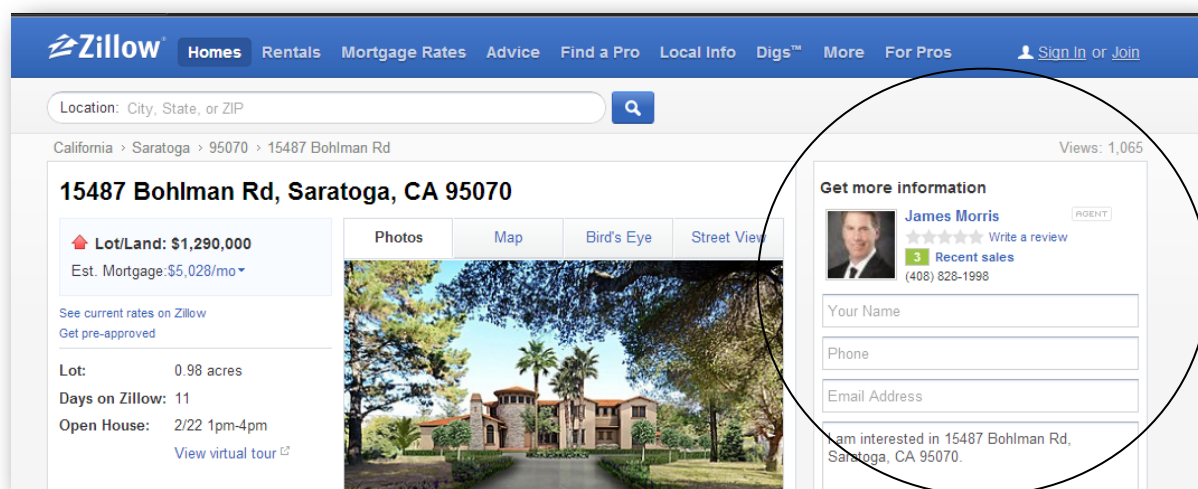
YOUR LISTINGS. YOUR CONTACT INFORMATION. YOUR LEADS.



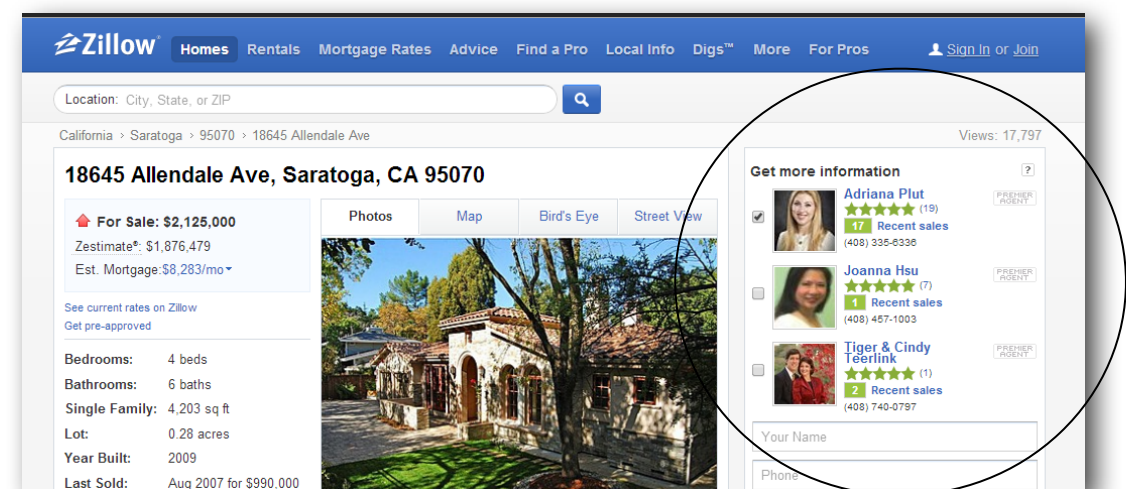
## Block The Competition

Block competitors from advertising on your listing details page.

- By purchasing the Fab Plus Featured Agent Branding program your name and contact information will appear on the listing details page for all of your listings.
- No other agent advertisement will appear on your listing detail page.
- Increase your online lead potential.



Listing details page with Fab Plus Featured Agent Branding. Competitor ads and listing information do not appear next to your listing.



Listing details page without Fab Plus Featured Agent Branding. Competitors can capitalize on your listings.



# FAB PLUS FEATURED AGENT BRANDING

YOUR LISTINGS. YOUR CONTACT INFORMATION. YOUR LEADS.



## Don't Let Other Agents Capitalize On Your Leads

You know your listings best; don't let your online leads go to floor Agents.

*"Mr. and Mrs. Seller. Each year I sign up for a program that allows me to have my contact information next to all of my listings. This is important because I know your listing best, and when a call comes in regarding your property, I want to be the real estate professional that answers those calls. Most of my competitors do not have the ability to have their contact information next to their listings, and inquires may be going to an Agent answering calls from their main office number."*

*"This program is just one more Coldwell Banker exclusive tool that sets me apart from the competition."*

# FAB PLUS FEATURED AGENT BRANDING

YOUR LISTINGS. YOUR CONTACT INFORMATION. YOUR LEADS.



## ONLINE STATS.

View detailed stats from the Coldwell Banker websites and many of the Fab Plus websites through the HomeBase inSight report; delivered to you via e-mail every Monday.

## ONLINE LEAD MANAGEMENT.

Online leads from Coldwell Banker and all of the Fab Plus website partners are sent to you via the HomeBase inTouch system. Make sure you are HomeBase inTouch Certified in order to receive leads.

Leverage Coldwell Banker exclusive **tools** in your real estate business.





# FAB PLUS FEATURED AGENT BRANDING

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## HomeBase inSight Report Exclusive to Coldwell Banker Agents

The HomeBase inSight report shows listing view statistics for each of your listings. Take a look at the exposure this agent would have missed out on if they had not taken advantage of the Fab Plus Featured Agent Branding Program.

The HomeBase inSight report is a Coldwell Banker exclusive tool accessed through the NRTGateway. You can access this tool to pull website stats for the life of the listing or a specific date range.

We have made it easier for you to access the HomeBase inSight report. Check your e-mail every Monday for an auto-generated report that you can forward to your client.



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YOUR LISTINGS. YOUR CONTACT INFORMATION. YOUR LEADS.



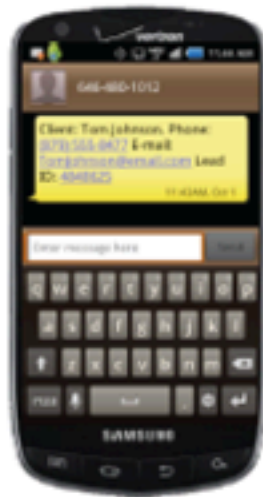
## HomeBase inTouch Lead Management System Exclusive to Coldwell Banker Agents

HomeBase inTouch provides a systematic approach to lead follow-up and contact management. The platform allows you to capture, incubate and convert online leads.



HomeBase inTouch captures leads from Coldwell Banker website partners.

Remember, we are driving leads to your listings through our online strategy.



HomeBase inTouch routes leads to you via your mobile phone.

24% of consumers take action the same day they start their real estate search and expect an immediate response, otherwise they move on to the next Agent.



HomeBase inTouch provides you with monitoring tools to update and incubate leads using a streamlined online system.

57% of consumers don't take action for 60 - 120 days; HBIT drip campaigns help you stay in front of those consumer until they are ready to take action.



HomeBase inTouch will help you improve customer satisfaction, lead conversion and sales.



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## HomeBase inTouch Lead Management System Exclusive to Coldwell Banker Agents

- Lead and client management system
- Rapid Response has never been more important to consumers
- Provides free drip marketing to stay in touch with sphere of influence, prospects, past clients
- Convenient access allows you to receive and claim leads via text or voice; leads must be accepted within 15 minutes by:
  1. Texting a reply of yes
  2. Answering the actual call
  3. Returning the call and accepting the lead
- **Remember with the Fab Plus Featured Agent Branding Program, your name and direct number is on the listing detail page; in most cases the consumer is going to make contact via the phone number listed on the listing detail page. Consumers that contact Agents directly, do not go through the HomeBase inTouch Lead Management System.**

NRTGateway.com > HomeBase inTouch (formerly LeadRouter)



# FAB PLUS FEATURED AGENT BRANDING

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## HomeBase inTouch Lead Management System Exclusive to Coldwell Banker Agents

In an effort to be a better advocate for the customer, we are instituting the 15-minute claim time on Fab Plus leads effective April 1.

This decision was based on reporting that shows approximately **97% of our leads on Fab Plus listings are going unanswered**. In a recent follow-up to consumers 24 hours after the leads were received, we found that our customers were quite displeased with the service. Sample comments are listed on the next slide.

As we continue to grow our digital strategy and really focus on driving more leads to our websites, it is imperative that the consumer be serviced well and quickly. They simply can't end up in a black hole when they reach out for more information.

**HOMEBASE** intouch



# FAB PLUS FEATURED AGENT BRANDING

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## HomeBase inTouch Lead Management System Responses From Consumers When The HRC Followed Up On the 97% Of Unanswered Leads

- No, I have not been contacted. I am at the property now and would very much like to see it.
- You must not be interested in selling this home as you never got back to me with a simple answer regarding the taxes on this property. I wonder how the sellers would feel if they knew that an interested party and a cash sale was lost because you're neglecting to respond to an inquiry. Very poor service to your clients.
- It was a pretty fruitless communication. I have pretty much struck off my list of doing any business with any Coldwell Banker company because of the response and then the failure to respond back by your agent. No response back necessary. In my view not professional at all. Chris
- I was NOT contacted after two emails and one phone message. I was contacted immediately by two other agents in the area, so I will not be going with Coldwell Banker. Jack
- I have not yet been contacted with additional information about the property. Can you please send me additional information? Additionally it will be great if I can view the property this week. Thanks, Neha
- So far I have not been contacted regarding the Carmel Valley property about which I inquired through the Trulia site. Thanks for following up! Susan
- Hello, we have not been contacted. We have also left multiple voicemails for the agent since Tuesday. We would love some info on the property soon! Nicole
- I have not been contacted, and AM interested in having an agent find me a home in the San Jose area
- No one has answered my question yet. I went to an open house and made an online inquiry. Very serious about the house but need an answer.
- While I appreciate your email, I will be looking for a different real estate company to work with like I stated in my email to Maria. I do not feel like Coldwell Banker truly wants to help me look for a house, they just want me to buy one for the commission. I have already submitted very detailed emails asking very detailed

# FAB PLUS FEATURED AGENT BRANDING

YOUR LISTINGS. YOUR CONTACT INFORMATION. YOUR LEADS.



## HomeBase inTouch Lead Management System Exclusive to Coldwell Banker Agents

HomeBase inTouch Drip Marketing Campaigns provide materials to help you incubate online leads.

- Set it and forget it
- FREE prospecting drip campaign | once a month
- Use with your personal signature
- Reminders to follow-up with a phone call every 30-60 days
- Feature a mix of graphics and text to eliminate spam
- Allow you to keep in touch with leads that are incubating 6-12 months
- Stay in touch effortlessly with your leads
- Available HomeBase inTouch Drip Marketing Campaigns:
  - Move Up Buyer Series, Legacy Series, General Series, Downsizing Client Series, First Time Home Buyer Series, Home Seller Series





# FAB PLUS FEATURED AGENT BRANDING

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## Coldwell Banker eMarketing Analytics Report Exclusive to Coldwell Banker Agents

In conjunction with the HomeBase inSight report, share the monthly eMarketing Analytics report with your clients.

This monthly report is included in each edition of **CB Briefs**, and is also included on your Intranet site.

This report includes detailed statistical information on your local Coldwell Banker website, including:

- Monthly visits
- Monthly views from some of our Fab Plus website partners
- Traffic sources
- Lead sources



# FAB PLUS FEATURED AGENT BRANDING

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Coldwell Banker  
Agents receive at  
least **60% MORE  
LEADS** on listings  
with Fab Plus Featured  
Agent Branding.\*

Fab Plus website  
partners account for  
approximately **83%**  
of the **ONLINE  
REAL ESTATE  
MARKET SHARE.**

The Fab Plus  
websites combined  
have more than  
**232 MILLION  
VISITORS** each  
month.

Use the Fab Plus stats and materials in your listing presentations. Remember, **90%** of home buyers start their search online.





# FAB PLUS FEATURED AGENT BRANDING

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## Fab Plus Stats

- Fab Plus website partners account for approximately **83% of the online real estate market share**.
- The Fab Plus websites combined, have more than **232 million visitors each month**.
- On Trulia, Homes.com, Zillow, and Yahoo! Real Estate, **Agent branded agent listings will be shown higher in the search results** which means listings will be seen more frequently than listings that do not have branding.



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## Fab Plus Stats

- HomeBase InSight reporting shows that property views increased by an average of 62%. Over 20% of Agents who purchased Fab Plus Featured Agent Branding for the first time in 2013 saw an increase in property views in the range of 100% to 1900%.\*
- We receive at least **60% more leads** on listings with Fab Plus Featured Agent Branding.\*\*
- This positive impact gets **even stronger** in higher price brackets.\*\*
  - \$1,000,000 listings – 2 times more likely to get leads.
  - \$2,000,000 listings – 3 times more likely to get leads.

\*Based on a survey of Agents who purchased the Fab Plus Featured Agent Branding for the first time in 2013.

\*\*Based on a reviews of all Fab Plus website partner leads received in 2013.





# FAB PLUS FEATURED AGENT BRANDING

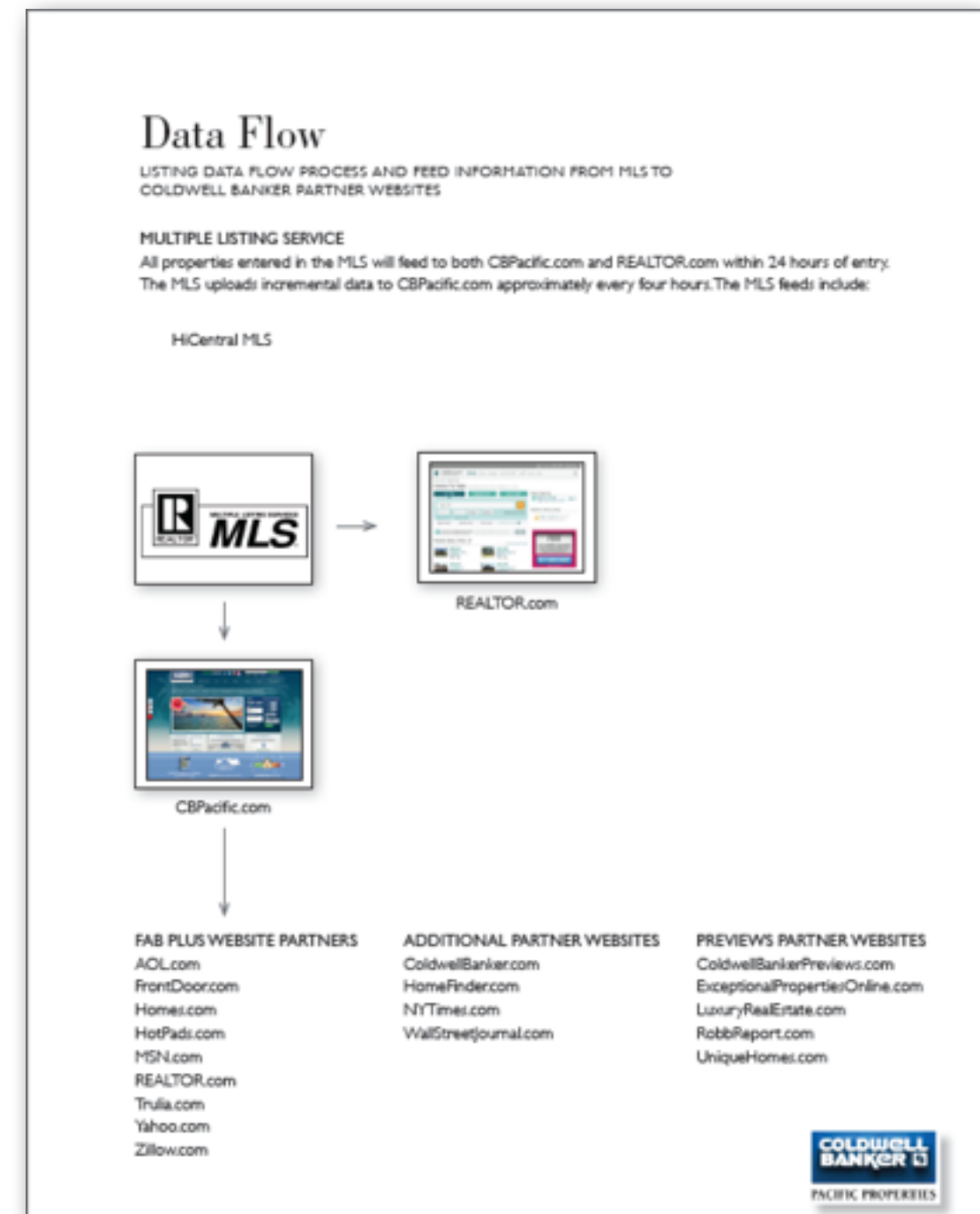
YOUR LISTINGS. YOUR CONTACT INFORMATION. YOUR LEADS.



## Understanding Listing Data Flow

Your listings **will** automatically feed to Coldwell Banker and Fab Plus partner websites

Your contact information **will not**, without being part of the Fab Plus Featured Agent Branding Program.



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## Understanding Listing Data Flow

Data Flow information is available on your Intranet site.

Information included:

- Data flow process and timing for your listings from time your listing is entered into the MLS.
- Number of photos sent to partner websites.
- Sites that accept open home information.
- Information on if the partner website is included on the HomeBase inSight report.

### Data Flow

#### CBPACIFIC.COM

All listing data is fed from CBPacific.com to the following partner websites once a day.  
Virtual Tours posted to CBPacific.com will be fed and posted to all sites listed below:

Partner Website	Number of Photos Sent	Open House Information Sent	Included on HomeBase inSight (Online Showing Report)	Notes
AOL.com	Up to 36	No	No	Enhancements will be fed to the Fab Plus partner websites once per day with the exception of Realtor.com data is fed to Realtor.com six times per day. Enhancements include expanded property descriptions and additional photos if applicable. Enhancements are made through iListHome.com/ads, accessible through NRT Gateway.com. If a Sales Associate has purchased the Fab Plus Agent Branding, their contact information and photo will appear on the listing detail page of all Fab Plus partner websites.
FrontDoor.com	Up to 25	Yes	Yes	
Homes.com	Up to 25	Yes	Yes	
Hotpads.com	Up to 25	Yes	No	
MSN.com	Up to 36	Yes	No	Trulia.com and Zillow.com syndicate listings out to additional websites*.
REALTOR.com	Up to 36	Yes	Yes	
Trulia.com	No upper limit	Yes	Yes	
Yahoo.com	Up to 25	Yes	Yes	
Zillow.com	No upper limit	Yes	Yes	

Partner Website	Number of Photos Sent	Open House Information Sent	Included on HomeBase inSight (Online Showing Report)	Notes
ColdwellBanker.com	No upper limit	Yes	Yes	Website provides a direct link to listing on iListHome.com.
HomeFinder.com	Up to 25	Yes	No	Syndicates listings out to additional websites*.
NYTimes.com	Up to 20	Yes	Yes	
WallStreetJournal.com	Up to 15	Yes	Yes	Properties over \$500,000.

Partner Website	Number of Photos Sent	Open House Information Sent	Included on HomeBase inSight (Online Showing Report)	Notes
ColdwellBankerPreviews.com	Min of 6	Yes	No	Based on city/regional Previews price-point**.
RobbReport.com (Exceptional Properties Online.com)	Up to 6	No	No	Data is fed from ColdwellBankerPreviews.com.
UniqueHomes.com	Up to 25	No	No	Based on Previews price-point of \$1 million and above**.
LuxuryRealEstate.com	12	No	No	Data is fed from ColdwellBankerPreviews.com.

\*See Coldwell Banker/VAR Partners listing presentation page for a list of websites your listing may be displayed on.

\*\*See Previews International section of iListAgents.net for additional information regarding Previews International property criteria.





# FAB PLUS FEATURED AGENT BRANDING

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## Supporting Listing Presentation Pages

Remember to utilize the listing presentations pages that speak to our dominate web presence.

**Featured Positioning**  
ON AMERICA'S TOP REAL ESTATE WEBSITES



In addition to our powerful network of more than 600 websites, your property will enjoy featured positioning on the top nine real estate websites today—AOL.com, MSN.com, Realtor.com, Trulia.com, Yahoo! Real Estate, Zillow.com, Homes.com, HGTV.com and HotPads.com—where 90% of homebuyers begin their search online. Through our exclusive partnership with these websites:

- Your home, with a detailed description and multiple photos, will be seen three times more often than it would without this enhancement
- Your home will receive at least 50% more leads!
- Leads are routed directly to your Sales Associate's work phone for immediate response

Coldwell Banker Pacific Properties is the only real estate brokerage to offer this exclusive online marketing strategy.









1 Based on number of homes.com.com hits last second page.



Fab Plus


**Leaders On The Web**  
MAXIMIZING THE ONLINE PRESENCE OF YOUR HOME

Studies show that 90% of consumers start their online home search with search engines. To tap into these buyers, we are spending \$3 million on search-engine advertising this year which includes 95,000 search terms\* on major sites including Yahoo and Google. In addition, our comprehensive Internet strategy includes displaying our clients' homes with a detailed property description and multiple photos on the leading real estate websites, including:

 <b>ColdwellBanker.com</b> Our cutting-edge website displays all active properties listed on this brand, as well as innovative search tools for prospective buyers.	 <b>Trulia.com</b> Trulia has more than eight million visitors a month, and their audience has been growing by double digits month-over-month for the past year.
 <b>Zillow.com</b> Our award-winning and industry-leading national website claims more than 50 million potential buyers among its visitors each year and provides direct links to your home listing on Zillow.com.	 <b>Zillow.com</b> With more than 15 million unique visitors monthly, Zillow.com is one of the most-visited real estate websites, allowing homeowners, buyers, sellers and real estate professionals to find and share vital information about homes.
 <b>HotPads.com</b> All of our homes on one of the country's most visited real estate websites are "enhanced listings" with six or more photos and detailed property information.	 <b>HotPads.com</b> A map-based housing search engine, HotPads.com is part of the Zillow family and boasts over 1.2 million unique visitors each month.
 <b>MSN.com</b> Through our partnership with MSN.com, with average over 20 million page views per day, your listing gets more exposure.	 <b>MSN.com</b> Through our partnership with the largest newspaper website in the world, which accounts for more than 1.2 million page views and two million unique visitors daily, we can position your property in its real estate section, bringing more exposure to your home.
 <b>Yahoo! Real Estate</b> Your property will appear in the Real Estate classified listings section of Yahoo!, one of the largest and fastest growing real estate sites in the industry.	 <b>Yahoo! Real Estate</b> Your property will appear in the Real Estate classified listings section of Yahoo!, one of the largest and fastest growing real estate sites in the industry.

There are over 600 additional Coldwell Banker Pacific Properties web partner listing sites across the country and around the globe.

\* 2011 National Association of Realtors (NAR) Study of Home Buyer and Seller Behavior in the United States, based on data from 1997 to 2010. Source: National Association of Realtors.



Leaders on the Web



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## Supporting Listing Presentation Pages

Remember to utilize the listing presentations pages that speak to our dominate web presence.



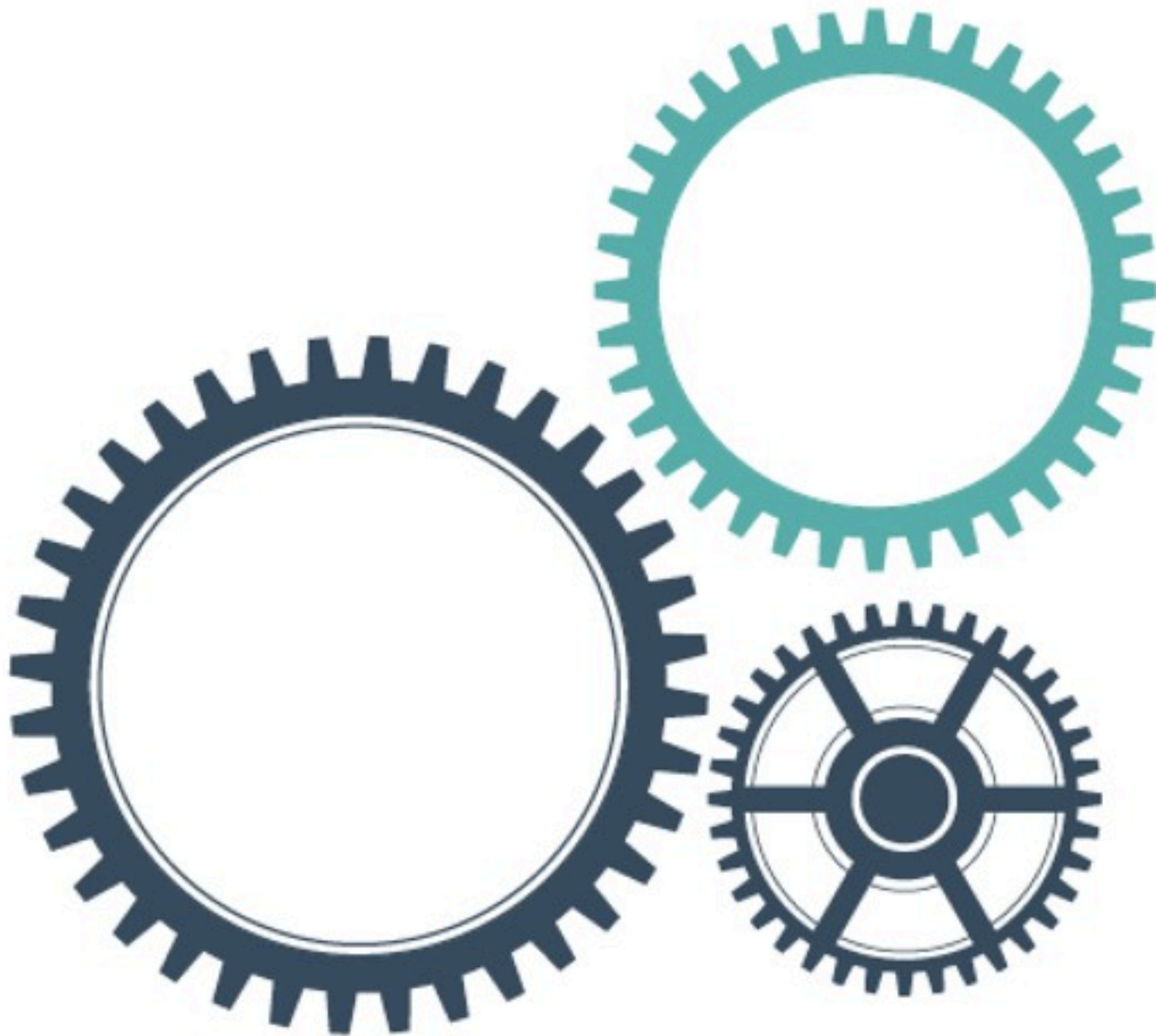
Coldwell Banker Website Partners





# FAB PLUS FEATURED AGENT BRANDING

YOUR LISTINGS. YOUR CONTACT INFORMATION. YOUR LEADS.

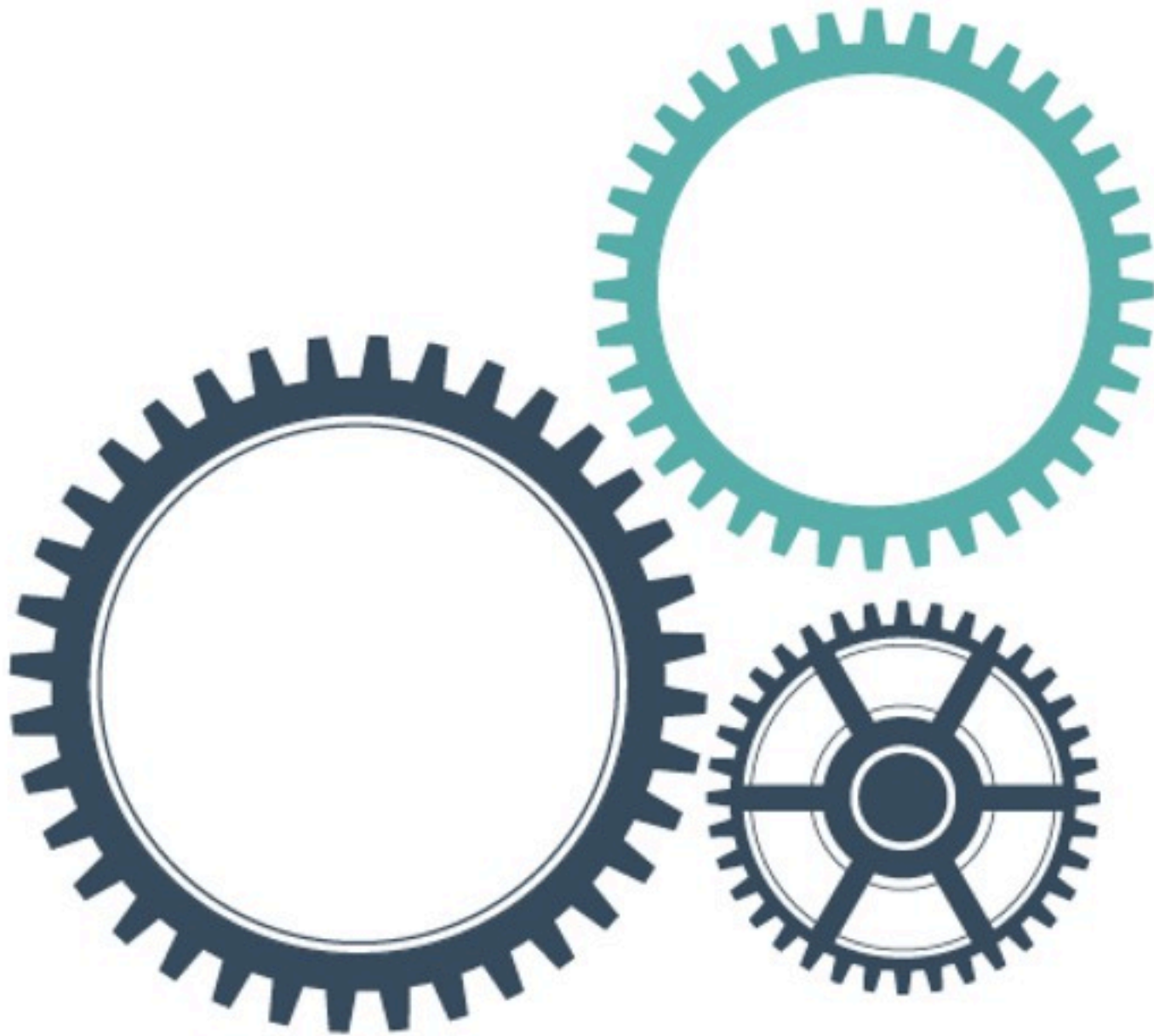


The Fab Plus Featured Agent Branding Program is a **powerful opportunity** to strategically brand yourself.



# FAB PLUS FEATURED AGENT BRANDING

YOUR LISTINGS. YOUR CONTACT INFORMATION. YOUR LEADS.



The Fab Plus Featured Agent Branding Program is a **powerful opportunity** to strategically brand yourself.





# FAB PLUS FEATURED AGENT BRANDING

YOUR LISTINGS. YOUR CONTACT INFORMATION. YOUR LEADS.



## Strategic Marketing Opportunities

The Fab Plus Featured Agent Branding Program is a **powerful opportunity** to **strategically brand** Agents, ensuring:

- Agent branding is **consistent** on all online marketing placement.
- Contact information will help **drive calls and clicks** directly to your phone and website.
- The Fab Plus Featured Agent Branding Program provides an additional layer of **exposure**.



# FAB PLUS FEATURED AGENT BRANDING

YOUR LISTINGS. YOUR CONTACT INFORMATION. YOUR LEADS.



## The Hub and Spoke Approach To Online Marketing

The Fab Plus Featured Agent Branding Program is just one part of a healthy marketing strategy. All of your spokes should work together, with one common goal, to drive consumers to your website and leads to you.



**How are you driving consumers to your website?** Are these marketing spokes included in your strategy?

- Fab Plus Featured Agent Branding
- Social Media and blog
- Video
- Direct mail
- Virtual postcards
- Property flyers
- Magazine advertising





# FAB PLUS FEATURED AGENT BRANDING

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The Fab Plus Featured Agent Branding Program **pricing and sign-up information.**



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## The Fab Plus Featured Agent Branding Program Pricing Information

The **list price** for the Fab Plus Featured Agent Branding Program is **\$350**.

**If purchased by April 15, the early bird price is \$175.** Agents can purchase via credit card or check.\*

**Beginning April 16**, the Fab Plus Featured Agent Branding Program list price of \$350 goes into effect. Agents can only purchase via credit card.

Agents who purchase later in the year will be charged a prorated portion of the \$350.

Agent branding will appear on listings within 72 hours if paying by credit card. If paying by check, branding may take up to two weeks to appear.

\*Checks can be processed through your Office Administrator or Marketing Coordinator through April 15.





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## Fab Plus Proration Schedule

Agents can purchase the 2014-2015 Fab Plus Featured Agent Branding beginning March 3.

Agents that don't purchase during the early bird pricing, can purchase the Fab Plus Featured Agent Branding at the **prorated costs** below.

### Credit Card Transaction Date

From	To	Cost
<b>03/03/2014</b>	<b>04/15/2014</b>	<b>\$175</b>
04/16/2014	04/30/2014	\$350
05/01/2014	05/31/2014	\$310
06/01/2014	06/30/2014	\$275
07/01/2014	07/31/2014	\$245
08/01/2014	08/31/2014	\$225
<b>09/01/2014</b>	<b>09/30/2014</b>	<b>\$180</b>
10/01/2014	10/31/2014	\$155
11/01/2014	11/30/2014	\$110
12/01/2014	12/31/2014	\$85
01/01/2015	02/13/2015	\$40



# FAB PLUS FEATURED AGENT BRANDING

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## Leverage The 2014-2015 Fab Plus Featured Agent Branding In Your Listing Appointments

**Even if you don't currently have listings**, take advantage of the \$175 early bird pricing now. Pricing goes up to \$350 beginning April 15, and the prorated amount does not drop to the early bird pricing until September.

In your listing appointments, talk about the features of the Fab Plus Featured Agent Branding Program and how the program **sets you apart** from your competitors.

**Remember, by having your contact information next to your listing, consumers are more likely to contact you directly.** Don't let leads go to floor Agents or even your competitors.





# FAB PLUS FEATURED AGENT BRANDING

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## Competitors Can't Touch This Offer

The combined agent branding power of the Fab Plus Featured Agent Branding Program **retails from \$2,100 to over \$23,000** (depending on the number of annual listings).

Listings	Realtor.com	Homes.com	Trulia.com	Zillow.com	Competitor Pricing*	Coldwell Banker Pricing**
0 to 3	\$273	\$839	\$468	\$588	\$2,168	\$175
4 to 10	\$496	\$839	\$1,188	\$588	\$3,111	\$175
11 to 25	\$1,053	\$839	\$2,388	\$3,138	\$7,418	\$175
26 to 50	\$1,820	\$839	\$4,200	\$5,688	\$12,547	\$175
51 to 75	\$2,606	\$839	\$6,090	\$8,238	\$17,773	\$175
76 to 100	\$3,475	\$839	\$7,980	\$10,788	\$23,082	\$175

The program is provided to Coldwell Banker NRT Agents for the **early bird price of \$175** for an entire year of Agent branding.

\*Pricing for four of the seven Fab Plus partner websites.

\*\* Pricing for four of the seven Fab Plus partner websites. Pricing also includes featured agent branding on FrontDoor.com, Yahoo Real Estate, AOL Real Estate and MSN.com. Pricing only applies for early bird pricing from March 3 to April 15.



# FAB PLUS FEATURED AGENT BRANDING

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## Signing Up For The Fab Plus Featured Agent Branding Program\*



- Navigate to [www.NRTGateway.com](http://www.NRTGateway.com); Enter your user name and password.
- Agent experiencing any difficulties should either click the “Forgot your password?” link or call the NRT Help Desk at 877.678.4357.
- Click on the Featured Agent Branding Plus! tile (see tile below) to begin sign-up process.

### Featured Agent Branding Plus!



\*This process only applies to Agents paying by Credit Card. Checks can be processed through your Office Administrator or Marketing Coordinator through April 15.



# FAB PLUS FEATURED AGENT BRANDING

YOUR LISTINGS. YOUR CONTACT INFORMATION. YOUR LEADS.



## Credit Card Ordering Early Bird Period (March 3 through April 15)

- Agents enter their credit card information and billing address, and then click on the “Submit Payment” button.
- The screen displays the amount they are being charged, and the time period that is covered.
- Payments will brand the Agent that is logged into the NRTGateway.
- All Transactions are non-refundable.

### Featured Agent Branding Program

Enhance your presence for listings the FAB Plus partners websites: Realtor.com, Trulia, Zillow, Homes.com, Yahoo Real Estate, AOL Real Estate and MSN Real Estate

(Agent profile information will begin displaying on the FAB Plus partners website during the first week of April)

**NRT Annual Fee: ~~\$350~~**



**Early Registration: \$175**

(All transactions are non-refundable)

(For Featured Agent Branding from March 3, 2014 to March 31, 2015.)

Fields marked with an asterisk (\*) are required.

#### Step 1 - Please enter your credit card information.

- \* Card Type:   
- \* Card Number:  (No Dashes or Spaces)
- \* Expiration Date:
- \* CVV Security Code:  [What's this?](#)

#### Step 2 - Please enter your credit card billing address as it appears on your credit card statement.

- \* First Name:
- \* Last Name:
- Company Name:
- \* Street Address 1:
- Street Address 2:  Unit #, Apt #
- \* City:
- \* State:
- \* Zip:
- ☐ Save this address for future use.

#### Step 3 - To submit your credit card payment, please click the Submit Payment button.

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## Credit Card Ordering List Price Period (Beginning April 15)

- Agents enter their credit card information and billing address, and then click on the “Submit Payment” button.
- The screen displays the amount they are being charged, and the time period that is covered.
- Payments will brand the Agent that is logged into the NRTGateway.
- All Transactions are non-refundable.



**Realtor.com Agent Branding Program**

Enhance your presence for listings the FAB Plus partners websites: Realtor.com, Trulia, Zillow, Homes.com, Yahoo Real Estate, AOL Real Estate and MSN Real Estate  
(Agent profile information will begin displaying on the FAB Plus partners website during the first week of April)

**NRT Annual Fee: \$350** (All transactions are non-refundable)  
(For Featured Agent Branding from March 3, 2014 to March 31, 2015.)

Fields marked with an asterisk (\*) are required.

**Step 1 - Please enter your credit card information.**

\* Card Type:   

\* Card Number:  (No Dashes or Spaces)

\* Expiration Date:

\* CW Security Code:  [What's this?](#)

**Step 2 - Please enter your credit card billing address as it appears on your credit card statement.**

\* First Name:

\* Last Name:

Company Name:

\* Street Address 1:

Street Address 2:  Unit #, Apt #

\* City:

\* State:

\* Zip:

☐ Save this address for future use.

**Step 3 - To submit your credit card payment, please click the Submit Payment button.**



# FAB PLUS FEATURED AGENT BRANDING

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## Credit Card Ordering Prorated (Beginning May 1)

- Agents enter their credit card information and billing address, and then click on the “Submit Payment” button.
- The screen displays the amount they are being charged, and the time period that is covered.
- Payments will brand the Agent that is logged into the NRTGateway.
- All Transactions are non-refundable.



### Featured Agent Branding Program

Enhance your presence for listings the FAB Plus partners websites: Realtor.com, Trulia, Zillow, Homes.com, Yahoo Real Estate, AOL Real Estate and MSN Real Estate  
(Agent profile information will begin displaying on the FAB Plus partners website during the first week of April)

**NRT Annual Fee: ~~\$350~~**  
**Pro-Rated: \$110** (All transactions are non-refundable)  
(For Featured Agent Branding from March 3, 2014 to March 31, 2015.)

Fields marked with an asterisk (\*) are required.

**Step 1 - Please enter your credit card information.**

\* Card Type:   

\* Card Number:  (No Dashes or Spaces)

\* Expiration Date:

\* CVV Security Code:  [What's this?](#)

**Step 2 - Please enter your credit card billing address as it appears on your credit card statement.**

\* First Name:

\* Last Name:

Company Name:

\* Street Address 1:

Street Address 2:  Unit #, Apt #

\* City:

\* State:

\* Zip:  ☐ Save this address for future use.

**Step 3 - To submit your credit card payment, please click the Submit Payment button.**

# FAB PLUS FEATURED AGENT BRANDING

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## The Fab Plus Featured Agent Branding Program Payment By Check

- Agents will have the opportunity to pay by check beginning March 3 and ending on April 15.
- All checks must be made out to NRT LLC in the amount of \$175.
- Checks should be forwarded to your local Finance Department.
- Local Finance will record the checks through Trident and then batch them to Louisa Guzzo with NRT Finance. Checks can be sent to Madison as frequently as desired.
- The last day checks can be entered into Trident is April 15. **Checks cannot be accepted after April 15.**





# FAB PLUS FEATURED AGENT BRANDING

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## Important Team Information

### The Fab Plus Featured Agent Branding Program

Before signing up and purchasing the Fab Plus Featured Agent Branding Program, it is important to note the following:

- The Agent who signs into the NRTGateway dashboard, with their user name and password, is the Agent the Fab Plus Featured Agent Branding will be applied to.
- If you are a member of a team, you must sign in as the Agent whose MLS ID code is used when inputting listing into the MLS.
- If you are a member of a team and your team uses a team MLS ID code, please see your Office Administrator or Marketing Coordinator for assistance.

# FAB PLUS FEATURED AGENT BRANDING

YOUR LISTINGS. YOUR CONTACT INFORMATION. YOUR LEADS.



## The Fab Plus Featured Agent Branding Program Next Steps and Action Items

### ACTION ITEM #1

Make sure your profile is updated on your local website. The Fab Plus Agent branding information will automatically pull the information from your profile and post it to the property detail pages on the Fab Plus partner websites.

- Photo (fed by CBPacific.com)
- Phone number (fed by HR, please contact your office Marketing Lead to update)
- E-mail address (fed by HR, please contact your office Marketing Lead to update)
- Website links (fed by CBPacific.com)





# FAB PLUS FEATURED AGENT BRANDING

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## The Fab Plus Featured Agent Branding Program Next Steps and Action Items

### **ACTION ITEM #2**

Make sure you are HomeBase inTouch certified; remember, Agents who are not HomeBase inTouch certified, will not receive online leads through the HomeBase inTouch lead management platform

- If you are not yet certified you have the option of a Propel On-Demand. Sign up through the Propel On-Demand section of your Intranet site.

### **ACTION ITEM #3**

Periodically check your listings on the Fab Plus partner websites.

- We are able to offer the low rate because the posting is automated. Because this is a data feed there may be times that your information may need to be adjusted. If you find anything that needs to be adjusted please see your Office Administrator or Marketing Coordinator.



# FAB PLUS FEATURED AGENT BRANDING

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## The Fab Plus Featured Agent Branding Program Next Steps and Action Items

### ACTION ITEM #4

Take the time to enter your personal profiles on Realtor.com, Zillow.com and Trulia.com.

- Featured Agent Branding means that the Agent's photo and contact information will be posted on the listing detail page on the Fab Plus partner websites.
- Agents also have the opportunity to complete their personal profiles on Realtor.com, Trulia.com and Zillow.com. Some information is automatically fed to these websites. It is the responsibility of the Agent to complete their profiles on these websites.
- Step-by-step instructions are available on your Intranet site.

The screenshot shows a Zillow search results page for "saratoga ca". The page displays a list of real estate agents with their profiles, ratings, and recent sales. The agents listed are Linda Baker, Alex Bouja, and Therese Swan, all marked as "PREMIER AGENT" and "FEATURED".

Agent Name	Phone Number	Roles	Rating (Stars)	Recent Sales	Status
Linda Baker	(408) 827-1739	Short-Sale, Relocation, Listing Agent, Buyer's Agent	5 (7)	18	FEATURED
Alex Bouja	(408) 780-0288	1 listing, Listing Agent, Buyer's Agent, Consulting	5 (9)	3	FEATURED
Therese Swan	(408) 656-8240	2 listings, Listing Agent, Buyer's Agent, Consulting	5 (5)	45	FEATURED



# FAB PLUS FEATURED AGENT BRANDING

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## The Fab Plus Featured Agent Branding Program 2014-2015 Program Review

- The Fab Plus Featured Agent Branding Program provides Coldwell Banker Agents with tools the **competition just can't touch**.
- The Fab Plus Featured Agent Branding Program ensures **your contact information**, not your office contact information is **displayed next to your listings**.
- **Dominate website exposure.** Your listings are automatically fed to nine of the most dominate web portals in real estate. Your contact information isn't.
- Featured listings. Fab Plus Agent branded listings will be shown **higher in the search results** on Trulia.com, Homes.com, Zillow.com and Yahoo! Real Estate.



# FAB PLUS FEATURED AGENT BRANDING

YOUR LISTINGS. YOUR CONTACT INFORMATION. YOUR LEADS.



## The Fab Plus Featured Agent Branding Program 2014-2015 Program Review

- **Differentiate yourself from your competitors.** The combined agent branding power of the Fab Plus program retails from \$2,100 to over \$23,000. Competitors can't touch this offer.
- **Coldwell Banker NRT Agents pay \$175 for an entire year of Agent branding for unlimited listings.**
- **Block the competition.** By purchasing the Fab Plus Featured Agent Branding Program, competitors can't advertise on your listing details page.
- **Don't let other Agents capitalize on your online leads.** You know your listings best, don't let floor Agents take calls on your listings.





# FAB PLUS FEATURED AGENT BRANDING

YOUR LISTINGS. YOUR CONTACT INFORMATION. YOUR LEADS.



## The Fab Plus Featured Agent Branding Program 2014-2015 Program Review

- The Fab Plus website partners are linked to **Coldwell Banker exclusive tools**.
- View **detailed stats** from the Coldwell Banker websites and many of the Fab Plus websites through the **HomeBase inSight report**; delivered to you via e-mail every Monday.
- **Online Lead Management.** Online leads from Coldwell Banker and all of the Fab Plus website partners are sent to you through HomeBase inTouch. Make sure you are HomeBase inTouch Certified in order to receive leads. Leads must be claimed within 15 minutes.



# FAB PLUS FEATURED AGENT BRANDING

YOUR LISTINGS. YOUR CONTACT INFORMATION. YOUR LEADS.



## The Fab Plus Featured Agent Branding Program 2014-2015 Program Review

- We receive at least **60% more leads** on listings with Fab Plus Featured Agent Branding.
- Fab Plus website partners account for approximately **83% of the online real estate market share**.
- Remember, **90% home buyers start their search online**.





# FAB PLUS FEATURED AGENT BRANDING

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## The Fab Plus Featured Agent Branding Program 2014-2015 Program Review

- Sign up now through April 15 and take advantage of the early bird pricing of \$175. On April 16 the Fab Plus Featured Agent Program pricing increases to \$350.
- Fab Plus Featured Agent Branding. Your listings. Your contact information. Your leads. \$175 for an entire year of Agent branding on nine of the most dominate real estate websites.
- Sign up through the Fab Plus Featured Agent Branding tile on the NRTGateway; [www.NRTGateway.com](http://www.NRTGateway.com).
- Remember if you signed up for the 2013-2014 Fab Plus Featured Agent Branding Program, your branding will be turned off beginning April 15. Don't let your Agent Branding lapse.



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## The Fab Plus Featured Agent Branding Program 2014-2015 Program Review

- **Learn more** about the 2014-2015 Fab Plus Featured Agent Branding Program through the Fab Plus *Propel* classes. The *Propel* schedule is accessible through your Intranet website.

**propel**  
skill development

Coldwell Banker Exclusive Classes  
That Fit Your Schedule

**Featured Live Web Classes**  
Sign-ups are required 30 minutes prior to class start times.

<b>2014-2015 Fab Plus Featured Agent Branding</b> Monday, March 3   3:00 p.m. (pacific) <a href="#">Click here to sign-up</a>	<b>2014-2015 Fab Plus Featured Agent Branding</b> Friday, March 28   3:00 p.m. (pacific) <a href="#">Click here to sign-up</a>
<b>2014-2015 Fab Plus Featured Agent Branding</b> Friday, March 7   10:00 a.m. (pacific) <a href="#">Click here to sign-up</a>	<b>2014-2015 Fab Plus Featured Agent Branding</b> Wednesday, April 2   11:00 a.m. (pacific) <a href="#">Click here to sign-up</a>
<b>2014-2015 Fab Plus Featured Agent Branding</b> Thursday, March 23   10:00 a.m. (pacific) <a href="#">Click here to sign-up</a>	<b>2014-2015 Fab Plus Featured Agent Branding</b> Tuesday, April 8   3:00 p.m. (pacific) <a href="#">Click here to sign-up</a>
<b>2014-2015 Fab Plus Featured Agent Branding</b> Thursday, March 20   10:00 a.m. (pacific) <a href="#">Click here to sign-up</a>	<b>2014-2015 Fab Plus Featured Agent Branding</b> Monday, April 15   9:00 a.m. (pacific) <a href="#">Click here to sign-up</a>

Propel On-Demand classes can be accessed in the Propel section of myRtCafe.  
NRTGateway.com > myRtCafe > Marketing > Skill Development > Propel

**Propel Skill Development**  
With Propel Skill Development, you're able to choose an educational path that works best for you and your business. Whether you're interested in social media, technology, or you're just starting out and need to get up-to-speed with Coldwell Banker tools and applications, Propel tracks are designed to expand your knowledge in the area(s) most important to you. Just choose a track and count on Propel to guide you through the classes you need to fine tune your skills and grow your business. You're busy with work, so let Propel work for you.

<b>Coldwell Banker Essentials I Track</b>	<b>Coldwell Banker Essentials II Track</b>	<b>Business Essentials Track</b>
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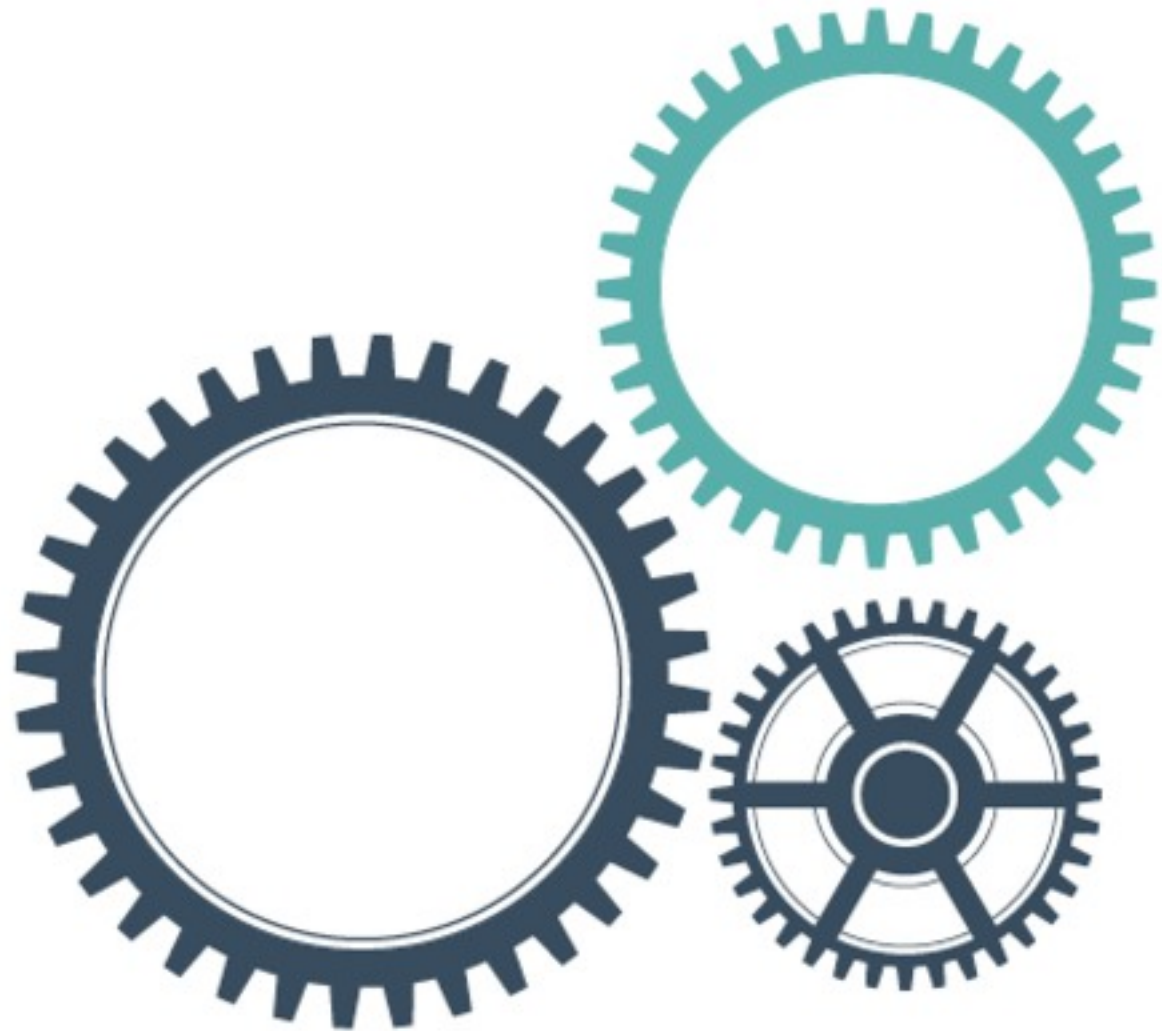
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*Propel* is a new skill development platform that allows you to become more familiar with Coldwell Banker Pacific Properties exclusive tools and applications.



# FAB PLUS FEATURED AGENT BRANDING

YOUR LISTINGS. YOUR CONTACT INFORMATION. YOUR LEADS.



Put your **marketing gears** in **motion** and sign up for the **2014-2015 Fab Plus Featured Agent Branding Program** today.





A black and white photograph showing a hand holding a pen, writing the words "Thank you" in a cursive script on a white surface. The pen is positioned at the end of the word "you", and a soft shadow is cast to the right. The text is written diagonally across the frame.

Thank you

**COLDWELL  
BANKER** 

RESIDENTIAL BROKERAGE



Coldwell Banker | The Place To Be