



ASSOCIATE WITH

DISTINCTION

**Coldwell Banker Commercial<sup>®</sup>**  
Services & Resources



**COLDWELL  
BANKER  
COMMERCIAL**



## The Coldwell Banker Commercial<sup>®</sup> Distinction

With more than 3,900 Associates in over 350 markets, and more CCIMs than any other real estate company, it is easy to understand why **Coldwell Banker Commercial<sup>®</sup>** is considered a leader in the commercial real estate industry. Recently, Coldwell Banker Real Estate Corporation was named the #1 Real Estate Franchise in America by *Franchise Times* magazine – one of numerous accolades the company has received over the years.

The **Coldwell Banker Commercial** name symbolizes integrity, honesty and professionalism. Since 1906, Coldwell Banker has meant real estate, and it is this instant name recognition that will open doors for you. Being a part of an international organization increases your exposure in your local market, creating significant opportunities.

**Coldwell Banker Commercial** has the resources you need to be successful, helping you build a reputation for providing exceptional service.

# Advertising & Public Relations

Advertising plays a key role in representing you as a seasoned professional. With brand image ads in high-end trade publications, the **Coldwell Banker Commercial**<sup>®</sup> brand is positioned as an industry leader on a national level. Increasing brand awareness and driving more leads directly to you is the cornerstone of the **Coldwell Banker Commercial** national campaign.

The national and regional co-op advertising campaigns touch millions of potential clients per year, and offer strong, unrivaled advantages.

Through coverage and relations with the press, **Coldwell Banker Commercial** is frequently called upon as the authority on commercial real estate. This supplies local and national recognition opportunities for real estate professionals in an array of media outlets.

*Our highly visible promotional programs increase the **Coldwell Banker Commercial** brand awareness*

**RETAILTRAFFIC**  
Where real estate, retail and development meet

**National Real Estate**  
INVESTOR

**THE WALL STREET JOURNAL**

## Business Tools

Powerful business tools enforce the **Coldwell Banker Commercial** commitment to helping you develop profitable relationships:

■ *The Wall Street Journal* program builds brand awareness and helps you obtain listings. Advertisements also feature the newest recruits from national and regional competitors.



- Regional co-op advertising places your property listings in front of users and investors, increasing lead generation.

- The Personal Action Plan helps you develop goals and performance objectives, as well as set personal Annual Financial Goals.

- Printed marketing materials allow you to present your services with a clean, polished, and professional look – quickly, easily and economically.

- Reis, Inc. market reports grant you access to Office, Multi-Family, Retail and Industrial information on over 80 markets.

- *InstantClientAccess*<sup>sm</sup>, a transaction management tool, greatly enhances your productivity while allowing your clients to have access to their information in a completely secure environment.

- The many “best-of-class” PowerPoint® templates give you ready-made materials for tenant representation presentations, listing presentations and more.

- MarketU enables you to put your services and listings on an interactive business card CD!

## Business Development Groups

Designed to help position you as the expert and differentiate you in your local market, the **Coldwell Banker Commercial**<sup>®</sup> Business Development Groups support the marketing efforts of Office, Industrial, Retail, Hospitality, and Multi-Family properties as in acquiring Property Management assignments. These groups support users around the country, and each group member must meet certain qualifications to ensure the high level of experience and quality service that is associated with the **Coldwell Banker Commercial** name.

Property-specific marketing materials are also available to you for maximum impact on listing presentations.



## Technology

Today, technology plays an important role in contributing to your success. **Coldwell Banker Commercial** offers electronic products and systems designed to increase your productivity and provide the best service available.



■ **Coldwell Banker Commercial® Online –**  
**<http://www.coldwellbankercommercial.com>**

The innovative **Coldwell Banker Commercial** website offers an enormous database of sale and lease property listings that reaches millions of users, promoting your capabilities and properties. This site connects you with potential clients and delivers leads directly to you.

■ **CBNet**  
**<http://cbnet.coldwellbanker.com>**

CBNet is the **Coldwell Banker Commercial** intranet site, and it places all of the **Coldwell Banker Commercial** products and services at your fingertips. With this valuable tool, you can download statistics, images and logos, customized marketing materials, PowerPoint® presentations, and more to help you list and prospect.

- Access the most up-to-date **Coldwell Banker Commercial** information and proprietary tools like MarketConnect and The Marketing Center.
- Utilize dozens of different resources to help you in your daily activities.
- Order materials and products online for local prospecting, farming, advertising and much more!

### ■ **MarketConnect®**

This electronic marketing system combines the value of pre-designed marketing materials with the functionality of an email management application. It includes newsletters, postcards, announcements and property flyers.

### ■ **The Marketing Center**

By taking the hassle out of creating your own advertisements, postcards, flyers, brochures, and press releases, The Marketing Center allows you to create a comprehensive portfolio of products instantly. You can edit text, upload your own photos, and resize materials – all online – to meet your needs. Once you have created your products, you can download them straight to your hard drive, or email them directly to your printer or publisher.

### ■ **Virtual University**

Virtual University is a convenient and flexible learning environment that fits your busy schedule. This high-quality, cost-effective training solution offers courses that range from beginner to advanced levels and covers a wide range of topics including commercial real estate, sales and leasing techniques, marketing, Microsoft® Office® courses, mentoring, and management.

### ■ **InstantClientAccess<sup>sm</sup>**

With its powerful collaborative features such as Gantt Charts, Team Rosters, Property Profile Sheets, Milestones, Tasks and Communications (Files, Links, Notes), *InstantClientAccess<sup>sm</sup>* can greatly enhance your productivity. All you need is an internet browser and you, your staff, clients and vendors can be sharing deal information in minutes. Its easy-to-use interface allows you to setup projects in a few clicks and store color property brochures, photos, reports and much more.



## Business Advantage Program

Added value and cost savings are what you can expect with the **Business Advantage Program**.

This program provides you with considerable savings on items such as computers, office supplies, telephone service, overnight express delivery service, insurance, healthcare services and more. Developing innovative solutions while providing savings and benefits is the foundation of the **Business Advantage Program**.

## Awards

Your achievements will be recognized and celebrated! Strive to be the best and you will be rewarded for your success and serve as an inspiration to others.

**Coldwell Banker Commercial**<sup>®</sup> grants designations in four categories – Platinum, Gold, Silver and Bronze Level Circle of Distinction. Additional associate award categories include Number One Producer, Globally; Top Five Producers, Globally; Number One Producer, Regionally; Top Five Producers, Regionally; and Number One Associate by State, among many others.

Winners are listed on CBNet and receive publicity on a national and local level.

## Events

The **Coldwell Banker Commercial**<sup>®</sup> Global Commercial Conference (GCC) is an unbeatable event featuring information-packed educational sessions, awards celebration, and a tradeshow with vendors that offer services to help increase your business. The GCC is attended by hundreds of **Coldwell Banker Commercial** associates and offers you outstanding networking opportunities with your colleagues!

An all-star lineup of speakers and educational sessions compliment the Global Awards Ceremony, where Top Producers are recognized and honored for their superior performance.

All Top Producing associates who qualify receive an invitation to the annual Circle of Distinction Event. This “invitation only” event offers Platinum, Gold, Silver, and Bronze members referral opportunities, exceptional education and deal-making sessions with their Top Producing peers.

You can also attend one of the industry organizations’ regional events, where training and networking abound. Since these events are closer to your markets, you will have a chance to meet local **Coldwell Banker Commercial** companies and create relationships to exchange best practices and business leads.

## Education

Continuing your education makes you a knowledgeable and well-rounded professional. Educational options within **Coldwell Banker Commercial** virtually guarantee your success.



With a wide range of training sessions, you will have access to the most comprehensive and up-to-date curriculum that is unparalleled by any other organization in the industry. Both instructor-lead and online training focuses on maximizing your capabilities, ensuring you a profitable and productive career.

**Coldwell Banker Commercial**<sup>®</sup> has more Certified Commercial Investment Members (CCIMs) than any other national company. As a CCIM holds what is considered the highest designation attainable in commercial real estate, **Coldwell Banker Commercial** has specially-negotiated rates that will help you become a CCIM candidate and participate in course work at a significant discount.

## Join Us

Now is the time to join **Coldwell Banker Commercial** and experience the winning attitude of a growing, professional, international real estate organization. Become a part of a team whose members can count on one another for support and share a vision of working hard to be the best.

**Coldwell Banker Commercial – Distinctly Different.**



[www.coldwellbankercommercial.com](http://www.coldwellbankercommercial.com)

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