



COLDWELL BANKER



The Luxury Property Specialist's Guidebook

COLDWELL BANKER GLOBAL LUXURY®

HOME TO THE EXTRAORDINARY

*Optimize Luxury Real Estate's
Most Iconic Marketing Program for Your Business*

A step-by-step guide on how to access and leverage all of the marketing assets available through the Coldwell Banker Global Luxury® program.



1. GET STARTED

□ Freshen up your bio to reflect your new status on ColdwellBankerLuxury.com.

- If you are an agent affiliated with **Coldwell Banker Realty**:

- Desk > CBHomes Admin

OR

- Open a Help Desk ticket

- If you are an agent with a **Coldwell Banker Affiliate**:

- Contact your local office

□ Get acquainted with your Luxury Property Specialist toolkit.

Toolkit

DESK

Visit mycbdesk.com to access the products listed here, as well as other valuable tools.

XPRESSDOCS®

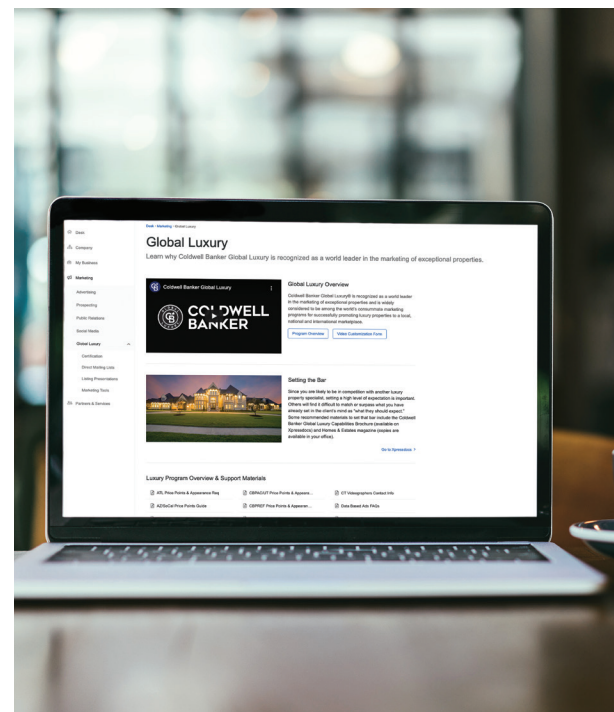
Go to **Desk > Xpressdocs** to order Global Luxury-branded business cards, brochures, postcards and more.

MARKETING CENTER

An online resource for all things **Coldwell Banker Global Luxury®** – from logos and images to social media assets you can customize. Visit **Desk > Marketing Center** to get started.

MOXIPRESENT®

Make a lasting first impression with our digital presentation and CMA tool. You have options to create customizable Global Luxury presentations for listings, open houses and neighborhood tours, and you can share them via email or in print.





2. BRAND YOURSELF

Brand each touch point of your business with the **Coldwell Banker Global Luxury®** program name to elevate your status for discerning clientele.

- Set up your email and update your signature. View tutorial on Desk.
- Download the Global Luxury logos and add them to your online profile, website, email signature and more. Visit the Logo Gallery on Desk under Marketing.
- Order branded name badges, business cards, personalized stationery and other high-quality materials with specialized templates. Visit Xpressdocs® on Desk.
- Order branded swag and apparel. Visit coldwellbankerstore.merchorders.com.
- Create a new personal website through Luxury Presence with their exclusive branded templates. Visit Desk to get started.

3. CONNECT WITH THE WORLD'S BEST

- Create a unique log-in at ColdwellBankerLuxury.com to access the built-in referral network of high-end real estate professionals locally and around the world.
- Tune in to "This Quarter at Luxury" – the quarterly meeting exclusively for Luxury Property Specialists to hear from Luxury Marketing Strategists about the current state of luxury real estate marketing.
- Subscribe to the Curated newsletter to stay up-to-date on **Coldwell Banker Global Luxury**[®] program news, affluent lifestyle trends and culture. [Sign up here.](#)



4. ELEVATE YOUR LISTING PRESENTATIONS

□ Order your Black Box. Visit Xpressdocs® for your pre-printed listing presentation materials, including:

- Presentation Box
- Cover
- Dividers
- Folders
- Wealth Reports
- Capabilities Brochure

□ Take your presentations to the next level. Use MoxiPresent® for customized digital or printed marketing presentations and add semi-personalized pages. Available in vertical or horizontal page formats.





5. LAUNCH YOUR LISTINGS

Do you have an extraordinary listing with a unique story or a celebrity seller? Do you have beautiful photography or video?

- Activate media outreach for newsworthy listings. Notify the Public Relations team by submitting the [PR support form](#) on Desk [two weeks prior to MLS launch](#).
- Purchase an ad or property editorial in *Homes & Estates*, the **Coldwell Banker Global Luxury**[®] program flagship magazine, published quarterly or explore the new *H&E* digital boost program. View the [H&E Media Kit](#) on Desk for more information.
- Order luxury listing postcards, trifolds, flyers and brochures via Xpressdocs[®].
- Take advantage of our 1 Million Impressions campaign. Review the Global Marketing Program brochure on Desk for a complete list of digital and print advertising opportunities provided at contracted rates.
- Contact your office administrator to order Global Luxury yard signs. A list of approved vendors that can meet identity standards is available on Desk.

6. GIVE YOUR LISTINGS A DIGITAL BOOST

- Enjoy complimentary promotion on ColdwellBankerLuxury.com when your listing meets the **Coldwell Banker Global Luxury**® price threshold and “Fit & Finish” requirements.
- Take advantage of key features on the refreshed Global Luxury website, including:
 - Client and localization tools
 - Premium editorial content
 - Listing syndication
 - Fast and immersive operating system
 - Multiple language translations
 - Currency conversion
- Let your clients know they can create accounts on ColdwellBankerLuxury.com to favorite/save listings and receive search alerts for new inventory in real-time.
- Enjoy automatic digital syndication based on price point.
 - **\$500K+**
MarketWatch
Robb Report
The Wall Street Journal
 - **\$1M+**
Barron's
JamesEdition
Mansion Global
Penta
 - **\$2M+**
ListHub Global
- Submit your \$5 million+ listings for *Home of the Week* promotion. Fill out the [Property Feature Submission Form](#) on Desk. Promotion includes:
 - Featured article on CBGL's Editorial site speaking to a monthly audience of over 82,000
 - [YouTube](#) video
 - [Facebook](#) and [Instagram](#) promotion
- Submit other listings with exceptional photography and/or video for a general feature on CBGL's Editorial site or on social. Fill out the [Property Feature Submission Form](#) on Desk.

Fit & Finish Requirements:

- Unique architectural features
- Desirable location
- Breathtaking views
- Uniqueness
- Lifestyle amenities
- Unique history
- Compelling story





7. MAXIMIZE YOUR SOCIAL PRESENCE

- Locate social media branding assets on Marketing Center.
- Follow us on social for the latest in luxury living:
 - [Facebook.com/cbgloballuxury.com](https://www.facebook.com/cbgloballuxury.com)
 - [Instagram.com/coldwellbanker](https://www.instagram.com/coldwellbanker)
- Post links and digital editorial content to your social media profiles. Don't be afraid to adapt it for your local market!

8. GENERATE NEW LEADS

Tap into new market segments with our high-net-worth prospecting tools.

- Receive your 1,000 complimentary prospects list as a Luxury Property Specialist with the **Coldwell Banker Global Luxury**® program. Visit Desk to learn more.
- Leverage WealthEngine® to create targeted wealth campaigns. Create and download prospect lists of high-net-worth individuals. Visit Desk to learn more.





9. AMPLIFY YOUR EXPERTISE WITH LUXURY DATA

Draw on data and insights from our proprietary reports to position yourself as a luxury real estate authority and engage with your clients.

- Visit Desk or ColdwellBankerLuxury.com/Editorial/Reports to find current versions.
- Customize the **Coldwell Banker Global Luxury**® reports by visiting Marketing Center. Complimentary customization includes your name, contact information and bio on the inside front cover.
- Create a digital version through Marketing Center.
- Level up with full report customization, including your local market data, recaps and personalized insights. Email Reports@TheReportGroup.com for a price estimate.

MAKE IT EXTRAORDINARY.
FOLLOW OUR LEAD.

Questions?

Please reach out to your local office contact for personal assistance.



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