



WealthEngine for Coldwell Banker

Use wealth and lifestyle insights to discover more about your potential buyers and personalize your marketing and sales engagement.

About WealthEngine

Using actionable wealth and lifestyle insights, WealthEngine fuels highly-targeted campaigns that continuously deliver measured outcomes.

The WealthEngine platform is powered by more than a half trillion data points and uses proprietary learning science to create unique WE Profiles for millions of individuals in the U.S.

For more than 20 years, we have ensured our clients engage in highly personalized and precise conversations with their audiences to find their next best prospect and drive growth.

By elevating campaigns to the power of WE, our clients expand their audiences, decrease acquisition costs and increase revenue, along with the lifetime value of their clients.



Discover Insights

Our unique WE Profiles contain information on an individual's net worth, income, assets, real estate, stock holding, charitable contributions and other financial related data as well as business and personal contact information.

In addition, our WE Profiles provide you with detailed information about a person's demographics, lifestyle, and interests enabling you to personalize your outreach and engagement.

Build the Perfect Prospect List

Apply the neighborhood characteristics of your listing to identify new qualified prospects to target in your marketing efforts.

WealthEngine indexes millions of individuals and households in the U.S., helping you create ultra segmented audiences that perfectly align with your ideal buyer profile.



Get started today:

Go to MYCBDESK and search "Wealth Engine" to access the registration form. Access to this platform is available only to Coldwell Banker Certified Luxury Property Specialists.

Build a Perfect Prospect List*

*1,000 complimentary prospects included with subscription. Additional prospects can be purchased at \$0.16 per prospect.

Have questions?

Contact **D'Arcy Fellona**, darcy.fellona@altrata.com or **Moira Boyle**, moira.boyle@altrata.com



Monthly Training Sessions

Join us for a monthly training session to see WealthEngine in action. Your WealthEngine representative will show you how to:

- Find potential buyers and discover actionable wealth and lifestyle insights to personalize outreach and engagement
- Build the perfect prospect list of qualified buyers that fit your neighborhood characteristics
- Answer any questions you may have

Sessions are held on the second Tuesday of every month from 11AM - 12PM ET. Please [register here](#) for the date and time that works best for you.



Q&A Sessions

Have more questions? Join us for our **Q&A sessions on the third and fourth Tuesday of every month from 11 - 11:30 AM ET.**

- [Attend our session here](#)



Custom Support

We are standing by ready to help. For immediate assistance, **contact us at coldwellbankersupport@wealthengine.com.**



**COLDWELL
BANKER**



Contact us today to learn more and receive a customized demo of the solutions that will empower your organization to create a higher impact.
altrata.com/products/wealthengine

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