

**COLDWELL  
BANKER** 

RESIDENTIAL BROKERAGE

MY

COLDWELL BANKER

COLDWELL BANKER RESIDENTIAL BROKERAGE - ARIZONA

My Coldwell Banker is a way of organizing all of the marketing and technology tools and suggesting ways for our independent sales associates to leverage them in their business development.

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# OUR VALUE PROPOSITION

Coldwell Banker® has grown to become the premier residential real estate organization in North America by helping millions achieve the 'American Dream' of owning a home.

Coldwell Banker began in 1906, and today, our presence and success in the Southwest is unparalleled. With more than 87 offices and 5,500 Sales Associates, Coldwell Banker Residential Brokerage exemplifies a dedicated commitment to client service. In the Southwest Region (Arizona and California) and around the world, Coldwell Banker provides the responsive service of a local brokerage with the stability, resources and international connections of the leading name in real estate.

A strong and differentiated value proposition can go a long way to position your business to succeed. It is the promise of our brand. Honor, integrity, trust, and the promise of always doing the right thing have been at the heart of our core values for over a hundred years. The result has earned us the trust of our customers and clients. In 2012 and 2013, our parent company was named one of the most ethical companies in the world. We offer our Sales Associates the same pact as we have with our customers and clients.

## Our Vision

To effectively represent you in your real estate transactions – for life.

## Our Mission

Coldwell Banker Residential Brokerage is a family of local companies dedicated to creating exceptional real estate experiences for our customers and communities through the passionate delivery of truly remarkable service

## Formula for Success

Coldwell Banker Residential Brokerage is positioned for success with a simple formula:

- Strong leadership of local operations with established roots and valuable identities
- Commitment to service excellence at every level of the organization
- Adaptability to market demands and the pursuit of growth opportunities
- Leading-edge tools, resources and training to position our Sales Associates as full-service consultants
- Powerful tandem of cost-effective local advertising and extensive national brand marketing
- Total Comprehensive Internet Marketing Strategy that drives leads directly to the Sales Associates with no referral fee, no technology fee and no monthly fee

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# OUR SERVICES

Consider the services provided to our Sales Associates at no monthly cost:

## Education & Training

### [SuccessBuilder](#)

Continuing Education Credits

Gen Blue Events

### [Legal Updates](#)

### [Online Tutorials and How-To Tutorials](#)

Personal Coaching/Mentoring

Risk Reduction Classes

Success Day Events

## Innovation

### [30-60-90 Reports](#)

### [Agent Personal Websites/URLs](#)

### [AZmoves Featured Properties Program](#)

### [AZmoves Statewide Website](#)

### [Client Contact Templates](#)

### [Distressed Property Reports](#)

### [HOMEBASE](#)

### [HOMEBASE inbox](#)

### [HOMEBASE inTouch](#)

### [iOS, Android, Windows, Blackberry Apps](#)

### [Market Action Report](#)

### [Market Opportunity Tools](#)

### [Market Price Statistics Report](#)

### [Month's Supply of Inventory Reports](#)

### [Market Watch Newsletter Report](#)

### [Market Watch Overview Report](#)

### [National Website ColdwellBanker.com](#)

### [On Location – Coldwell Banker's YouTube Channel](#)

### [One Touch-In Touch Program](#)

### [Power Positioning & Pricing](#)

### [View Magazine](#)

### [Web Statistics Report](#)

## Support

### [Concierge Services](#)

### [Help Desk Support](#)

Home Resource Center

Information Technology

Legal

Marketing

Relocation

### [Training](#)

## Facilities

Copiers, Printer, Computers, Fax, Scanners

Local and Long Distance Telephone Usage and Set

Office Support Staff

Postage Cost

Sign Install

## Marketing

### [600+ Website Property Distribution & Partnering](#)

Advertising: Internet, Newspaper/Magazine, and TV

Awards (when applicable)

### [Client Contact Templates](#)

### [Community Guides](#)

### [Internet Marketing](#)

### [IDX Lead Distribution System](#)

### [Lead Generation](#)

### [Lead Management](#)

### [Listing Presentation Materials](#)

### [Marketing Templates](#)

### [Mobile Marketing](#)

### [Online Short Sale & Workout Tools](#)

Press Releases and Promotion (when applicable)

### [Previews International Program](#)

### [Prompt – Automated Marketing Pieces](#)

### [Property Post](#)

### [Reporting Tools](#)

### [Social Media Marketing](#)

### [Statistics](#)

### [Transaction Management](#)

### [Video Marketing](#)

## Technology

Search Engine Optimization

### [Agent Branded Websites](#)

### [ColdwellBanker.com](#) & [AZmoves.com free websites](#)

### [Drip Email Marketing](#)

### [email System](#)

### [Field Tech \(In-Office\) Support](#)

### [Mobile Websites with GPS Search](#)

### [Mobile App with Geo-tagging and My Agent](#)

### [Social Media Management](#)

### [Website Development and Maintenance](#)

### [YouTube On Location Video Search](#)

■ - NRT/CB Program    ■ - Arizona Program

# OUR FREE TOOLS

Coldwell Banker Residential Brokerage offers our Sales Associates many tools to assist in enhancing their business, for free.

## **Comprehensive Internet Marketing -**

- Not just one, but 600+ of the country's leading real estate websites!
- Online Marketing Advantage, more listings, exposure, and leads
- Have more eyes see our listings
- Ubiquitous Marketing through Partnerships and Content Integration
- Give the Online Buyer what they want
- Positioning
- Fastest response time in the Industry
- Research & Development Department

## **Email Marketing -**

**One Touch • In Touch (HOMEBASE inTouch)** - One Touch • In Touch can send out emails of our monthly statistics, newsletters, and client contact flyers to your Sphere of Influence, and past clients whenever you choose! Each template will automatically be emailed at certain times throughout the month.

**eCards and eNewsletters (Coldwell Banker Works)** - Choose from several different templates (interactive; Flash and standard) and design your own eCards or eNewsletter to send to your Sphere of Influence via email.

**AZmoves Email Marketing (AZmoves.com Admin)** - Sales Associates have the ability to create marketing and property emails or newsletters.

**insideAZmoves.com Email Marketing (insideAZmoves)** - We offer many templates that Sales Associates can use in their online and print marketing campaigns. You can use these templates with your own third-party email marketing software or with one of our vendors. Templates include: Client Contact Templates, Themed Templates, Listing Presentations and Agent Promotional Materials.

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# OUR FREE TOOLS

## **Listing Presentations -**

[CloudCMA](#) - Custom Agent Branded CMA program: create Seller, Buyer, Property and Flyer reports.

[iPad Listing Presentations](#) - Customizable version of the brand's listing presentation for use with the Keynote app on the iPad.

[Client Contact Templates](#) & Other Marketing Templates - Pre-designed writeable PDFs.

## **Lead Generation -**

[Drive all leads directly to our Sales Associates](#) - NRT programs are designed to drive leads directly to agent

[National Profile & Website on ColdwellBanker.com](#) – Leads go directly to our Sales Associates  
ColdwellBanker.com is the number one branded website in America with 31 million unique visitors a year

[Our AZmoves.com Local MLS website](#) – Leads go directly to our Sales Associates  
Over 600+ Distribution sites – Directly to our Sales Associates

[Free Lead Generation Website from Realtor.com](#) – Easily capture new leads from potential clients

[FAB+ Agent Branding Program](#) - Because of our special agreement with our Partner Websites in the FAB+ Agent Branding Program, internet leads go directly to our Sales Associates.

■ - NRT/CB Program    ■ - Arizona Program



# OUR FREE TOOLS

## Lead Management -

[HOMEBASE inTouch](#) - Leads Management System, leads are routed directly to the Sales Associates cell phone for an instant response. The rapid-response system alerts our Sales Associates, via cell phone & email, of an online request. Connects online buyers and sellers to you in seconds, get more leads, listings and helps sell more properties.

In 2009 HOMEBASE inTouch drove over 7,000 leads

In 2010, we drove over 15,000 leads

In 2011 we delivered over 34,300 leads

In 2012 that number grew to over 46,000 leads

[One Touch • In Touch](#) - Email Marketing; a virtual assistant that can automate the process of regular contacts through our One Touch • In Touch Program.

[Realtor.com Buyer Lead Generation System](#) - Our special agreement with REALTOR.com® gives you lead generation tools and collateral at no cost to you throughout the course of the year.

[Automatic Virtual Tour & Video Program](#) - Listings with 6 or more photos that are residential or lot, and or lands will receive a virtual tour and video uploaded to Coldwell Banker On Location, and on all websites in our network.

## Transaction Management -

[HOMEBASE](#) - Transaction Management & Communication System. Our proprietary online transaction management system saves time and money. Offers a higher level of service which equates to more satisfied clients and more referrals.

## Marketing Templates -

[Client Contact Templates/Themed Templates](#) - Off-the-shelf, personalized contact pieces.

## Reporting Tools -

[HOMEBASE inSight](#) - Track views/hits on listings from multiple websites in one report.

## Statistics -

[MarketQuest](#) - Online data analysis program designed to trends and Market Action Reports. [30-60-90 Reports](#), [Market Action Reports](#), [Market Watch Newsletter](#), [Price Reports](#), [Trend Graphs](#), [Distressed Property Reports](#), [MSI Reports](#) - Automated statistical data available to our Sales Associates to share with their sphere and used in One Touch•In Touch.

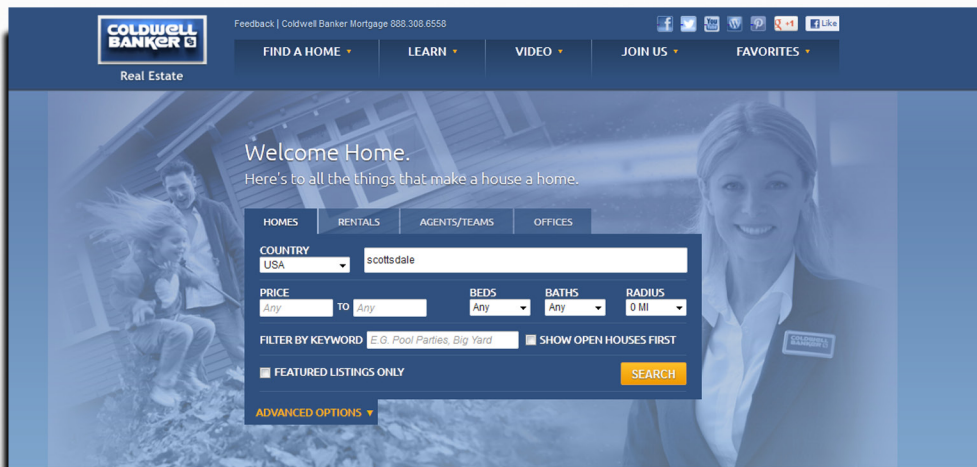
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# PROSPECTING TOOLS

***REAL ESTATE IS ALL ABOUT HELPING PEOPLE. THE MORE PEOPLE WE HELP, THE MORE WE ARE COMPENSATED. OUR PROSPECTING TOOLS ARE DESIGNED TO PUT US IN FRONT OF MORE PEOPLE WHO CAN USE OUR SERVICES. THEY ARE ALSO DESIGNED TO SAVE YOU TIME AND MONEY.***

***ONE DAY, SOMEONE WILL RE-CREATE THE WHEEL. BUT HONESTLY, OUR TIME IS MUCH BETTER SPENT HAVING CONVERSATIONS WITH PEOPLE ABOUT REAL ESTATE. ALL OF OUR PROSPECTING TOOLS ARE PROFESSIONAL, EASY TO USE AND AUTOMATED WHENEVER POSSIBLE SO YOU CAN GET BACK TO DOING WHAT YOU DO BEST, LISTING AND SELLING REAL ESTATE.***

■ - NRT/CB Program    ■ - Arizona Program



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## WWW.COLDWELLBANKER.COM

ColdwellBanker.com is the national website for Coldwell Banker. Featuring listings from all Coldwell Banker Sales Associates throughout the United States plus listings from Real Estate Network partners. On our national website, clients can search for [properties](#), [Sales Associates](#), teams, and [offices](#).



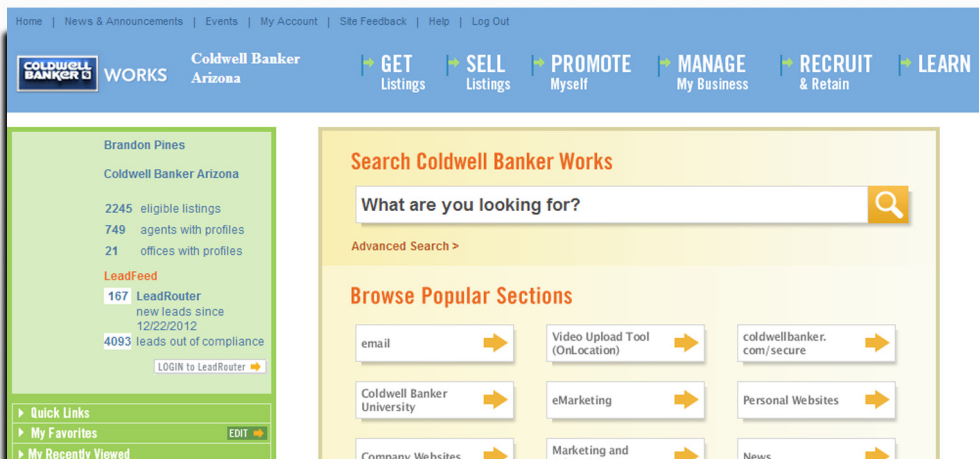
**To access coldwellbanker.com simply navigate to [www.coldwellbanker.com](http://www.coldwellbanker.com) on a desktop/tablet or [m.coldwellbanker.com](http://m.coldwellbanker.com) on a mobile device. Sales Associates can also download the Coldwell Banker App on [iPhone/iPad](#), or [Android](#)**

## APPLICATIONS

**Comprehensive Internet Marketing, Lead Generation, Video Marketing, Property Promotion, Websites/IDX**

## HOW THIS TOOL WORKS

- Sales Associates receive a [free branded website](#) and have the ability to post a profile
- Sales Associates can edit their listings, website and add virtual tours through [Coldwell Banker Works](#)
- Website is integrated with [Coldwell Banker On Location](#)
- Website features innovative and award-winning features



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## COLDWELL BANKER WORKS

Coldwell Banker Works; “CBWorks”; is our national company intranet website; made available only to Coldwell Banker Sales Associates. This company website is loaded with resources such as: PowerPoint presentation downloads, prospecting, eMarketing, and niche market programs as well as a wealth of information to build your business and stay on top of what’s happening with Coldwell Banker.

Located behind the [NRT Gateway](#), CBWorks also allows you to administer your coldwellbanker.com profile and website, and edit or enhance your listings. Additionally, CBWorks gives Sales Associates access to our award-winning Coldwell Banker University learning platform.



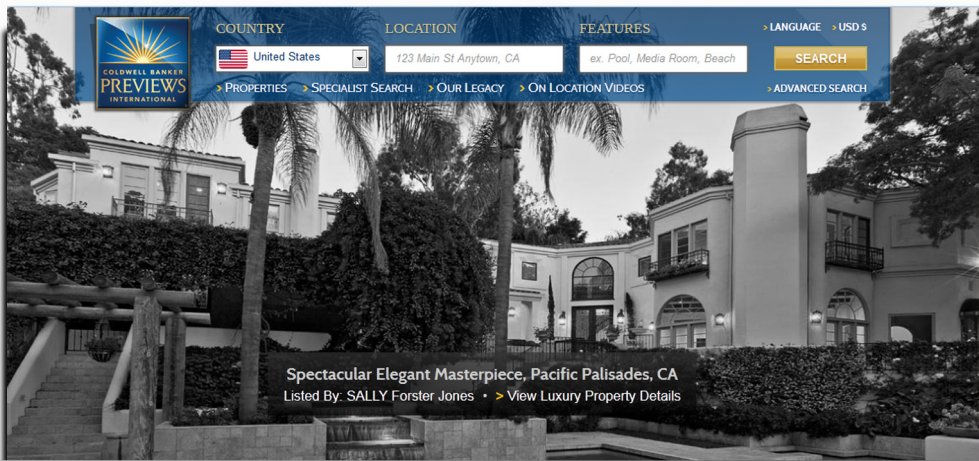
**To access Coldwell Banker Works simply navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > Coldwell Banker Works to manage your profile, website, and property information.**

## APPLICATIONS

**Comprehensive Internet Marketing, Email Marketing, Listing Consultation, Lead Generation, Marketing Templates, Video Marketing, Property Promotion, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Update your [coldwellbanker.com profile](#) and [branded Coldwell Banker website](#)
- Create free [eCards and eNewsletters](#)
- Enhance and edit [coldwellbanker.com](#) listings
- View leads and reports on properties
- Learn from our Coldwell Banker University Program and BlueView Videos
- Upload videos to [Coldwell Banker On Location](#)
- Download Coldwell Banker Logos and Marketing Materials



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## WWW.COLDWELLBANKERPREVIEWS.COM

[ColdwellBankerPreviews.com](http://ColdwellBankerPreviews.com) is our award-winning website dedicated to luxury properties. The site features [Previews®](#) listings from around the world, along with special features and content specifically targeted to the affluent luxury buyer.

The [Coldwell Banker Previews International® program](#) continues to leverage sophisticated real estate marketing tools and international connections that attract the most qualified luxury homebuyers to your home. Enlist a Previews® Specialist to show you how our heritage and expertise can make a difference in your next sale or acquisition of a luxury home.



To access [coldwellbankerPreviews.com](http://coldwellbankerPreviews.com) simply navigate to [www.coldwellbankerPreviews.com](http://www.coldwellbankerPreviews.com) on a desktop/tablet.

To access the Coldwell Banker Previews Administration website navigate to [Coldwell Banker Works](http://Coldwell Banker Works) via [www.nrtgateway.com](http://www.nrtgateway.com) to manage your profile, website, and property information.

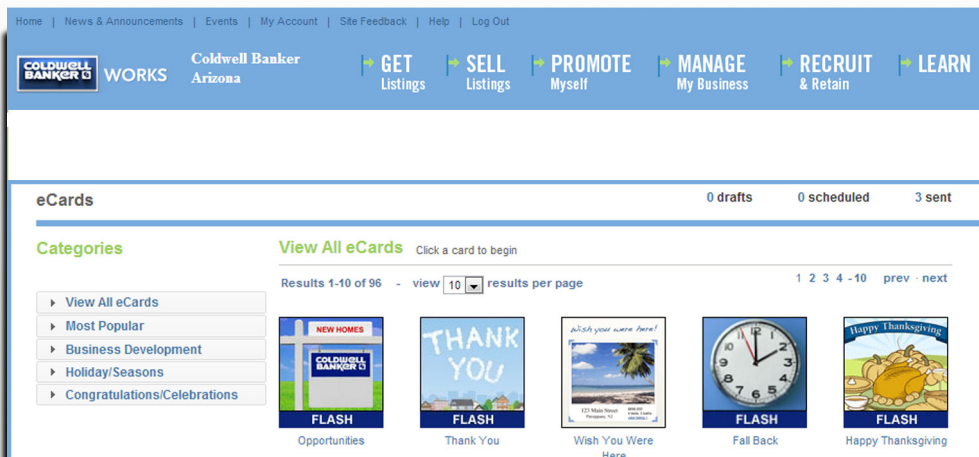
## APPLICATIONS

**Comprehensive Internet Marketing, Listing Consultation, Lead Generation, Video Marketing, Property Promotion, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Search luxury listings from all Coldwell Banker Previews Specialists
- Find a Previews Specialist
- Access the [Luxury Marketing Report](#)
- Access [Previews Inside Out](#)





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## ECARDS & ENEWSLETTERS (CB WORKS)

[Coldwell Banker Works](#) gives our Sales Associates the ability to quickly and easily create eCards and eNewsletters; within the eMarketing section; to send to their Sphere of Influence.

Sales Associates can create eCards personalized specifically for a given contact, multiple contacts or groups of contacts. Our eCards; available in interactive Flash Format and iPad/iPhone friendly formats; are used to promote listings with images or video.

Templates ranging from Business Development, Holidays, Birthdays, Home Purchase Anniversaries, and other occasions are provided and customized to meet your own needs.

Sales Associates can create eNewsletters to keep clients informed of local happenings. In addition to local information, Sales Associates can select pre-written articles from the article library by importing them quickly and easily to save time and effort. Additionally promote local listings and include on location video's in your eNewsletters. ***Customization includes: Input information in the template, address the eNewsletter, preview before you send, and send or schedule the eCard for a future date.***



**To access the eCards & eNewsletters simply navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > Coldwell Banker Works to manage your profile, website, and property information.**

## APPLICATIONS

**Email Marketing, Lead Generation, Video Marketing, Property Promotion, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Go to the eMarketing section of [Coldwell Banker Works](#)
- Click on either eCards or eNewsletters
- Choose a template and customize with automated features
- Emails can be sent to one contact or multiple contacts

# Home Listing Report

USA CANADA

1. Enter the Market Value of your home: \$  (No commas)

2. Select the real estate market closest to your home:

3. Select up to three markets to compare:



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## HOME LISTING REPORT

The Home Listing Report serves as an analysis of the most expensive and affordable markets across the country and provides a snapshot of the average listing price of four-bedroom, two-bath homes across the country.

The Coldwell Banker® Home Listing Report (HLR) includes local real estate market data for more than 2,500 cities across North America. The report is an interactive home value estimator tool that allows Sales Associates to compare the market value of a home with other real estate markets in the HLR by running a customized report.

**To access the Home Listing Report simply navigate to [hlr.coldwellbanker.com](http://hlr.coldwellbanker.com). Once on the website users can enter a Market Value for their home, Select the real estate market closest to your home, Select up to three markets to compare within the United States of Canada.**

## APPLICATIONS

### Lead Generation

## HOW THIS TOOL WORKS

- Go to [hlr.coldwellbanker.com](http://hlr.coldwellbanker.com)
- Choose USA or Canada
- Input your criteria and submit to see results



# HOMEBASE inbox



**NRT/CB**

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## HOMEBASE INBOX

HomeBase Inbox gives users instant access to their Recently Viewed Properties, Saved Properties, and Saved Searches. Users can use social sign-in to log into their accounts.

The [AZmoves.com](http://AZmoves.com) home search and email alert system is new and improved with features that today's web savvy online users demands. Users can manage and organize the home search process with tools that make it easy to find, review, and maintain a record of the properties that interest them.

**To access HOMEBASE inbox navigate to [www.AZmoves.com](http://www.AZmoves.com) and look for the HOMEBASE inbox Toolbar to sign-up and sign-in.**

## APPLICATIONS

**Email Marketing, Listing Consultation, Lead Generation**

## HOW THIS TOOL WORKS

- The HomeBase Inbox Toolbar gives users instant access to their Recently Viewed Properties, Saved Properties, and Saved Searches
- Users can sign in using their Facebook account
- Recently Viewed Properties show in the same tab along with Saved Properties
- Users can also save properties directly from the Recently Viewed listings
- Saved Searches tab shows all searches the user has saved (or prompts user to sign in)
- Users will be able to instantly run a Saved Search, modify it, or delete it
- Recently Viewed Properties can be accessed within HomeBase InBox
- Email Alerts will be branded "HomeBase InBox" and the preferred Sales Associates picture and contact information will display in all email notifications
- When a user registers and chooses a Preferred Agent, the agent receives an email notification



## HOMEBASE INTOUCH

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HOMEBASE inTouch is a unique lead distribution and management system that captures leads from our Sales Associates company web internet leads sources. Our proprietary software system routes internet leads from listings on [AZmoves.com](#), [Coldwellbanker.com](#), and [FAB+ Partner Websites](#) or branded website and profile pages on AZmoves.com and Coldwellbanker.com to our Sales Associates cell phones in just seconds.

Once routed, HOMEBASE inTouch converts the lead inquiry into a voice call, SMS messages and emails, route directly to a cell phone and provides follow-up tools in the lead management system



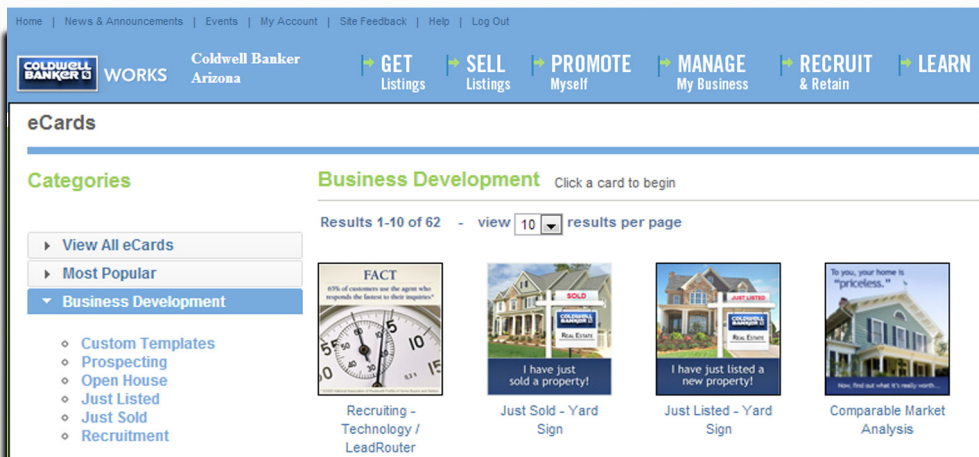
To access HOMEBASE inTouch navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > HOMEBASE inTouch to manage all of your leads and update accordingly.

## APPLICATIONS

**Email Marketing, Listing Consultation, Lead Generation**

## HOW THIS TOOL WORKS

- HOMEBASE inTouch uses a special “matching” system to match leads with the right Sales Associates
- Assists with the monitoring and follow-up of leads “until they buy or die”
- Handles manually entered leads from call-ins and walk-ins
- HOMEBASE inTouch calls a cell phone and “reads” the lead out loud, using text-to-speech technology
- Sales Associates “accept” leads on their cell phones and are provided all of the client’s contact info by phone, email, and text. The Sales Associate can then contact the consumer right away
- Email Marketing tools ([One Touch • In Touch](#)) built directly into the software



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## VIDEO ECARDS (CB WORKS)

[Coldwell Banker Works](#) gives Sales Associates the ability to quickly and easily create Video eCards and eNewsletters to send to their Sphere of Influence.

Sales Associates can create Video eCards personalized specifically for a given contact, multiple contacts or groups of contacts. Our video eCards; available in interactive Flash Format and iPad/iPhone friendly formats are used to promote listings with images or video. Templates ranging from: Just Listed/Just Sold, Open House Announcements, New Listings, Sales Associate Videos, or other creative ideas are available as professional eCards with just a few clicks of the mouse.



To access the eCards & eNewsletters simply navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > Coldwell Banker Works to manage your profile, website, eMarketing, and property information.

## APPLICATIONS

**Email Marketing, Lead Generation, Video Marketing, Property Promotion, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Go to the eMarketing section of [Coldwell Banker Works](#)
- Click on either eCards or eNewsletters
- Choose a template and customize with automated features
- Emails can be sent to one contact or multiple contacts
- Delivery date and time can be sent on-time or at a future date



**Why Coldwell Banker?**

**Because We're No. 1 in the Nation!**

In a recently released RealTrends Top 500 Report\*, Coldwell Banker was 90.4% higher in sales volume than the nearest brand competitor and had 60% more sides than the other brand. Here's a look at how the top five brands truly fared on the report:

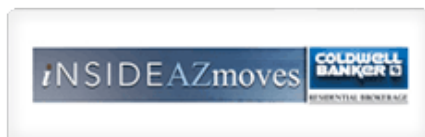
Company/Brand Name	# Affiliated Companies Represented	2011 Transaction Sides Closed	2011 Dollar Volume Sold
Coldwell Banker®	58	413,980	\$118,913,029,631
Prudential Real Estate Affiliates®	42	191,068	\$62,461,780,605
Keller Williams Real Estate®	116	258,443	\$51,671,644,625
RE/MAX Real Estate®	116	239,173	\$48,636,516,565
Sotheby's International Realty®	8	22,329	\$18,246,758,797



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## AGENT PROMOTIONAL MATERIALS

Agent Promotional Materials are listing presentations and templates Sales Associates can download and use in their marketing campaigns. These templates are available as PDF's that can be personalized with an image and contact information.



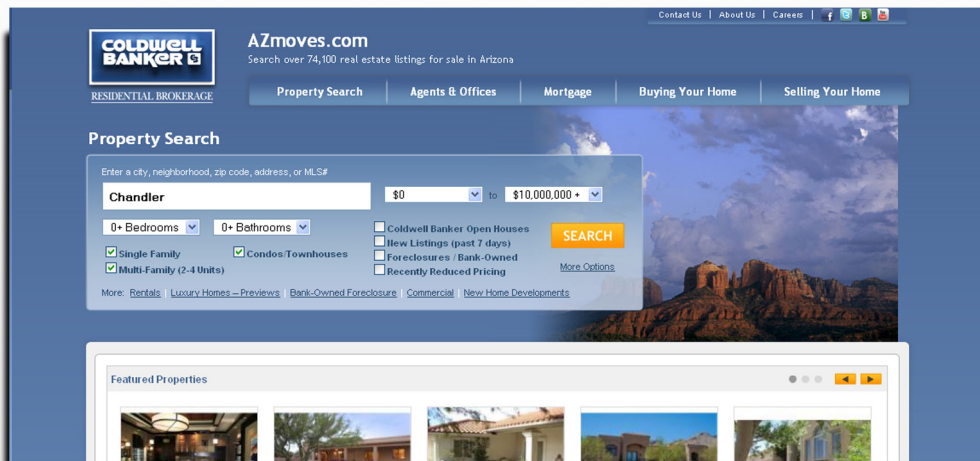
To access the agent promotional materials simply navigate to [www.nrtgateway.com](http://www.nrtgateway.com) and click on **insideAZmoves > Marketing > Marketing Templates > Agent Promotional Materials**

## APPLICATIONS

**Email Marketing, Listing Consultation, Lead Generation, Marketing Templates**

## HOW THIS TOOL WORKS

- Download our pre-designed promotional templates
- Using Adobe Reader or any PDF program add your contact information and image in the editable fields
- Save the file and email a contact or convert to an image and use with an email marketing program



## WWW.AZMOVES.COM

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AZmoves.com is the statewide website for Coldwell Banker Residential Brokerage Arizona. Sales Associates receive a free Statewide AZmoves URL Branded Website and profile featuring listings throughout the state of Arizona, not just the Coldwell Banker listings, and not just the local MLS.

On this website clients can:

Search for properties, Sales Associates, and offices  
Sign up clients for daily message notifications  
Search for open houses  
Request a home valuation  
Utilize a Mortgage Calculator

Get distance between multiple listings (Spokes)  
View Market Statistics  
Home Sell Checklist  
Home Buying Checklist  
Online Community Guides



To access AZmoves.com simply navigate to [www.AZmoves.com](http://www.AZmoves.com) on a desktop/tablet or [m.AZmoves.com](http://m.AZmoves.com) on a mobile device.

To access the AZmoves Administration website (AZmoves.com Admin) navigate to [www.nrtgateway.com](http://www.nrtgateway.com) to manage your profile,

website, and property information.

## APPLICATIONS

**Comprehensive Internet Marketing, Email Marketing, Listing Consultation, Lead Generation, Statistic Tools, Property Promotion, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- AZmoves.com “feeds” all of our partner websites such as [Coldwellbanker.com](http://Coldwellbanker.com), Zillow, Trulia and others
- Sales Associates receive a free branded website
- Sales Associates can post a profile, edit their listings, website and add virtual tours and videos through AZmoves Admin
- Sales Associates can post an Open House or send electronic flyers



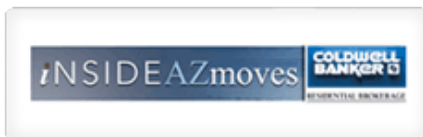


## CLIENT CONTACT TEMPLATES

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Client Contact Templates are free pre-designed templates that our Sales Associates can download and use in their marketing campaigns.

With over 70 different templates made available to our Sales Associates, our Client Contact Templates help Sales Associates get their message communicated effectively. These templates are segmented by specific need: Agent Promotional Materials, Client Satisfaction Survey, Green Templates, Farming Templates, Power Pricing Templates, Buying & Selling Tips, Outgoing Referral Postcards, Themed Templates and other miscellaneous relationship value templates that Sales Associates can personalize and send to their SOI.



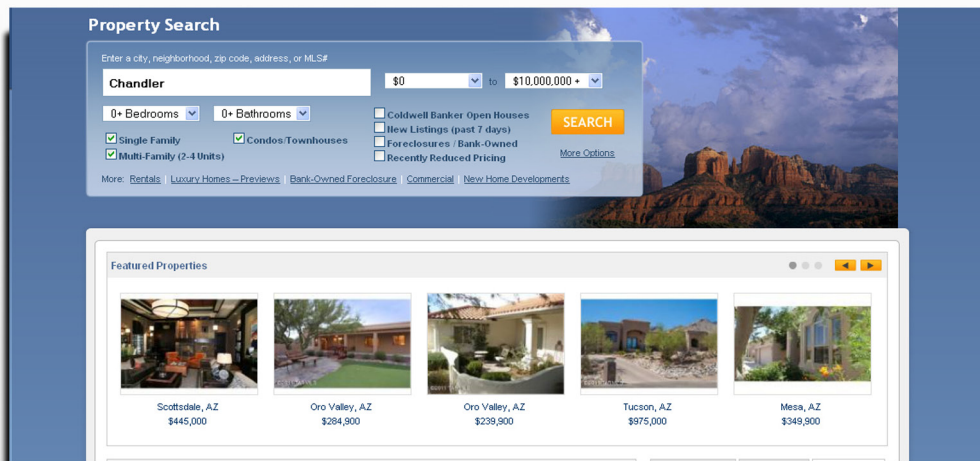
**To access the client contact templates simply navigate to [www.nrtgateway.com](http://www.nrtgateway.com) and click on insideAZmoves > Marketing > Marketing Templates > Client Contact Templates**

## APPLICATIONS

**Email Marketing, Listing Consultation, Lead Generation, Marketing Templates**

## HOW THIS TOOL WORKS

- Download our pre-designed promotional templates
- Using Adobe Reader or any PDF program add your contact information and image in the editable fields
- Save the file and email a contact or convert to an image and use with an email marketing program
- These templates can also be automatically sent to your Sphere of Influence through our [One Touch•In Touch Program](#).



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## FEATURED PROPERTY PROGRAM

The Arizona Featured Property Program is used to showcase Sales Associate listings on the homepage of our premier website [www.AZmoves.com](http://www.AZmoves.com). These listings can be center stage on the AZmoves.com homepage, which pulls in more than 100,000 page views monthly from around the state and around the world! Listings will be featured for 8 seconds out of every 48 seconds, 24/7, all month long! There are a maximum of 30 properties featured each month.

To enroll in the AZmoves Featured Property Program, contact your local Marketing Coordinator.

## APPLICATIONS

**Comprehensive Internet Marketing, Lead Generation, Property Promotion, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Visitors click on your Featured Property, they're taken directly to the property detail page with your contact information
- Help you drive traffic to your property and convert that traffic into sales
- This is an easy, high-profile solution to getting more exposure for your listings





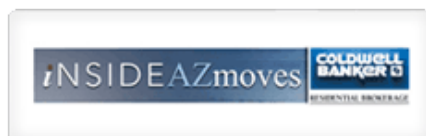
## INSIDEAZMOVES.COM

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insideAZmoves is the local intranet website portal that Arizona Sales Associates can access to link to many Coldwell Banker Residential Brokerage tools and resources.

Our Arizona company website gives Sales Associates access to the latest industry and department news, weekly updated [eNewsletter/blog](#), [Monday insideAZmoves Video Series](#) and much more.

Popular sections of the website include: Agent Tools, Directory, Education, Forms, Prospecting, Marketing Tools, [Property Post](#), Statistic Reports, and Tutorials. Through this website Sales Associates have access to our Training Calendar where they can register for classes, webinars, events and educational resources (videos, manuals and recorded webinars).



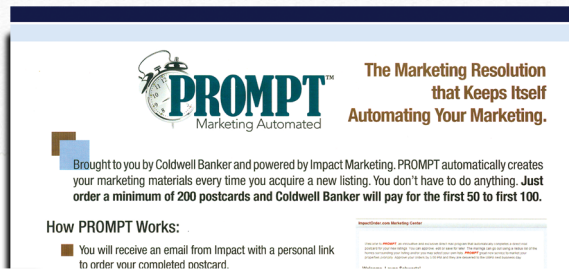
To access [www.insideAZmoves.com](http://www.insideAZmoves.com) simply navigate to [www.nrtgateway.com](http://www.nrtgateway.com) and click on insideAZmoves.

## APPLICATIONS

**Comprehensive Internet Marketing, Email Marketing, Listing Consultation, Lead Generation, Transaction Management, Marketing Templates, Reporting Tools, Statistic Tools, Video Marketing, Property Promotion, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Access your [transaction forms](#) and [short sale information](#)
- Access your training resources and agent earnings website
- Access your training calendar
- Links to Marketing Partners, Marketing Programs, [Email](#)
- Marketing Tools: Listing Presentations, Previews Materials, Marketing Presentations, Templates, and Resources
- Access [Quick View Property Post](#)

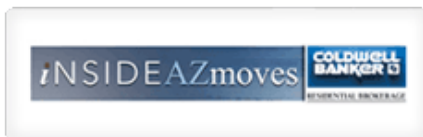


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## JUST LISTED/JUST SOLD PROGRAM BY IMPACT

The Prompt Just Listed/Just Sold Program is a special promotion to our Coldwell Banker Residential Brokerage Sales Associates. Order 200 Just Listed or Just Sold postcards from Impact Marketing and Coldwell Banker will pay for the first 100; making business development easy, affordable and quick.

Prompt will do all of the work for you from pulling the MLS information, creating the cards, and delivering them to the post office.



To access Just Listed/Just Sold Program simply navigate to [www.nrtgateway.com](http://www.nrtgateway.com) and click on **insideAZmoves > Marketing Programs >** and choose either **XpressDocs** or **IMPACT Marketing**

To order from **IMPACT** go to [www.impactorder.com](http://www.impactorder.com)

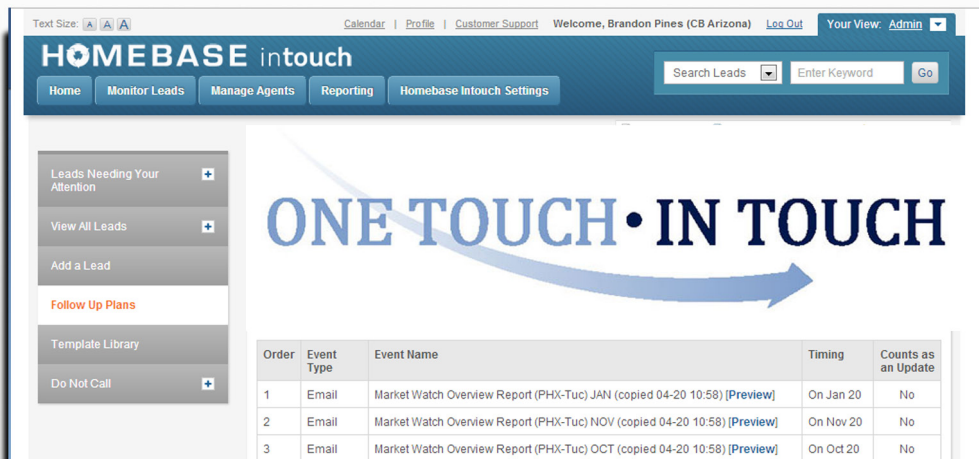
To order from **Xpressdocs** go to <http://www.xpressdocs.com/>

## APPLICATIONS

### Lead Generation, Marketing Templates, Property Promotion

## HOW THIS TOOL WORKS

- Order 200 Just Listed/Just Sold postcards from Impact Marketing and Coldwell Banker will pay for 100
- Not only do you save money, but you'll also save time as others do the work for you, allowing you to avoid the hassle of waiting at the post office
- Do a radius send or supply your own addresses



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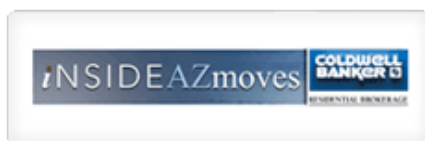
## ONE TOUCH • IN TOUCH

The One Touch • In Touch Program is an email marketing/lead-management program offered to our Sales Associates. The key to the program is the ease of use; simply choose a Follow Up Plan (email campaign) for your contact and they will receive the campaign automatically for 12 months!

Keep in touch with anyone you want, as often as you want, in the way that you want . . . all with one click of your mouse. You can keep in touch with your clients, your friends, your family, your past customers . . . basically everyone and anyone in your Sphere of Influence. One Touch and you're done for the year!



To access One Touch • In Touch navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > HOMEBASE inTouch > Your Leads > Follow Up Plans



To access additional resources for One Touch • In Touch Program simply navigate to [www.nrtgateway.com](http://www.nrtgateway.com) and click on insideAZmoves > Marketing > Marketing Programs > One Touch • In Touch

## APPLICATIONS

**Email Marketing, Lead Generation, Marketing Templates, Statistic Tools, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Email Marketing tools built directly into [HOMEBASE inTouch](#)
- Click on a lead (contact) and assign one of our Follow Up Plans that will be sent to them on specific days of the month
- Client will receive these plans for 12 consecutive months
- Automated emails, simply add a plan and let One Touch • In Touch schedule all the emails



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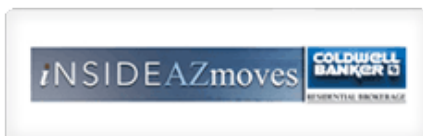
## OUTGOING REFERRAL FOLLOW UP PLAN PROGRAM

The Outgoing Referral Follow Up Plan Program provides three ways Sales Associates can do more business: list more homes, help more buyers and increase referral business.

Most great Sales Associates have a business plan for listing and selling, but only Coldwell Banker Residential Brokerage offers their Sales Associates an off-the-shelf, automated program to generate referrals. Choose from 3 different off-the-shelf Business Plans depending on the amount of referral business you want to generate.



To access the Outgoing Referral Follow Up Plan Program navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > **HOMEBASE inTouch.**



To access additional information on the Outgoing Referral Program simply navigate to [www.nrtgateway.com](http://www.nrtgateway.com) and click on **insideAZmoves > Agent Tools > One Touch • In Touch > One Touch • In Touch Manuals**

## APPLICATIONS

**Email Marketing, Lead Generation, Marketing Templates**

## HOW THIS TOOL WORKS

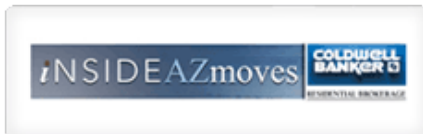
- Email Marketing tools powered directly into [HOMEBASE inTouch](#)
- Click on a lead (contact) and assign one of our Outgoing Referral Follow Up Plans that will be sent to them on specific days of the month
- Client will receive these plans for 12 consecutive months
- Emails are automated, simply add a plan and let [One Touch • In Touch](#) schedule all the emails
- Then follow one of our 3 business plans or create your own





## PROSPECTING

Prospecting is at the heart of real-estate success. Use prospecting tools to support all of your prospecting needs. Our one-stop Prospecting Section on [insideAZmoves](#) pulls together instruction, insights, direction, how-to tutorials, and collateral by prospecting method. Our Prospecting section is broken down into four categories:



To access the Prospecting section navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > **insideAZmoves** > **Education**

Sales Associates can find even more prospecting tools on our national intranet website [Coldwell Banker Works](#) too!



To access the prospecting on [Coldwell Banker Works](#) simply navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > **Coldwell Banker Works** and search for **Prospecting** in the search field to access all of the tools.

## APPLICATIONS

**Email Marketing, Listing Consultation, Lead Generation, Marketing Templates, Statistic Tools**

## HOW THIS TOOL WORKS

- Navigate to insideAZmoves > Agent Tools > Prospecting
- Choose from one of four categories: Activities, Collateral, SOI, and Tools
- Click on the links to download documents, training, tips, scripts and much more
- Use the prospecting tools at your own pace without feeling rushed or overwhelmed, or get together with your manager for additional support and accountability

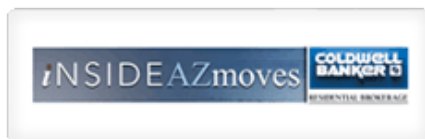


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## THEMED TEMPLATES

Themed Templates are free templates that our Sales Associates can download and use in their marketing efforts.

The themed templates are categorized by specific themes such as: Farming Postcards, Going Green Templates, Seasonal Templates; including Fall, Spring, Summer, and Winter; and Holiday Templates; including Birthday, December Holidays, Easter, Father's Day, Fourth of July, Halloween, Labor Day, Mother's Day, Memorial Day, New Year's, St. Patrick's Day, Thanksgiving, and Valentine's Day.



To access the themed templates simply navigate to [www.nrtgateway.com](http://www.nrtgateway.com) and click on **insideAZmoves > Marketing > Client Contact Templates > Themed Templates**

## APPLICATIONS

**Email Marketing, Listing Consultation, Lead Generation, Marketing Templates**

## HOW THIS TOOL WORKS

- Download our pre-designed promotional templates
- Using Adobe Reader or any PDF program add your contact information and image in the editable fields
- Save the file and email a contact or convert to an image and use with an email marketing program

# LISTING PRESENTATION MATERIALS

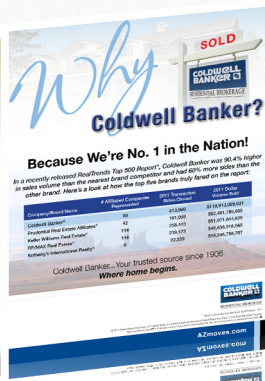
***IF ANY SELLER ONLY KNEW WHAT THEY COULD GET FROM COLDWELL BANKER RESIDENTIAL BROKERAGE, EVERY LISTING WOULD HAVE A COLDWELL BANKER SIGN OUT FRONT. OUR LISTING PRESENTATION MATERIALS ARE DESIGNED TO TELL THAT STORY.***

***THEY ARE ALSO DESIGNED TO HELP OUR SALES ASSOCIATES EDUCATE THEIR SELLERS SO THEY CAN MAKE AN INFORMED DECISION. SHARING INFORMATION VISUALLY IS AN IMPORTANT PART OF THE EDUCATION PROCESS.***

***THE WAY IN WHICH INFORMATION IS SHARED CAN ALSO BE COMPELLING. THAT'S WHY OUR LISTING PRESENTATION MATERIALS ARE AVAILABLE IN A WIDE VARIETY OF FORMATS INCLUDING THE ABILITY TO SHARE INFORMATION FROM MOBILE DEVICES.***

■ - NRT/CB Program ■ - Arizona Program

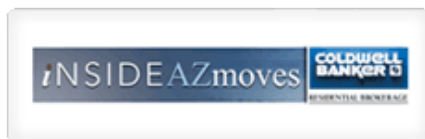




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## #1 BROKER IN AMERICA

NRT/Coldwell Banker Residential Brokerage has been the #1 Broker in America for the last 16 consecutive years as of 2013. In a 2013 Survey, RealTrends Top 500 Report, Coldwell Banker was 90.4% higher in sales volume than the nearest brand competitor and had 60% more sides than the other brand.



To download this file for your listing presentations, please navigate to [www.insideAZmoves.com](http://www.insideAZmoves.com) > Marketing > Listing Presentations > Statistical Information Flyers > Coldwell Banker #1 in the Nation

## APPLICATIONS

**Email Marketing, Listing Consultation, Lead Generation, Marketing Templates**

## HOW THIS TOOL WORKS

- Download our pre-designed #1 Broker in America templates
- Using Adobe Reader or any PDF program add your contact information and image in the editable fields
- Save the file and email a contact or convert to an image and use with an email marketing program



## **PREVIEWS INTERNATIONAL**

Coldwell Banker Previews International is a luxury real estate marketing program that allows Sales Associates to expose their exceptional properties to an affluent buyer audience via the Previews agent network, targeted mailing lists, and select print and online media.

The Previews International Program has been a world leader in the marketing of luxury homes since 1933. The Previews® program was acquired by Coldwell Banker Real Estate in 1980. Coldwell Banker Previews has a track record of being selected to represent some the world's most exquisite properties.

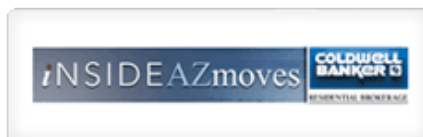


**To access the Previews website go to**

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

**To manage your Previews profile or listing go to**

[www.nrtgateway.com](http://www.nrtgateway.com) > **CB Works > Search for Previews.**



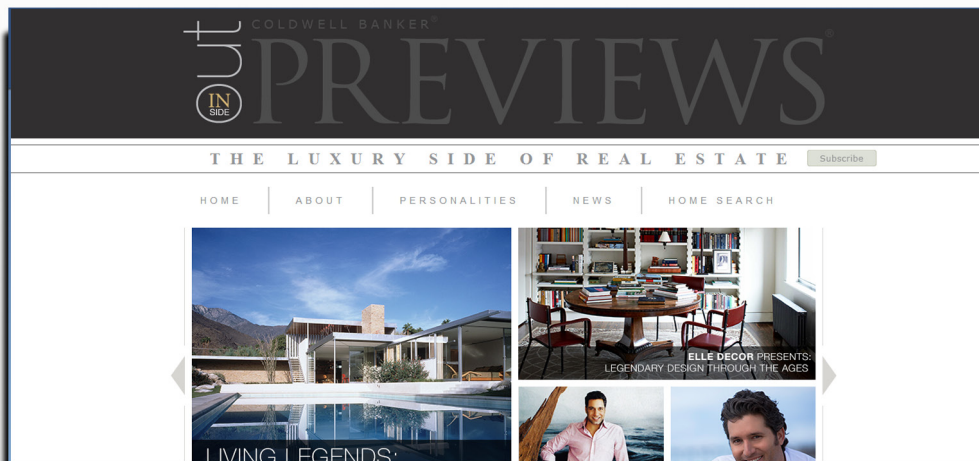
**To search for Previews materials go to [www.nrtgateway.com](http://www.nrtgateway.com) > CB Works and insideAZmoves > Marketing > Previews**

## APPLICATIONS

**Comprehensive Internet Marketing, Listing Consultation, Lead Generation, Marketing Templates, Property Promotion, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Advertise your listing in our bi-annually published magazine, Previews Homes & Estates
- The global marketing program features affordable options to geo-target feeder markets in regional publications or issues
- Expanded international reach with Millionaire Asia, and Luxury Properties, among others. These publications help ensure your ability to deliver sophisticated upscale impressions



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## PREVIEWS INSIDEOUT

Previews InsideOut is the official blog of Coldwell Banker Previews International®. The intent of this blog is to provide the public with an insider's perspective on luxury real estate, luxury lifestyle, and residential design from some of the nation's leading voices, visionaries and style-setters.

Previews InsideOut reinforces the brand promise and delivers insightful interviews with celebrities and icons of style, and introduces their co-marketing partner 1stDibs.com, a luxury furnishing website.

Previews® has been serving the needs of luxury homebuyers and sellers since 1933 and is exclusively available to Coldwell Banker Real Estate and it's 82,200 Sales Associates and 3,100 offices in 51 countries and territories around the globe.

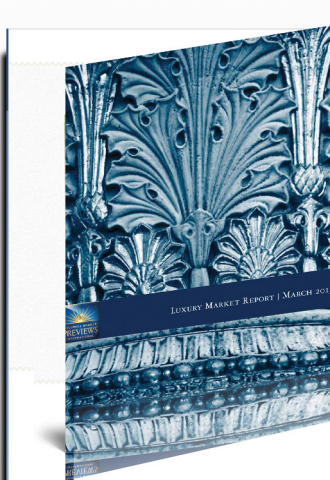
To access the Previews insideout blog website go to [www.Previewsinsideout.com](http://www.Previewsinsideout.com).

## APPLICATIONS

**Comprehensive Internet Marketing, Email Marketing, Listing Consultation, Lead Generation, Property Promotion, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- The sites content is updated on a bi-weekly basis and an e-blast is sent to several internal and external databases of approximately 200,000+ recipients. Content from the site is re-purposed for Coldwell Banker Previews International social media outlets and vice versa.
- Each issue features conversations with icons who have played a role in shaping and redefining luxury as we know it
- PreviewsInsideOut.com is a tool for individual Sales Associates to use as part of their own marketing outreach



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## **PREVIEWS LUXURY MARKET REPORT**

Over the last decade, Coldwell Banker Previews International® has watched closely as the luxury market dramatically shifted from local to global. That is why we decided to consult with our affiliates from all four corners of the globe to give an exclusive look inside the luxury real estate world in our Previews Luxury Market Reports. Our hope is that this information will give our Sales Associates a clearer view of where the global market is currently, and where it could be moving... so they have the best intelligence to achieve their goals.

Previews® has been serving the needs of luxury homebuyers and sellers since 1933 and is exclusively available to Coldwell Banker Real Estate and it's 82,200 Sales Associates and 3,100 offices in 51 countries and territories around the globe.

**To access the Previews Luxury Market Report go to [www.Previewsinsideout.com](http://www.Previewsinsideout.com). Additionally, the report can be subscribed to by going to [previewsinsideout.com/subscribe](http://previewsinsideout.com/subscribe) to get the report sent directly to your email.**

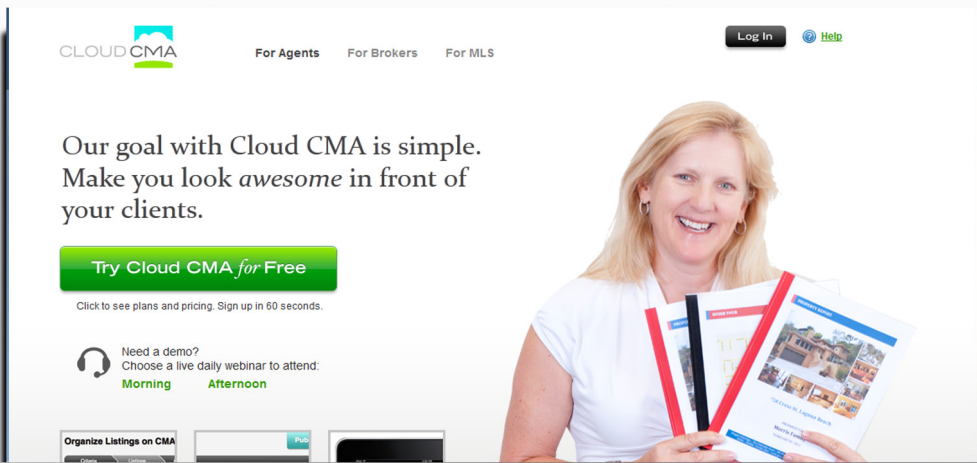
## APPLICATIONS

**Comprehensive Internet Marketing, Email Marketing, Listing Consultation, Lead Generation, Property Promotion, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- The Luxury Market Report looks at the real estate wants and needs of today's ultra luxury buyer
- Most of the pages are devoted to the amazing assemblage of luxury homes being offered by Coldwell Banker
- Along with a focused look at exclusive ZIP code activity, the semiannual Previews® report also provides statistical and anecdotal snapshots of select worldwide luxury markets



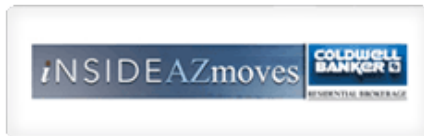


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## CLLOUDCMA

CloudCMA is an online report generator designed to allow our Sales Associates to easily create Custom Listing Presentation Reports for their buyers and sellers.

Reports include a comparative market analysis (CMA), buyer tour, property profile, and flyers. These report sets can easily be created and presented on a PC, Mac, iPad or via smartphones.



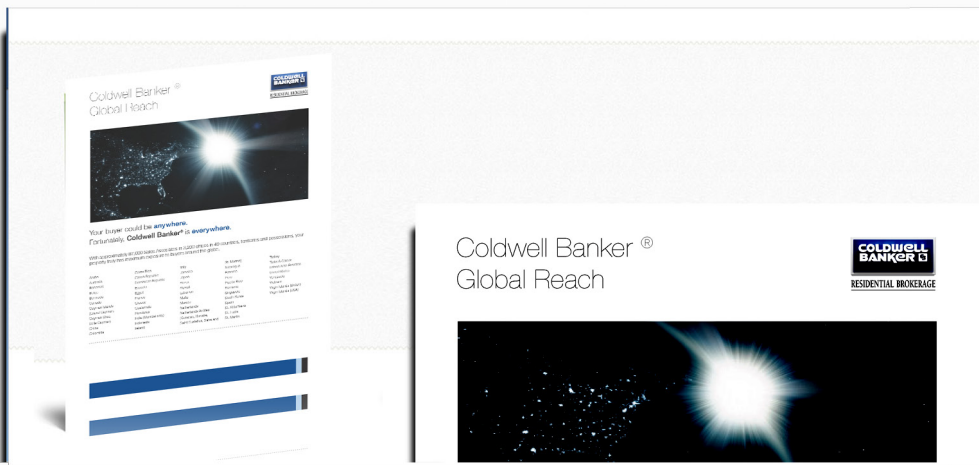
To access CloudCMA navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > **insideAZmoves > CloudCMA (no password required\*)** or directly at [www.cloudcma.com](http://www.cloudcma.com).

## APPLICATIONS

**Email Marketing, Listing Consultation, Lead Generation, Marketing Templates, Property Promotion, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- CloudCMA interfaces with the MLS systems to import property data and pictures to use with any of the reports
- Go to the user friendly CloudCMA to quickly organize and print your customizable listing presentation, for Previews or Coldwell Banker programs



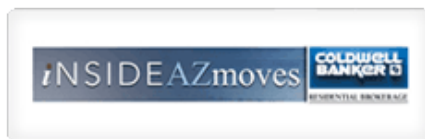
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## DOES GLOBAL REACH MATTER

The Global Reach of Coldwell Banker is well known. On average, people from 88 different countries visit our local [AZmoves.com](http://AZmoves.com) website looking for Arizona real estate every single month.

With approximately 87,000 Sales Associates in 3,200 offices in 51 countries, territories and possessions, your property truly has maximum exposure to buyers around the globe.

**To access the Does Global Reach Matter Flyer navigate to [www.cloudcma.com](http://www.cloudcma.com). It is included in the CMA listing presentation.**



**Simply navigate to [www.nrtgateway.com](http://www.nrtgateway.com) and click on insideAZmoves > Listing Presentations > Coldwell Banker Listing Presentations > 2013 Coldwell Banker Listing Presentation**

## APPLICATIONS

**Comprehensive Internet Marketing, Listing Consultation, Lead Generation**

## HOW THIS TOOL WORKS

- Download our pre-designed Does Global Reach Matter from the Coldwell Banker Listing Presentation file
- Save the file and email a contact or convert to an image and use with an email marketing program
- Log into CloudCMA to fully customize this template in your listing presentations

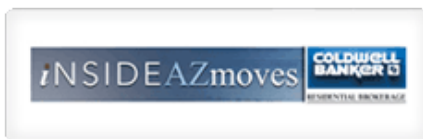


## COMMUNITY GUIDES

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We are a destination market. Over 30% of our sales each year are to second-home buyers. Our award-winning Relocation Department has developed area Online Community Guides that are packed with useful information and contacts.

They're the perfect, one-stop resource for clients considering a move to one of the popular destination communities/regions. Even better, they are generic so Sales Associates can take personal credit when offering this valuable service to your clients. It's also linked on Sales Associates free company provided branded website.



**To access the community guides, navigate to**  
[www.nrtgateway.com](http://www.nrtgateway.com) > **insideAZmoves** > **Agent Tools** >  
**Community Guides**

## APPLICATIONS

**EMAIL MARKETING, LISTING CONSULTATION, LEAD GENERATION, MARKETING TEMPLATES, PROPERTY PROMOTION, WEBSITES/IDX, SOCIAL MEDIA**

## HOW THIS TOOL WORKS

- Sales Associates navigate to [insideAZmoves](#) > Agent Tools > Community Guides
- Hyperlinks are provided to Sales Associates to use in their online marketing strategy
- Include these links in email campaign to potential relocation clients

NOTE: Auto-Schedule is ON. New listings will automatically be scheduled to send reports to [wendywalker@cox.net](mailto:wendywalker@cox.net) [Modify settings](#)

Biltmore Walker, Wendy

[Merge Duplicates](#)

Address	MLS ID	Price	Received ↓	Total Detail Views ?			
				7 Days 12/16/12 - 12/23/12	30 Days 11/23/12 - 12/23/12	All Time Through 12/23/12	
4541 E Moonlight Way Paradise Valley, AZ	4859001 (ARMLS)	\$2,950,000	12/6/12	216	493	493	<a href="#">&gt; Create Report</a> Scheduled <a href="#">Edit</a>
5984 N Echo Canyon Drive Phoenix, AZ	4843783 (ARMLS)	\$2,300,000	11/2/12	161	747	1,240	<a href="#">&gt; Create Report</a> Scheduled <a href="#">Edit</a>

**NRT/CB**

## HOMEBASE INSIGHT

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With our HOMEBASE inSight, Sales Associates can generate one combined report on the number of listing views and hits their property receives, giving online statistics from [AZmoves.com](#), REALTOR.com® and [coldwellbanker.com](#), as well as our [FAB+ Partners](#)—quickly, automatically, and at no charge!

This tool saves Sales Associates the time and trouble of pulling data from different places to show sellers online traffic for their listings.

**HOMEBASE insight**  
(Formerly Online Showing Report)

To access the HOMEBASE inSight, navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > **HOMEBASE inSight**

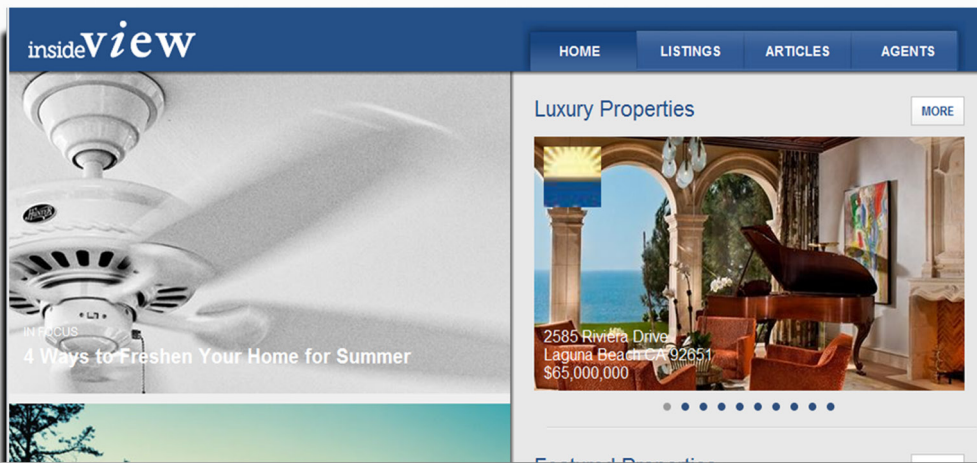
## APPLICATIONS

**Comprehensive Internet Marketing, Email Marketing, Lead Generation, Reporting Tools, Statistic Tools, Websites/IDX**

## HOW THIS TOOL WORKS

- Track hits on listings from multiple websites in one report
- Property Detail View statistics from: [AZmoves.com](#), [coldwellbanker.com](#), REALTOR.com®, Trulia, Zillow/Yahoo! Real Estate, Homes.com, NYTimes.com
- Pre-designed reports which can be customized and sent to clients
- Additional space on the report for a personal message to the client and the option to customize the email
- Options to send the report to clients on a weekly (sent on Monday), monthly (2nd of the month) or any date-specified basis
- Weekly active listings report containing a summary of the activity on your listings
- Unsubscribe from the report at any time





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## INSIDEVIEW

InsideView is a Revolutionary Online Magazine About Lifestyles, Architecture, Real Estate, Green Technology and more. InsideView is the online companion to the [print edition of View](#).

Taking the View concept a step further, insideView features articles on a wide range of subjects, including real estate, green home technology, community events, architecture, market trends and information about the unique lifestyles found in Southern California and Arizona.

The web magazine also features the same beautiful homes found in the print edition of View but with expanded online access to photos and information.

InsideView features geo-location technology for locating nearby properties which will allow readers to search for and view photos and information for all Coldwell Banker Residential Brokerage properties currently available for sale in Southern California and Arizona. This revolutionary new online presence also has its own app for iPad and Android devices.

**To access insideview go to [www.cbview.com](http://www.cbview.com).**

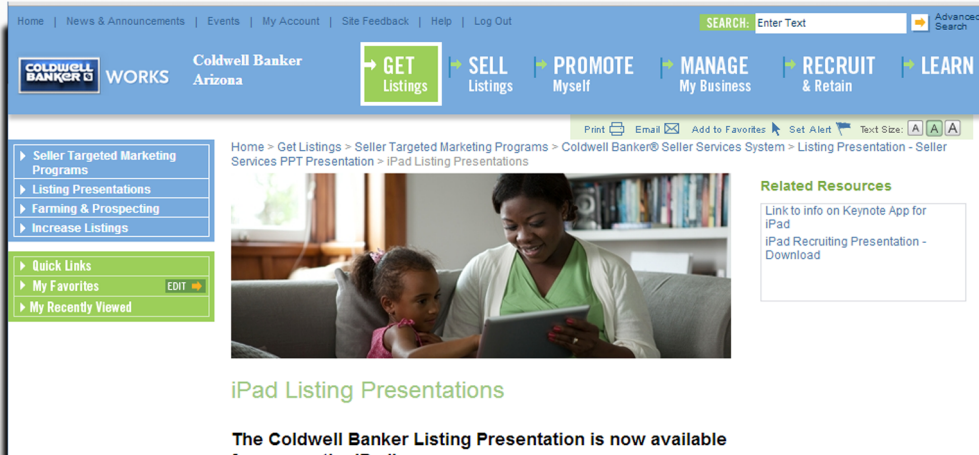
**Download the insideview app from the the iTunes or Google Play stores.**

## APPLICATIONS

**Listing Consultation, Lead Generation, Websites/IDX, Social Media, Video**

## HOW THIS TOOL WORKS

- Share stories, properties and links from listings, and our content partners such as Dwell.
- Email stories and videos from the official Online Magazine of View to your SOI
- Link to the official Online Magazine of View in your social media and websites



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## IPAD LISTING PRESENTATION

Download the iPad Listing Presentation from [Coldwell Banker Works](#) to get a fully customizable version of the brand's listing presentation for use with the Keynote app on the iPad. This iPad friendly listing presentation is already loaded with animations, images, design templates and editable content for use with prospective sellers.



To access iPad Listing Presentations, navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > Coldwell Banker Works and Search for iPad Listing Presentations.

## APPLICATIONS

### Listing Consultation, Lead Generation

## HOW THIS TOOL WORKS

- Download our pre-designed iPad Listing Presentation from [Coldwell Banker Works](#)
- Save the file on your iPad and open and edit in [Keynote](#)
- Use your iPad on a Listing Consultation with the iPad Listing Presentation

## MarketQuest - Web

Logout

☒ Show Trends as Arrows ☐ Hide Price Per Square Foot Areas  
☒ Show Trends Values ☐ Include Data Table in HTML Report

Customize Report Email Report Return to Search

**MARKET ACTION REPORT**

**COLDWELL BANKER**  
RESIDENTIAL BROKERAGE

Brandon Pines  
eMarketing Specialist  
480-481-8414  
brandon.pines@azmoves.com

County: Maricopa November 2012

Property Type: Single Family Home, Townhome, Condo | Price \$0 to \$999,999,000

Market Profile & Trends Overview	Month	Trending Versus*				Trending Versus*		
		LM	L3M	PYM	LY	YTD	PriorYTD	PriorYear
Median List Price of all Current Listings	\$207,000	↑		↑				
Average List Price of all Current Listings	\$382,541	↑		↑				

**NRT/CB**

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### MARKETQUEST

MarketQuest is an online data analysis program designed to pull market trends, market share and inventory based on your unique search criteria. Exclusively for Coldwell Banker Sales Associates this tool provides data based on non biased sources. The beauty of this program is the ease of use in making your data available to clients by sending an instant HTML email with the generated data.



To access MarketQuest, navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > MarketQuest

### APPLICATIONS

**Email Marketing, Lead Generation, Marketing Templates, Statistic Tools**

### HOW THIS TOOL WORKS

- Designed to pull market trends and inventory based on your unique search criteria
- Exclusively for Coldwell Banker Sales Associates
- Enjoy Custom Market Action Reports delivered to your email in HTML format embedded format
- Provides data based on non-biased sources
- Provide data along with a running narrative of what that data means



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## ON LOCATION VIDEO 101

Creating your own video isn't hard and most of what you'll need you probably already own. But it does require a little knowledge to get started. In five easy steps, [OnLocationVideo101](http://www.OnLocationVideo101.com) walks you through the basics:

- What equipment you'll need
- How to prep for a shoot
- Filming
- Editing
- Marketing your finished video.

The site was specifically designed for our Sales Associates, not professional videographers, so it's easy to follow along and introduce video into your marketing campaigns.

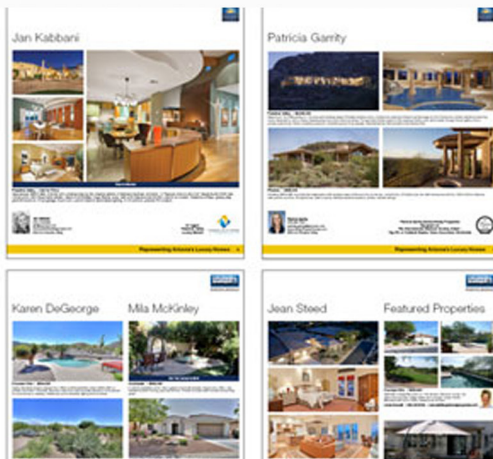
**To access the On Location Video 101 training simply navigate to [www.OnLocationVideo101.com](http://www.OnLocationVideo101.com)**

## APPLICATIONS

### VIDEO MARKETING, AGENT/COMPANY BENEFIT, TRAINING

## HOW THIS TOOL WORKS

- Sales Associates can navigate to [www.OnLocationVideo101.com](http://www.OnLocationVideo101.com) to follow 5 steps to learn to use video
- The website is full of downloadable guides, videos, examples and is written in simple to understand instructions on how to shoot, edit and market: agent (about yourself), area (about your community and local surroundings) and listing (about your property) videos



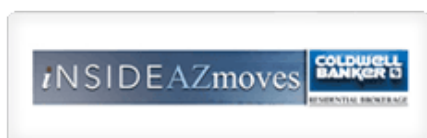
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## VIEW MAGAZINE

Our full-color statewide View magazine provides our sellers with the most exposure and the broadest reach in the industry and acts like a bridge to the internet. There's nothing else like it anywhere in the industry and it provides our Sales Associates an impressive competitive advantage on their listing appointments. This exclusive magazine is distributed to 15.8 million households (in the Southwest Region). The local regions which have their own editions include Greater Los Angeles, Orange County/Desert, San Diego, and Arizona.

The magazine has a lifestyle blog companion called [insideview](#). Taking the View concept a step further, insideView features articles on a wide range of subjects, including real estate, green home technology, community events, architecture, market trends and information about the unique lifestyles found in Southern California and Arizona.

Features of insideView include property details for advertised listings, sharing links on popular social media channels, and archived PDFs of past issues. Viewers in Arizona can also search other areas of interest, like Southern California and it is also available by subscription.



**To access View Magazine forms and deadline dates navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > insideAZmoves > Marketing > Marketing Programs > View Magazine**

## APPLICATIONS

**Comprehensive Internet Marketing, Email Marketing, Listing Consultation, Lead Generation, Property Promotion, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- View complements the expertise of your agent with a comprehensive multi-media resource reaching hundreds of thousands of homebuyers in each region of the Southwest
- Sales Associates fill out the View order form to advertise their listings (View is heavily subsidized for our Sales Associates adding yet another incredible benefit for Coldwell Banker Residential Brokerage Sales Associates).



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The 30-60-90 Report helps Sales Associates educate our sellers so they can make the best decision possible about pricing their home. The report is broken down by city/MLS Area and price and then shows information about the Current Market, the Most Recent Sales and Failed data and finally the area and price are treated to a 30 / 60 / 90 day Analysis.



## Email Marketing, Lead Generation, Marketing Templates, Statistic Tools, Websites/IDX, Social Media

- Download our Month's Supply of Inventory Report
- Save the file and email a contact or convert to an image and use with an email marketing program





With today's prices and interest rates, there truly may not be a time like now in which to make your move into a new home. While buying a home is one of life's most important investments and exciting adventures, there's much more to it than picking out the perfect floor plan. Even experienced buyers can find the process a bit complex and overwhelming. That's why the time you spend preparing yourself before you start your search can be the best investment you make in your new home.

As a buyer, it's important to know the potential pitfalls and stumbling blocks that may pop up during your path to homeownership success. So here are some things to keep in mind before and during your search:

- Do the math and establish your purchasing power. Before you start cruising the neighborhood for open houses, you need to know which downspout you can afford to pull into. Meet with a lender who will help you determine which type of financing (FHA, fixed rate, adjustable, etc.) will work best for you and how much you qualify for with each type. Also, getting pre-approved can put you in a much stronger negotiating position because it shows the seller that you are a committed buyer, financially capable of buying the property, and more likely to close on it.
- Find the right agent. Your real estate agent will be your partner in your search, so it's important to gain confidence in him or her by doing your research. You should first understand the difference in the terms: real estate agent and Realtor®. Every agent has earned a real estate license through the state, but a Realtor has additional certification from the National Association of Realtors. Next, look for a strong buyer's agent with experience and commitment, who will look out for your best interests and work with you to find the right home for you.

few clicks of a mouse, buyers can see pictures, take virtual tours and map out locations for homes that contain features they specifically search for. Start looking on websites like Realtor.com, AZMoves.com, MLS.com and Zillow.com for homes that fit your particular criteria. You can register for e-mail alerts to have homes sent to you and your agent so he/she can investigate further.

Location, location, location. One can make a lot of pros and cons for nearly every home in every neighborhood. That's why it's important to narrow your search before you start touring every house in town. Decide what neighborhoods work best for you and your family. Check out school districts, shopping and dining, public transportation, recreational areas and more statistics.

List your priorities and prepare to compromise. The dream home you have pictured in your mind might not exist in reality—or at least not in your neighborhood or price range. There are often compromises involved in deciding on a property. So, you may have to sacrifice that extra large backyard or in-ground pool in order to get the home located near your child's school that has the four bedrooms you require. Make a list of the features you are looking for in a house and rate them on a scale of one to five, with five being a feature you can't live without. Then, bring your list with you as you tour homes to keep score.

Would you like French doors with that? Once you've found a home you like, consider the costs of upgrades, repairs or remodels and factor those in to your short or long term budgets. Remember that any upgrades you make, will likely add value to your new home. So it may be worth the extra investment to have it done.

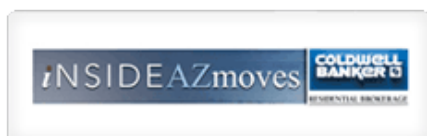


## BUYING & SELLING TIPS

Buying & Selling Tips Templates are free templates that our Sales Associates can download and use in their marketing efforts.

The Buying & Selling Tips are located in the Marketing section on [insideAZmoves](#) under [Client Contact Templates](#). Flyers include: Best iPad Apps, Buying A Vacation Home, Closing The Deal, Common Home Seller Mistakes, Home Buyer Checklist, Home Staging Tips, House Appeal, Increase Your Home Value and many more!

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To access Buying & Selling Tips navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > [insideAZmoves](#) > [Marketing](#) > [Client Contact Templates](#) > [Buying & Selling Tips](#)

## APPLICATIONS

**Email Marketing, Lead Generation, Marketing Templates, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Download our pre-designed templates
- Using Adobe Reader or any PDF program add your contact information and image in the editable fields
- Save the file and email a contact or convert to an image and use with an email marketing program

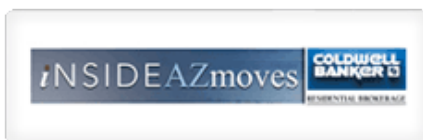


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## CLIENT SATISFACTION SURVEY

Under our President & COO's signature, we send out a Client Satisfaction Survey on all of our closings where we have the client's e-mail. We share the results with our Sales Associates and pool the information statistically for the benefit of all.

As a company, our buyers and sellers have given us the highest marks available in value and they would not only use us again, but also recommend us to their friends.



To access Client Satisfaction Survey navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > **insideAZmoves** > **Marketing** > **Client Contact Templates** > **Client Satisfaction Survey**

## APPLICATIONS

### Email Marketing, Marketing Templates

## HOW THIS TOOL WORKS

- Sales Associates don't need to do anything but turn in a valid email address with their sale
- This is a company generated email
- Receive feedback on what clients value most
- Use the feedback to improve your services
- When they say they would definitely refer you to others, thank them and mention how important referrals are



**January - February Distressed Property Analysis**  
1/15/12 - 2/15/2012

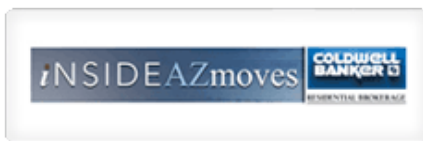
Geographic Area	ACTIVE LISTINGS	SHORT SALES	REO	% DISTRESSED	SOLD LISTINGS	SHORT SALES	REO	% DISTRESSED
<b>By County</b>								
Maricopa County	20,980	7,306	1,808	42.90%	5,008	1,524	1,488	50.64%
Pima County	8,003	1,847	892	38.47%	848	119	354	55.71%
Pinal County	2,453	855	187	41.10%	824	174	120	47.79%
<b>Phoenix Area</b>								
Phoenix Metro	378	152	24	40.47%	123	31	20	44.71%
Avondale	200	76	10	41.10%	58	13	11	38.84%
Glendale	347	77	28	40.00%	81	21	17	42.84%
Scottsdale	391	160	28	78.91%	103	43	20	61.17%
Buckeye	419	254	55	82.77%	105	44	37	80.03%
Chandler	1,148	515	111	50.16%	369	135	62	47.76%
Carroll-Cave Creek	435	85	28	24.19%	84	25	11	46.44%
Mountain View	378	88	32	27.25%	88	13	12	39.29%
Goodyear	1,028	534	89	58.85%	364	150	78	59.25%
Glendale	985	483	117	62.37%	383	87	111	56.89%
Goodyear	767	220	11	30.46%	192	43	38	50.51%
Mesa	2,007	758	157	48.09%	628	144	130	51.76%
Paradise Valley	351	31	7	10.54%	57	8	4	27.04%
Peoria	869	343	77	48.44%	242	83	33	54.96%
Phoenix	4,838	2,087	472	62.92%	1,728	471	469	58.25%
Queen Creek	354	192	26	58.50%	110	43	18	50.64%
Scottsdale	3,081	921	171	22.09%	533	87	87	34.72%
Sun City	878	421	88	58.10%	138	38	21	22.00%
Sun City West	1,002	361	22	30.00%	82	11	10	19.25%
Surprise	1,120	348	88	37.66%	281	85	67	57.85%
Tempe	453	181	40	41.46%	104	33	34	51.81%
<b>Tucson Area</b>								
Central Tucson	714	148	121	34.75%	104	35	47	53.85%
East Tucson	443	139	78	49.21%	85	4	33	46.25%
West Tucson	862	429	84	49.42%	89	1	18	20.22%



## DISTRESSED PROPERTY REPORT

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The Distressed Property Report is one of several statistical reports generated automatically for our Sales Associates to share with their Sphere of Influence. On the **15th of each month**, we take a look at the market by area analyzing the Actives and Solds by percentage of Short Sales, REOs and overall Distressed Properties. They are online. Simply click, go, and share!



To access the Distressed Property Report navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > **insideAZmoves** > **Statistics**

## APPLICATIONS

**Email Marketing, Lead Generation, Marketing Templates, Statistic Tools, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Download our Statistical report
- Save the file and email a contact or convert to an image and use with an email marketing program
- This report can also be automatically sent to your Sphere of Influence through our [One Touch • In Touch Program](#), using the Market Watch Overview Report Follow Up Plan

PRESENTING  
Coldwell Banker®

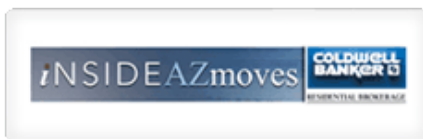
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## **LISTING PRESENTATIONS ON INSIDEAZMOVES.COM**

Listing Presentation Materials are free listing flyers, documents, and presentations that our Sales Associates can download to help secure listings and use in their marketing campaigns.

Available for both Coldwell Banker and Previews Sales Associates; listing presentations help Sales Associates get their message communicated effectively when used on consultations. These templates are categorized by type:

- Coldwell Banker Listing Presentations** - Coldwell Banker branded materials.
- Previews Listing Presentations** - Coldwell Banker Previews branded materials.
- Agent Promotional Materials** - Coldwell Banker program and promotion materials.
- Short Sale Resources** - Short Sale materials
- CB Positioning and Marketing Strategy** - Help Sellers price their properties
- HOMEbase inTouch Flyers** - Our Lead Management software materials
- Relocation Flyers** - flyers for Relocation.



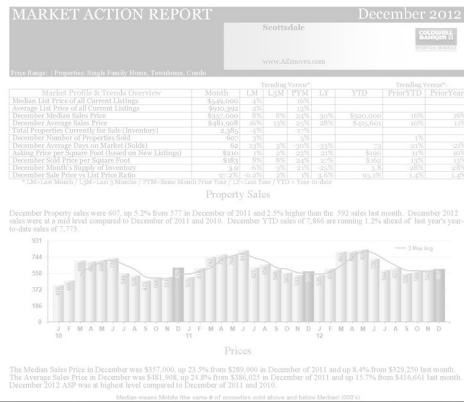
**To access Listing Presentations navigate to**  
[www.nrtgateway.com](http://www.nrtgateway.com) > **insideAZmoves** > **Marketing** >  
**Listing Presentations**

## APPLICATIONS

**Email Marketing, Listing Consultation, Lead Generation, Marketing Templates, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Download our Listing Presentation Materials
- Using Adobe Reader or any PDF program add your contact information and image in the editable fields
- Save the file and email a contact or convert to an image and use with an email marketing program

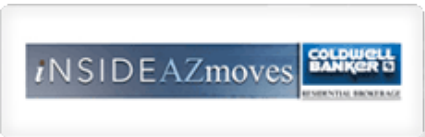


# MARKET ACTION REPORTS

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The Market Action Reports are one of several statistical reports generated automatically for our Sales Associates to share with their Sphere of Influence. Market Action Reports, sent out on the **10th of each month**, are comprehensive data reports that take a look at the market which are a great way to impress your past, present, and future clients!

Every month Sales Associates have access to the most recent statistics on home sales, prices, listings, and inventories for 56 submarkets in Phoenix and Tucson. They are available in a format that can be personalized and, best of all, each report contains a narrative that interprets just what the numbers mean. The uses for these reports are endless.



To access Market Action Reports navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > **insideAZmoves** > **Statistics** or [www.AZmoves.com/statistics](http://www.AZmoves.com/statistics)

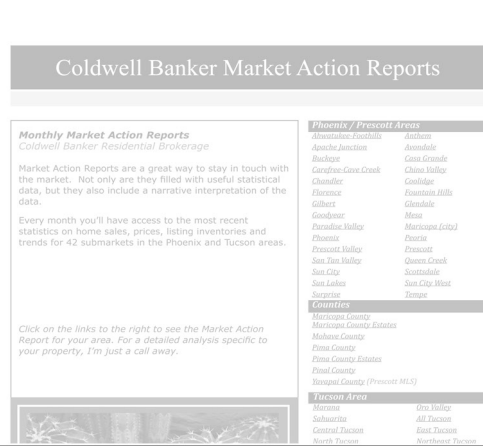
## APPLICATIONS

**Email Marketing, Lead Generation, Marketing Templates, Statistic Tools, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Download our Market Action Report by City, County, or Zip Code
- Using Adobe Reader or any PDF program add your contact information and image in the editable fields
- Save the file and email a contact or convert to an image and use with an email marketing program
- These reports can also be automatically sent to your Sphere of Influence through our [One Touch • In Touch Program](#), using the Market Action Report Follow Up Plans



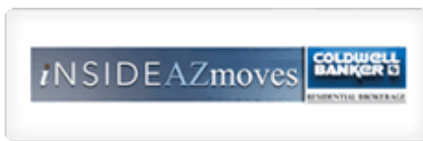


## MARKET ACTION REPORT - ALL AREAS

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The Market Action Reports are one of several statistical reports generated automatically for our Sales Associates to share with their Sphere of Influence. The Market Action Report - All Areas report is a summary of all of our [Market Action Reports](#) covering areas throughout the state with one send.

On the **10th of every month** you'll have access to the most recent stats on home sales, prices, listings and inventories for 56 markets throughout the state. Drive more business by setting up a vertical farm then automate the monthly sends through our [One Touch-In Touch program](#).



**To access Market Action Reports - All Areas navigate to**  
[www.nrtgateway.com](http://www.nrtgateway.com) > **insideAZmoves** > **Statistics** or  
[www.AZmoves.com/statistics](http://www.AZmoves.com/statistics)

## APPLICATIONS

**Email Marketing, Lead Generation, Marketing Templates, Statistic Tools, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Download our Market Action Report - All Areas
- Using Adobe Reader or any PDF program add your contact information and image in the editable fields
- Save the file and email a contact or convert to an image and use with an email marketing program
- This report can also be automatically sent to your Sphere of Influence through our [One Touch • In Touch Program](#), using the Market Watch Overview Report-All Follow Up Plan



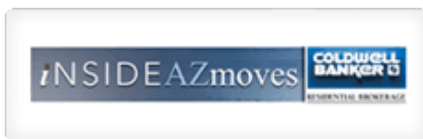


## MARKET WATCH NEWSLETTER

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The Market Watch Newsletter is one of several statistical reports generated automatically for our Sales Associates to share with their Sphere of Influence. On the **10th of each month**, we take a look at the market by providing great, topical content to send to your clients, prospects, and spheres of influence.

It offers professionally written content on late-breaking real estate topics along with links to Arizona Trend Graphs for your specific market. All you have to do is forward it to your clients. What a great self-promotion strategy to impress them and build your business!



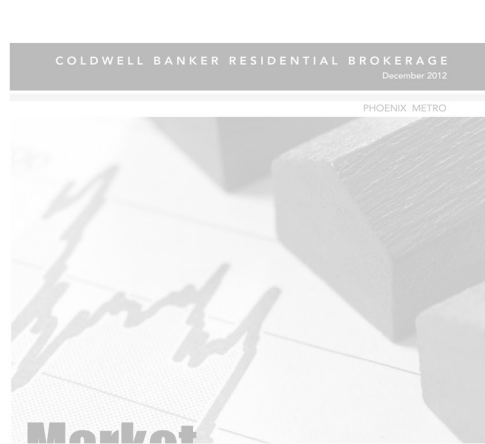
To access Market Watch Newsletter navigate to  
[www.nrtgateway.com](http://www.nrtgateway.com) > **insideAZmoves** > **Statistics** or  
[www.AZmoves.com/statistics](http://www.AZmoves.com/statistics)

## APPLICATIONS

**Email Marketing, Lead Generation, Marketing Templates, Statistic Tools, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Download our Market Watch Newsletter Report
- Using Adobe Reader or any PDF program add your contact information and image in the editable fields
- Save the file and email a contact or convert to an image and use with an email marketing program
- This report can also be automatically sent to your Sphere of Influence through our [One Touch • In Touch Program](#), using the Market Watch Overview Report Follow Up Plan

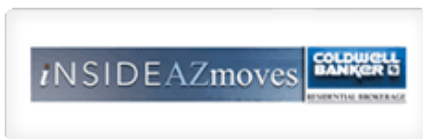


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## MARKET WATCH OVERVIEW

The Market Watch Overview Reports are one of several statistical reports generated automatically for our Sales Associates to share with their Sphere of Influence. On the **20th of each month**, we produce a combination report that combines the [Website Statistics](#), [Market Watch Newsletter](#), [Distressed Property Report](#), [Price Reports](#) and [Month's Supply of Inventory reports](#) (when applicable).

This report offers professionally written content on late-breaking real estate topics along with a compilation of 5 of our monthly statistical reports. It's a great overview to provide to your vertical farm of professionals or people you only want to contact once a month.



To access Market Watch Overview Reports navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > **insideAZmoves** > **Statistics** or [www.AZmoves.com/statistics](http://www.AZmoves.com/statistics)

## APPLICATIONS

**Email Marketing, Lead Generation, Marketing Templates, Statistic Tools, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Download our Market Watch Overview Report
- Save the file and email a contact or convert to an image and use with an email marketing program
- This report can also be automatically sent to your Sphere of Influence through our [One Touch • In Touch Program](#), using the Market Watch Overview Report Follow Up Plan



COLDWELL BANKER®	Month's Supply of Inventory (MSI)									
	November 2010 / 2011 / 2012					November 2012 vs. 2011				
	N-10	N-11	N-12	Avg.	N-11	N-12	# Var	% Var		
Abbot Kinney	0.7	2.0	2.4	4.0	2.0	2.4	-0.4	-14.3%		
Alhambra	4.6	4.4	2.7	3.9	4.4	2.7	-1.7	-38.6%		
Apache Junction	5.2	3.9	3.3	4.1	3.9	3.3	-0.6	-15.4%		
Avondale	4.7	2.3	2.7	3.9		2.7	-2.0	-51.3%		
Buckeye	7.9	3.4	3.7	4.0	3.4	3.7	-0.3	-8.8%		
Chandler	5.3	4.0	7.5	5.8	4.0	7.5	-3.5	-87.5%		
Chandler	0.3	0.3	0.9	0.9	0.3	0.9	-0.6	-100.0%		
Casa Grande	5.8	3.3	3.7	4.3	3.3	3.7	-0.4	-12.1%		
Casa Grande	5.8	3.3	3.7	4.3	3.3	3.7	-0.4	-12.1%		
Chandler	5.7	2.8	2.3	3.6	2.8	2.3	-0.5	-17.9%		
Chino Valley	14.2	9.9	4.4	9.5	9.9	4.4	-5.5	-55.6%		
Coolidge	8.0	3.9	3.4	5.1	3.9	3.4	-0.5	-12.8%		
Florence	7.8	5.8	5.4	6.1	5.8	5.4	-0.4	-6.9%		
Fort Mohave	4.2	4.1	3.2	4.5	4.1	3.2	-0.9	-21.9%		
Fountain Hills	5.5	7.4	5.2	6.4	7.4	5.2	-2.2	-29.7%		
Gilbert	5.5	2.8	2.1	3.4	2.8	2.1	-0.7	-25.0%		
Glendale	5.6	2.7	2.5	3.6	2.7	2.5	-0.2	-7.4%		
Goodyear	5.2	2.9	3.0	4.2	2.9	3.0	-0.1	-3.4%		
Kingman	5.7	5.5	5.4	5.5	5.5	5.4	-0.1	-1.8%		
Lake Havasu City	6.3	6.8	6.9	6.6	6.8	6.9	-0.1	-1.5%		
Marana	11.0	11.0	5.5	9.5	11.0	5.5	-5.5	-50.0%		
Mesa	8.4	3.7	3.9	5.7	3.7	3.9	-0.2	-5.4%		
Paradise Valley	17.2	9.9	9.5	12.9	9.9	9.5	-0.4	-4.0%		
Peoria	6.3	2.8	2.5	3.9	2.8	2.5	-0.3	-10.7%		
Phoenix	6.3	2.8	2.7	3.9	2.8	2.7	-0.1	-3.6%		
Prescott	10.7	5.4	5.3	8.3	5.4	5.3	-0.1	-1.9%		
Prescott Valley	6.2	5.2	4.1	5.2	5.2	4.1	-1.1	-21.2%		
Queen Creek	5.6	2.4	2.7	3.4	2.4	2.7	-0.3	-12.5%		
San Tan Valley	5.5	2.1	4.4	4.0	2.1	4.4	-2.3	-109.5%		
Scottsdale	8.0	5.7	4.3	6.3	5.7	4.3	-1.4	-24.6%		

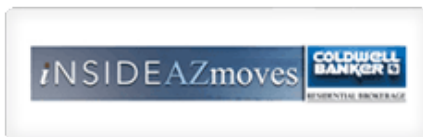


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## MONTH'S SUPPLY OF INVENTORY

The Month's Supply of Inventory Reports are one of several statistical reports generated automatically for our Sales Associates to share with their Sphere of Influence. On the **13th of each month**, we take a look at the market by the monthly supply of inventory and produce a summary for the Phoenix Metro and Tucson Markets respectively.

All our Sales Associates have to do is forward their report to your clients. What a great self-promotion strategy to build a business!



To access Month's Supply of Inventory Reports navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > **insideAZmoves** > **Statistics** or [www.AZmoves.com/Statistics](http://www.AZmoves.com/Statistics)

## APPLICATIONS

**Email Marketing, Lead Generation, Marketing Templates, Statistic Tools, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Download our Month's Supply of Inventory Report
- Save the file and email a contact or convert to an image and use with an email marketing program

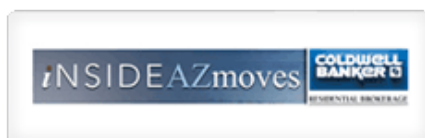


## ONLINE SHORT SALE PACKAGE

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Coldwell Banker Residential Brokerage, in conjunction with Asset Managers across the nation have developed a comprehensive, proprietary online Short Sale Package that has allowed many of our clients to have their offers accepted while others were passed over.

We have since shared our package with Banks and Associations in a cooperative spirit to aid in the Short Sale process. Ask your manager about our Short Sale Mastermind Group. Find the latest news and updates regarding Short Sales on insideAZmoves.



**To access Online Short Sale Package/Short Sale Resources navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > insideAZmoves > Marketing > Listing Presentations > Short Sale Resources**

## APPLICATIONS

**Email Marketing, Lead Generation, Marketing Templates, Statistic Tools, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Download our Short Sale Reports from the Short Sale section on insideAZmoves
- Save the file and email you contact or use on your next listing presentation

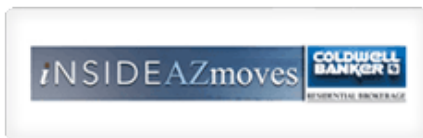


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## POWER PRICING TEMPLATES

Power Pricing and Positioning postcards, flyers, and listing presentations are centered on a tried and true approach to helping sellers understand the impact and importance of pricing. Available under the marketing section on insideAZmoves under Client Contact Templates, these templates include postcards based on topics such as:

- The Power of Price Positioning
- A House Is Worth
- Best Value Wins
- Change And Turbulance
- Down Market
- Get Real Get Sold
- Make Your House Stand Out
- One Persons Misfortune
- Power Pricing Postcards
- Stand Out In A Crowd



To access the Power Pricing Templates navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > **insideAZmoves** > **Marketing** > **Marketing Templates** > **Client Contact Templates**

## APPLICATIONS

**Email Marketing, Lead Generation, Marketing Templates, Statistic Tools, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Download our Power Pricing Postcards and Listing Presentation
- Using Adobe Reader or any PDF program add your contact information and image in the editable fields
- Save the file and email a contact or convert to an image and use with an email marketing program





**November Price Statistics**

**November 2012 Price Statistics: Maricopa County**

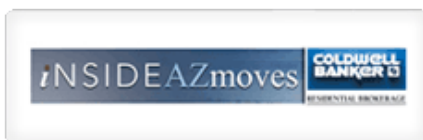
Active List Price Range	18,226 Number of Listings	Percent of Market	CDOM	Months Supply of Inventory	Pending Number of Listings	Percent of Market	Year Sold Number of Listings	Percent of Market
\$0-\$99,999	3115	17.09%	100	2.52	793	20.13%	1237	20.42%
\$100,000-\$149,999	3119	17.14%	96	2.18	827	23.03%	1488	24.98%
\$150,000-\$199,999	2823	15.49%	89	2.53	714	18.13%	1118	18.46%
\$200,000-\$249,999	1828	10.03%	88	2.68	453	11.92%	689	11.34%
\$250,000-\$299,999	1514	8.31%	85	3.08	335	8.59%	482	8.14%
\$300,000-\$349,999	1062	5.83%	104	3.17	252	6.13%	330	5.53%
\$350,000-\$399,999	807	4.43%	107	4.22	134	3.45%	204	3.32%
\$400,000-\$449,999	514	2.82%	130	4.11	75	1.90%	125	2.05%
\$450,000-\$499,999	489	2.69%	130	5.43	66	1.68%	90	1.48%
\$500,000-\$549,999	312	1.71%	108	4.52	42	1.07%	60	1.04%
\$550,000-\$599,999	234	1.30%	134	5.20	32	0.81%	54	0.89%
\$600,000-\$649,999	187	1.04%	131	6.79	15	0.38%	25	0.40%
\$650,000-\$699,999	212	1.18%	142	8.83	28	0.71%	24	0.40%
\$700,000-\$749,999	138	0.76%	154	7.20	10	0.26%	10	0.17%
\$750,000-\$799,999	201	1.10%	186	11.17	21	0.53%	18	0.30%
\$800,000-\$849,999	82	0.46%	141	6.50	10	0.25%	12	0.20%
\$850,000-\$899,999	156	0.86%	170	10.50	10	0.26%	8	0.13%
\$900,000-\$949,999	53	0.29%	187	13.25	2	0.05%	4	0.07%
\$950,000-\$999,999	109	0.60%	190	18.17	8	0.20%	0	0.00%
\$1,000,000-\$1,099,999	98	0.54%	284	9.33	7	0.18%	6	0.10%
\$1,100,000-\$1,199,999	88	0.49%	208	8.85	7	0.18%	13	0.21%
\$1,200,000-\$1,299,999	107	0.59%	192	13.38	7	0.18%	8	0.13%
\$1,300,000-\$1,399,999	88	0.49%	230	12.57	0	0.00%	7	0.12%
\$1,400,000-\$1,499,999	82	0.46%	177	8.86	7	0.18%	7	0.12%
\$1,500,000-\$1,599,999	82	0.46%	252	12.00	0	0.00%	5	0.08%
\$1,600,000-\$1,699,999	92	0.51%	279	10.00	1	0.03%	0	0.00%
\$1,700,000-\$1,799,999	88	0.49%	289	9.87	0	0.00%	0	0.00%
\$1,800,000-\$1,899,999	47	0.26%	200	23.50	0	0.00%	2	0.03%
\$1,900,000-\$1,999,999	48	0.27%	263	24.00	0	0.00%	2	0.03%
\$2,000,000-\$2,499,999	23	0.13%	248	25.50	0	0.00%	0	0.00%
\$2,500,000-\$2,499,999	79	0.43%	278	73.00	1	0.03%	1	0.02%



## PRICE STATISTICS

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The Price Statistics are one of several statistical reports generated automatically for our Sales Associates to share with their Sphere of Influence. On the **10th of each month**, we take a look at the market by price range in order to show a seller their competition as well as the pool of potential buyers. When a seller realizes that 97% of the market is looking for a home other than the same as the one they own, it is much easier for them to understand that they are in a competition and they need to be prepared to compete.



To access Month's Supply of Inventory Reports navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > [insideAZmoves](http://insideAZmoves.com) > **Statistics** or [www.AZmoves.com/Statistics](http://www.AZmoves.com/Statistics)

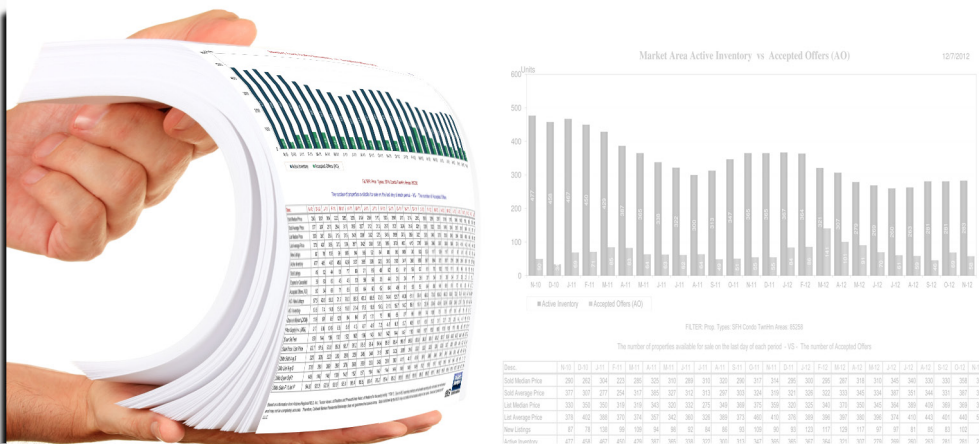
## APPLICATIONS

**Email Marketing, Lead Generation, Marketing Templates, Statistic Tools, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Download our Price Statistic report by region
- Save the file and email a contact or convert to an image and use with an email marketing program
- This report can also be automatically sent to your Sphere of Influence through our [One Touch•In Touch Program](#), using the [Market Watch Overview Report](#) Follow Up Plan



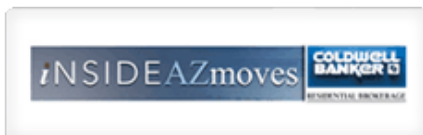


## TREND GRAPHS

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Trend Graphs are one of several statistical reports generated automatically for our Sales Associates to share with their Sphere of Influence. On the **10th of each month**, we take a look at the market by giving a snapshot of the market which are subject to the variations in MLS reporting.

Trend Graphs are intended to look forward at the trends in the market, comparing the total number of active listing in an area to the total number of new pending sales in the same area. Best of all, they are all available online. Trend Graphs are provided for zip codes, cities, areas, and counties.



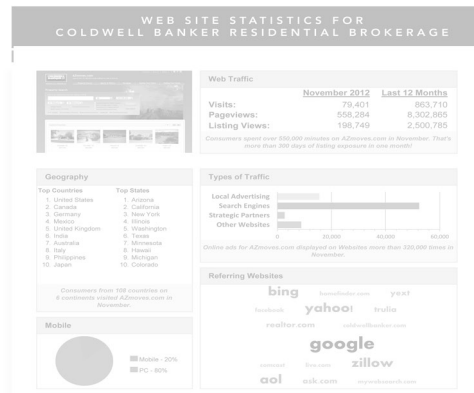
To access Month's Supply of Inventory Reports navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > **insideAZmoves** > **Statistics** or [www.AZmoves.com/Statistics](http://www.AZmoves.com/Statistics)

## APPLICATIONS

**Email Marketing, Lead Generation, Marketing Templates, Statistic Tools, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Download our Trend Graph Reports by city, MLS, or Zip Code
- Save the file and email a contact or convert to an image and use with an email marketing program

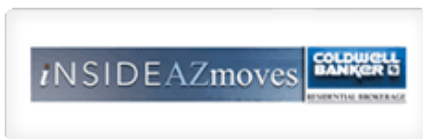


## WEBSITES STATISTICS

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The Website Statistic Report is one of several statistical reports generated automatically for our Sales Associates to share with their Sphere of Influence. On the **16th of each month**, we take a look at the monthly visitor traffic to [AZmoves.com](#), [coldwellbanker.com](#), REALTOR.com and the rest of our [FAB+ Partners](#) and generate a report that can be shared with an agent's Sphere of Influence.

The website statistics break down the listing views, leads, mobile vs desktop views, total monthly views and much more. This along with our HOMEBASE inSight, this report is a great way to gauge your properties interest and see how it is performing on all of our websites and partner websites.



To access Website Statistics navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > [insideAZmoves](#) > [Statistics](#) or [www.AZmoves.com/Statistics](http://www.AZmoves.com/Statistics)

## APPLICATIONS

**Email Marketing, Lead Generation, Marketing Templates, Statistic Tools, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Download our Website Statistic Report from [insideAZmoves.com](http://insideAZmoves.com)
- Using Adobe Reader or any PDF program add your contact information and image in the editable fields
- Save the file and email a contact or convert to an image and use with an email marketing program
- This report can also be automatically sent to your Sphere of Influence through our [One Touch•In Touch Program](#), using the [Market Watch Overview Report](#) Follow Up Plan

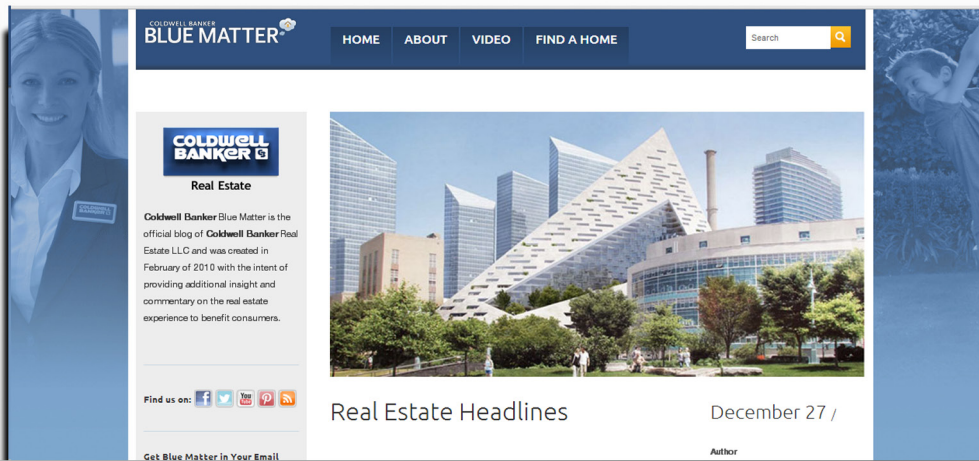
# BUYER/SELLER EXPOSURE

***IT'S NOT WHAT YOU KNOW, IT'S WHO YOU KNOW. OUR PROGRAMS AND SYSTEMS ARE DESIGNED TO HELP YOU MEET MORE BUYERS AND SELLERS THROUGH OUR MASSIVE COMPREHENSIVE INTERNET MARKETING STRATEGY.***

***IT'S A STRATEGY BASED ON DRIVING ALL LEADS DIRECTLY TO YOU. IT'S A STRATEGY THAT IN THE PROCESS, OFFERS OUR SELLERS THE MOST POSSIBLE EXPOSURE FOR THEIR PROPERTY TO GENERATE INTEREST AND ACTION.***

***SIZE AND STRENGTH MATTERS WHEN IT COMES TO MARKETING. NO ONE HAS OUR SIZE AND STRENGTH AND NO ONE CAN DRIVE MORE LEADS OR OFFER THEIR SELLERS MORE EXPOSURE.***

■ - NRT/CB Program    ■ - Arizona Program



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## BLUE MATTER BLOG

Coldwell Banker Blue Matter is the official blog of Coldwell Banker and was created with the intent of providing insight and commentary on the real estate experience to benefit consumers.

Contributors to the blog include:

David Marine is a husband, father, Internet junkie, blogger, die-hard Mets fan, TV aficionado, basketball addict, video gamer and online marketer. David is responsible for developing the strategy for the Coldwell Banker brand's social media efforts, emerging media products including the Coldwell Banker iPad App, as well as, TV and online national advertising.

Gustavo Gonzalez is an Interactive Production Specialist in the Marketing Department of Coldwell Banker. In his role, he manages mobile application development, agent and company template tools and has been busily working on managing the day-to-day redesign of coldwellbanker.com. Besides being a marketer, Gustavo is a musician, writer, film buff, avid sports fan (go Mets!), video gamer, blogger and tweeter.

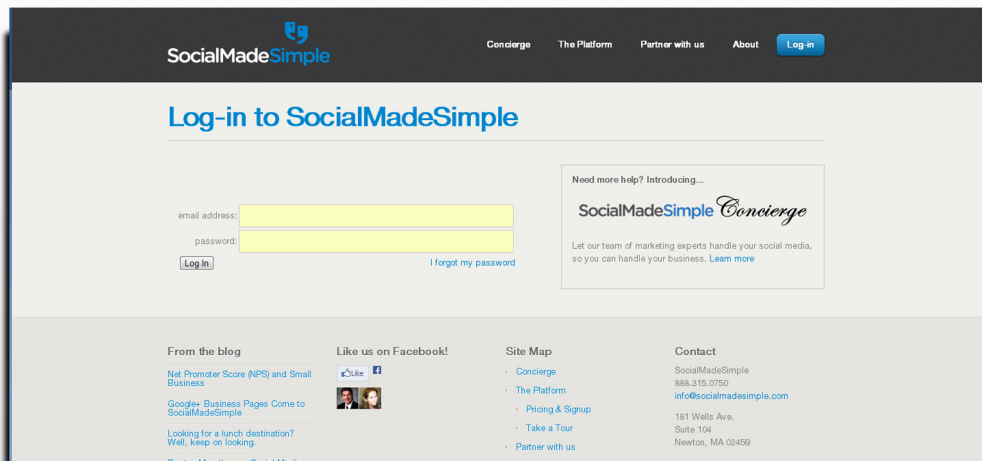
**To access Blue Matter, navigate to <http://blog.coldwellbanker.com>**

## APPLICATIONS

### Websites/IDX, Social Media

## HOW THIS TOOL WORKS

- Share stories and links on your social media pages
- Email stories and videos from the official blog from Coldwell Banker in your SOI
- Link to the official blog from Coldwell Banker in your social media and websites

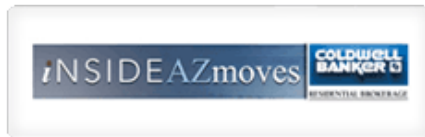


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## **CBSOCIALMADESIMPLE**

SocialMadeSimple is the first online social networking tool specifically designed for real estate and mortgage professionals. This innovative system helps with the challenges Sales Associates face in using social networking sites to market themselves.

With SocialMadeSimple, Sales Associates will find the process of using social networks easier, and, because the top social network platforms for business are all in one place, you can easily post to contacts no matter the platform. SocialMadeSimple supports Facebook, Twitter, LinkedIn, WordPress and more. Sales Associates will have the ability to posts to their Sphere of Influences use a reminder system, group contacts for easy organization, as well as, import all contacts.



**To access SocialMadeSimple, navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > insideAZmoves > Click the SocialMadeSimple Ad**

**or go directly to <http://www.socialmadesimple.com/signup?code=Coldwell Banker Residential Brokeragewest>**

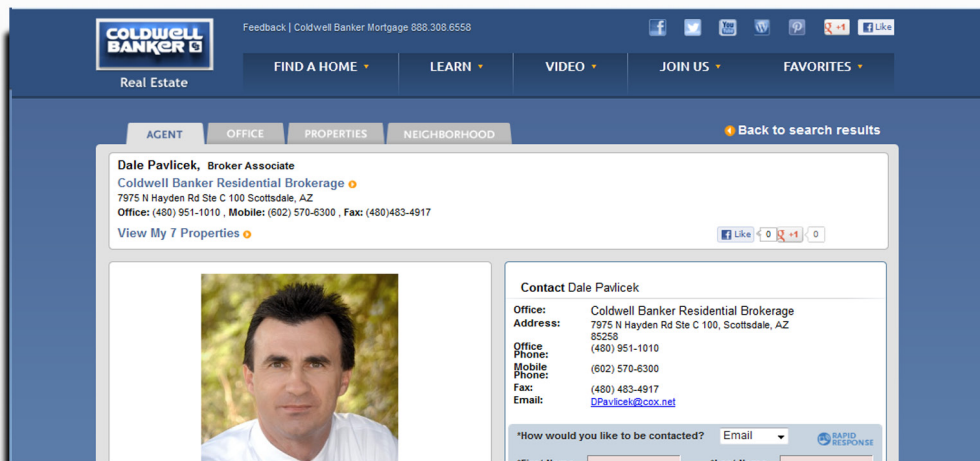
## APPLICATIONS

**Lead Generation, Property Promotion, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- SocialMadeSimple is your home base for all your social networking
- Manage your Facebook, Twitter, and other social media accounts from one location
- A simple, online program designed to overcome the challenges busy professionals face using social media. It's free and saves time for Coldwell Banker Sales Associates





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## **COLDWELLBANKER.COM AGENT WEBSITE & PROFILE PAGES**

Sales Associates receive a free national coldwellbanker.com branded website. Along with the national branded website, they will also have the ability to post a profile on [ColdwellBanker.com](http://ColdwellBanker.com).

The purpose of an agent profile (biography) is to tell clients about background, history, experience, and skills, as well as provide content to search engines. Creating a biography is a great way to get exposure on the internet in both search and social media.



**To access coldwellbanker.com simply navigate to [www.coldwellbanker.com](http://www.coldwellbanker.com) on a desktop/tablet or [m.coldwellbanker.com](http://m.coldwellbanker.com) on a mobile device.**

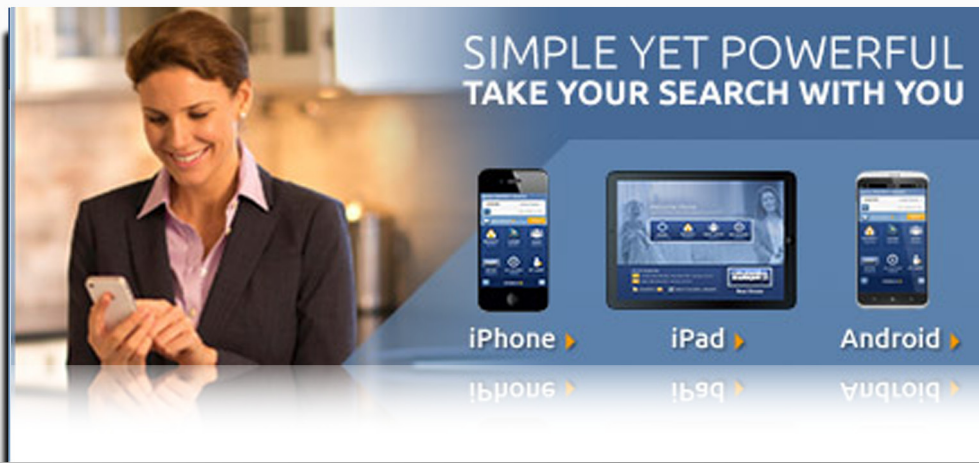
**To access the Coldwell Banker Administration website (Coldwell Banker Works) navigate to the [www.nrtgateway.com](http://www.nrtgateway.com) to manage your profile, website, and property information.**

## APPLICATIONS

**Comprehensive Internet Marketing, Email Marketing, Listing Consultation, Lead Generation, Property Promotion, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

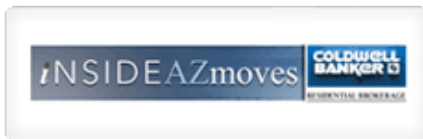
- Not only are all of these functions free to the Sales Associate, we also drive all leads directly to the listing agent and all leads from all properties on your website go directly to you!
- [ColdwellBanker.com](http://ColdwellBanker.com) “feeds” sister sites such as [coldwellbankerpreviews.com](http://coldwellbankerpreviews.com)
- Sales Associates can post a profile and receive a free branded website
- Sales Associates can edit their listings, website and add virtual tours and videos through [Coldwell Banker Works](http://Coldwell Banker Works)
- Website features innovative and award-winning features



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## **COLDWELL BANKER APP**

The simple yet powerful Coldwell Banker Real Estate app makes searching for homes a whole lot easier – whether you are home shopping in your living room or at a nearby restaurant. Coldwell Banker Real Estate Search is the only real estate application that pulls in real estate listings and agent videos into a real estate search for cities and countries across the globe.



**iTunes - Go to the App Store on your iPhone or iPad: and search for Coldwell Banker Real Estate.**

<https://itunes.apple.com/us/app/coldwell-banker-real-estate/id424003485?mt=8>

**Android - Go to the Google Play Store on your iPhone or iPad: and search for Coldwell Banker Real Estate.** <https://play.google.com/store/apps/details?id=coldWellBankerUI.android&hl=en>

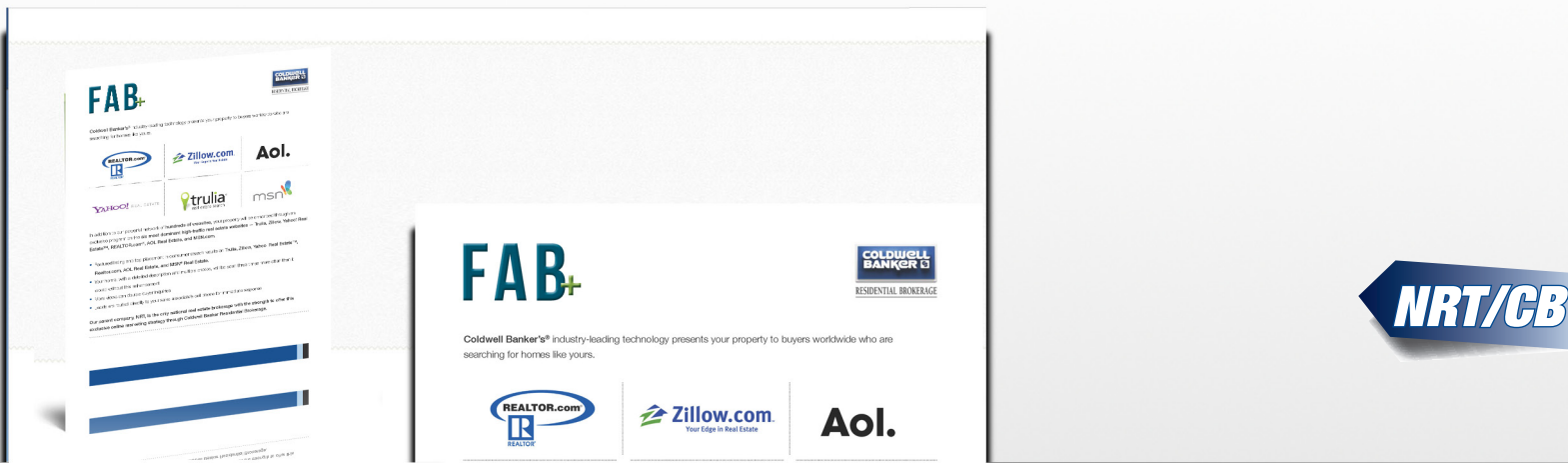
**To learn more about the Coldwell Banker App, simply navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > [www.insideazmoves.com](http://www.insideazmoves.com) > Marketing > Marketing Programs > Coldwell Banker App**

## APPLICATIONS

**Comprehensive Internet Marketing, Lead Generation, Video Marketing, Property Promotion, Websites/IDX**

## HOW THIS TOOL WORKS

- My Agent – Tap the “My Agent” button and the app can instantly share properties and send homes that you’re interested in right to your Coldwell Banker Agent.
- Neighborhood ratings system powered by Yelp
- Video Integration - Find real estate videos from the #1 YouTube channel for real estate – Coldwell Banker On Location.
- Map Sketch - Let your fingers do the sketching with our interactive drawing tool
- Radius Search - Find real estate properties with one click. Choose your radius and all of the available properties will appear for you.



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## FAB+ AGENT BRANDING

The FAB+ Program is Coldwell Banker's agent branding program including partnerships with the top real estate websites to display agent showcasing and positioning next to the listing details page. Partner websites include:

**Realtor.com, Zillow.com, Yahoo! Real Estate, Trulia.com, MSN/AOL, HotPads/Homes.com** – Receive leads from your listings that appear on this site.

With the FAB+ Partner websites, Sales Associates will receive leads from their listings that appear on [www.Realtor.com](http://www.Realtor.com), [www.Zillow.com](http://www.Zillow.com), <http://hotpads.yahoo.com/>, [www.Trulia.com](http://www.Trulia.com), [www.msn.com](http://www.msn.com), [www.aol.com](http://www.aol.com), [www.hotpads.com](http://www.hotpads.com), and [www.homes.com](http://www.homes.com).



**To sign up for FAB+, navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > Order Featured Agent Branding**

## APPLICATIONS

**Comprehensive Internet Marketing, Lead Generation, Property Promotion, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Featured listing and placement in consumer search results on Trulia, Zillow, Yahoo! Real Estate™, Realtor.com®, AOL Real Estate, MSN® Real Estate, Hotpads, and Homes.com
- All leads go directly to you via [HOMEBASE inTouch](#).
- Your home, with a detailed description and multiple photos, will be seen three times more often than it would without this enhancement
- The Agent Branding Package gives you a powerful opportunity to create a consistent online brand for yourself which will ultimately drive more leads directly to you



## **INTERNET MARKETING**

Coldwell Banker Residential Brokerage has a network of dedicated eMarketing professionals that drives its internet marketing strategy.

We offer support established with online relationships with major Real Estate websites and players in the technology industry. Our listings are uploaded to more than [600 websites with all leads going directly back to our Sales Associates](#). We position ourselves for greater exposure. Our online marketing ties together with [HOMEBASE inTouch](#) for the fastest response time in the industry.

## APPLICATIONS

**Comprehensive Internet Marketing, Listing Consultation, Lead Generation**

## HOW THIS TOOL WORKS

- After a property is entered into the MLS, listing data is automatically sent to our proprietary sites such as: AOL Real Estate, AZmoves.com, ColdwellBanker.com, Google Real Estate, New York Times, OpenHouse.com, REALTOR.com®, San Francisco Chronicle, Trulia, WSJ.com, Yahoo! Real Estate, and Zillow, plus over 600 Website partners working closely with Coldwell Banker. (Allow 24-48 hours for changes to data feed)



## MOBILE MARKETING

Coldwell Banker Residential Brokerage has a network of dedicated eMarketing professionals that drives its Mobile Marketing strategy. Just as the internet changed the way people search for homes, mobile technology has changed habits even more. Coldwell Banker has stayed on the forefront of those changes with its ever-evolving mobile technology tools.

Mobile enabled Websites-and dedicated Apps.

[m.coldwellbanker.com](http://m.coldwellbanker.com) and [m.AZmoves.com](http://m.AZmoves.com) websites are mobile optimized to provide a robust user experience for handset devices like the iPhone®, Blackberry® and Android® Platforms.

## APPLICATIONS

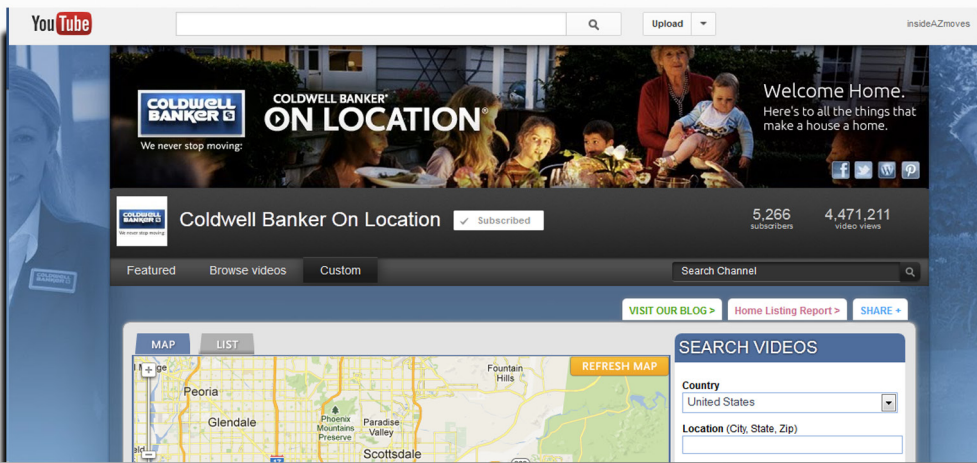
### Comprehensive Internet Marketing, Listing Consultation, Lead Generation

## HOW THIS TOOL WORKS

The Coldwell Banker App gives the ability to search for National listings, International listings and videos on the go anytime, anywhere. The [Coldwell Banker iPhone/iPad® app](#) takes advantage of the the device's strong visual capabilities to provide best-in-class technology to access property listings. Some unique features of these Apps include:

- Property search: GPS based and traditional search of homes for sale
- “Make My Agent” button and the app instantly sends homes that you’re interested in right to your agent and instantly share properties with their Coldwell Banker Agent.
- Recent home sales: GPS based and standard search of recent homes sales using real home sales data
- International search: ability to search for properties across the U.S. and in over 25 countries across the globe
- My Coldwell Banker functionality: save searches, properties and more to your profile
- New property notification: get notified on your app icon when new properties or open houses are available that meet the criteria you’re looking for





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## ON LOCATION COLDWELL BANKER YOUTUBE CHANNEL

Coldwell Banker On Location showcases the power of video to bring real estate to life by offering behind-the-scene looks at towns and neighborhoods, smart tips and timely news on real estate topics along with video listings of homes for sale.

Coldwell Banker Residential Brokerage is the first in the industry to put the full power of its brand and network behind a tool that represents the future of real estate—the video listing. Within the dedicated YouTube Channel users can search by Sales Associate, office, listing and community videos.

Each search will return a wide range of video results, including video listings, spotlights on that local community and your profile. Consumers can click through to view specific videos, as well as, connect back to the main Coldwell Banker website to learn more about specific properties for sale.



**To access On Location, navigate to**

**[www.YouTube.com/coldwellbanker](http://www.YouTube.com/coldwellbanker). to upload videos to the channel navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > Coldwell Banker Works > Video Upload Tool.**

## APPLICATIONS

**Comprehensive Internet Marketing, Lead Generation, Video Marketing, Property Promotion, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Upload your agent and property videos on the branded Coldwell Banker YouTube Channel – Coldwell Banker On Locationnn. [www.YouTube.com/coldwellbanker](http://www.YouTube.com/coldwellbanker)
- Using dynamic IP look-up; our YouTube channel can serve up localized videos listings and information for your city/town/community/neighborhood as well as property listings.
- Coldwell Banker On Location (YouTube) Video Upload Tool - Sales Associates can log into [cbworks.coldwellbanker.com](http://cbworks.coldwellbanker.com) and click on the Video Upload Tool (On Location) to quickly and easily upload their On Location Videos to our On Location YouTube Channel.



## OPEN HOUSES

Coldwell Banker gives our Sales Associates the ability to add/edit Open Houses on [ColdwellBanker.com](#) or on [AZmoves.com](#), giving a prime opportunity to showcase their listing, network with potential clients, and extend their marketing arm.

Once an Open House is posted via AZmoves Admin, it will automatically be fed to the following sites:

[ColdwellBanker.com](#), [ColdwellBankerPreviews.com](#) (for Previews priced property), Bhgrealestate.com (Better Homes & Gardens), FrontDoor.com, HomeFinder.com, NYTimes.com, Realtor.com, Trulia.com, Wsj.com (Wall St. Journal), Yahoo.com and Zillow.com



**To access your Open Houses, navigate to [www.nrtgateway.com](#) > AZmoves.com Admin > Property Tools > Open House**

## APPLICATIONS

**Email Marketing, Listing Consultation, Lead Generation, Property Promotion, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- After a property is entered into the MLS, listing data is automatically sent to our proprietary sites such as: AOL Real Estate, AZmoves.com, ColdwellBanker.com, REALTOR®, Trulia, Yahoo! Real Estate, and Zillow, plus over 600 Website partners working closely with Coldwell Banker. (Allow 24-48 hours for changes to data feed)
- Sales Associates can add and edit an Open House from AZmoves.com Admin to “feed” the Open House to our partner websites faster than entering into MLS



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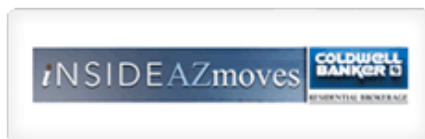
## REALTOR.COM BUYER LEAD GENERATION SYSTEM

Due to our partnership with REALTOR.com® we offer a very special program exclusively to Coldwell Banker Sales Associates. The Realtor.com Buyer Lead Generation System is designed to help you capture additional buyer leads.

This free tool gives Sales Associates lead-generation tools and collateral at no cost; throughout the course of the year. These powerful tools are designed to help target specific segments of the market to increase sales.

The buyer generation solution is branded to our brokerage and features the Sales Associates contact information, custom buyer lead generation webpage, a comprehensive “Guidebook to the Buying Process” to use as a giveaway, and a lead capture form that sends buyers the guidebook and the Sales Associates contact information.

by visiting: <http://www.realestateplanningguide.com/buyers-guide/cb-residentialbrokerage/>



**To access Realtor.com Lead Generation System, navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > insideAZmoves > Click on the Realtor.com Lead Gen Ad**

**Setup your solution online directly** <http://www.realestateplanningguide.com/buyers-guide/cb-residentialbrokerage/> **to sign up.**

## APPLICATIONS

### Lead Generation

## HOW THIS TOOL WORKS

- Once an agent signs up on the Realtor.com Buyer Lead Generation Website, they are given a custom URL that is used as a leads capture system
- When a potential client fills out this form, the lead information is sent to the agent



## **SOCIAL MEDIA MARKETING**

When it comes to Social Media Coldwell Banker has it covered. As is true of our internet and mobile marketing strategy, Coldwell Banker will always be up to date with the latest social trends. Our Social Media exposure continues to grow as social media matures. Coldwell Banker has several dedicated pages Sales Associates can like and follow to receive up-to-date information and help expand your social media presence.

### APPLICATIONS

**Listing Consultation, Lead Generation, Websites/IDX, Social Media**

### HOW THIS TOOL WORKS

Sales Associate's can like, follow or subscribe our social media channel pages.

- Our [Blue Matter Blog](http://blog.coldwellbanker.com/) - <http://blog.coldwellbanker.com/> is the official blog of Coldwell Banker and was created in February of 2010 with the intent of providing additional insight and commentary on the real estate experience to benefit consumers
- Facebook Page - <http://www.Facebook.com/coldwellbanker> is the official Facebook page of Coldwell Banker
- [YouTube On Location](http://www.YouTube.com/coldwellbanker) Channel - <http://www.YouTube.com/coldwellbanker> is the official YouTube Channel of Coldwell Banker.
- Twitter Page - <http://www.twitter.com/coldwellbanker> is the official Twitter page of Coldwell Banker
- Pinterest Page - <http://www.pinterest.com/coldwellbanker> is the official Pinterest page of Coldwell Banker





## VIDEO MARKETING

As is true of our internet, mobile, and social media marketing strategy, Coldwell Banker will always be up-to-date with the latest video trends. Our video exposure continues to grow as video usage matures. Coldwell Banker has several video opportunities which Sales Associates can use to learn about video, create video, share video and get exposure to your videos.

### APPLICATIONS

**Listing Consultation, Lead Generation, Websites/IDX, Social Media, Video**

### HOW THIS TOOL WORKS

**Coldwell Banker On Location (YouTube)** - [Coldwell Banker's YouTube channel](#), [www.YouTube.com/coldwellbanker](http://www.YouTube.com/coldwellbanker): post agent, listing and community videos. Your videos are automatically added to [Coldwell Banker's YouTube channel](#) Get more property exposure for quicker sales and leverage video marketing

**Video eCards (Coldwell Banker Works)** - [Coldwell Banker Works](#) gives Sales Associates the ability to easily create [video ecards](#) and eNewsletters to send to their Sphere of Influence. Video from On Location can be used in email marketing using [video ecards](#).

**On Location Video101** - Creating your own video is not hard and most of what you'll need you probably already own. But it does require a little knowledge to get started. In five easy steps, [OnLocationVideo101](#) walks you through the basics.

**Automatic Virtual Tours and Video Program (Virtual Tours / On Location)** - [Virtual Tours](#) are automatically created for every listing; that meets minimum criteria; to AZmoves.com from data and photos syndicated out from your local MLS and YouTube On Location!

**Online Video Tutorials (insideAZmoves)** - [insideAZmoves hosts educational Marketing Programs Tutorials](#) to help you learn how to use our technology tools and marketing resources.

**Weekly Video Blog Update (insideAZmoves)** - Every Monday, [insideAZmoves produces a video blog video series](#). These popular videos cover subjects such as: state of the market, training, marketing updates, message from the president, special guest speakers and more.



We're giving away **FREE**  
**Coldwell Banker®** Videolicious apps!



**NRT/CB**

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## **VIDEOLICIOUS**

Videolicious is a mobile app that allows users to instantly combine videos, photos, music and stories into a stunning movie masterpiece. Just talk and tap to create the perfect video. Super fast and easy movie making and you can add filters to give your videos a personal touch!

Coldwell Banker Residential Brokerage is pleased to announce a no charge “Coldwell Banker” branded version of Videolicious for each and every sales associate in our network! Our program will make it easier for you to make high quality video quickly and easily.

**To access the Videolicious app, find it in the Apple app store. Make sure you follow the instructions in the email from Videolicious to activate the Coldwell Banker version of the app.**

## APPLICATIONS

**Listing Consultation, Lead Generation, Websites/IDX, Social Media, Video**

## HOW THIS TOOL WORKS

Features specific to Coldwell Banker Sales Associates:

- Coldwell Banker closing animation from our TV ads appended automatically to videos
- Unlimited length and number of shots
- Commercial music library
- Store as many videos as you like
- Unsubscribe from the report at any time
- Share your video straight through the app to your [Coldwell Banker Profile, Listing, or Office Page](#) and the [Coldwell Banker On Location Youtube Channel](#)
-



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## **ARIZONALIVING.ME**

Coldwell Banker Residential Brokerage Arizona created a lifestyle blog with a balanced mix of fun, interesting, clever and useful content that you can easily share to your own social media sites.

Through our new blog and social media strategy, we have developed an impressive way to showcase our expertise in real estate, home, and our local communities with content that is well crafted and relevant.

This blog features a progressive design paired with a mix of everything Arizona. Content will focus on lifestyle, culture, Arizona communities, design, luxury and of course, a splash of real estate.

To access **Arizonaliving.me** go to [www.arizonaliving.me](http://www.arizonaliving.me)

## APPLICATIONS

### **Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- View information on communities throughout Arizona
- Share highlighted Homes of the Week
- Follow the blog for news, homes & style, Arizona Living.
- Share, like, follow, or subscribe to our blog to stay up-to-date with content focused on lifestyle, culture, Arizona communities, design, luxury, and of course, a splash of real estate.

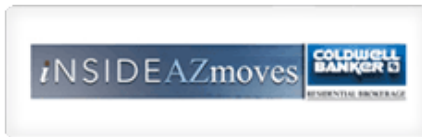
**AZ**[RETURN TO TABLE OF CONTENTS](#)

## ***AUTOMATIC VIRTUAL TOUR AND VIDEO PROGRAM***

Coldwell Banker Residential Brokerage is pleased to provide a free Automated Marketing Solution; the Automatic Virtual Tour and Video Program. This program automatically creates Virtual Tours and Videos that are posted to AZmoves.com and our YouTube Channel: On Location respectively.

Virtual Tours are automatically created for all listings that meets minimum criteria; to AZmoves.com from data and photos syndicated out from your local MLS! Sales Associates will be notified by email with a branded and non-branded virtual tour to post on websites and Social Networks.

YouTube Videos automatically created for every listing from AZmoves.com and posted to [Coldwell Banker On Location YouTube Channel](#).



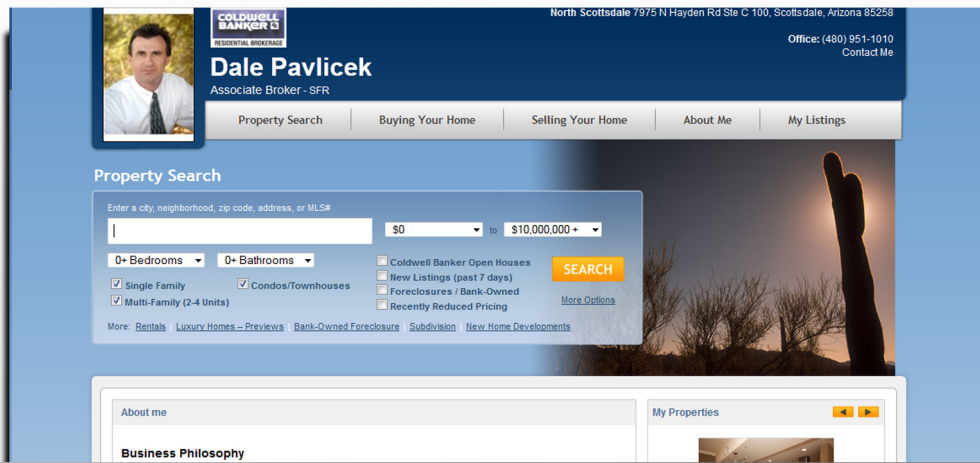
**To learn more about the Automatic Virtual Tour and Video Program virtual tours, navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > insideAZmoves > Marketing > Marketing Programs > Automatic Virtual Tour & Video Program**

## APPLICATIONS

**Email Marketing, Lead Generation, Video Marketing, Property Promotion, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- This program is absolutely FREE to Coldwell Banker Residential Brokerage Sales Associates in Arizona
- Virtual Tours and Videos created within 24-48 hours after property is entered into MLS
- Virtual Tours and YouTube Videos are Mobile Compatible with Smartphones and tablets
- Virtual Tours are automatically posted to [AZmoves.com](http://AZmoves.com)
- Virtual Tours and videos can be linked to any online marketing
- Videos are automatically posted to [Coldwell Banker On Location YouTube Channel](#)



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## AZMOVES.COM AGENT WEBSITE & PROFILE PAGES

Coldwell Banker Residential Brokerage Sales Associates receive a free National AZmoves.com Branded Website with listings throughout the state of Arizona. Along with your local website, you will also have the ability to post your profile on [AZmoves.com](http://AZmoves.com).

Each property will display under a Sales Associates personalized website. Sales Associates can use these websites to promote one of their properties, or a series of properties, while maintaining a brand and professional appearance on their listings. Located behind the [NRT Gateway](#), AZmoves.com Admin is an application that allows you to administer your profile, website, and listings on AZmoves.com. Using this admin tool you can:

- Update your AZmoves website
- Update your AZmoves profile
- Enhance Listings
- Add Open Houses
- Create eCards & eNewsletters



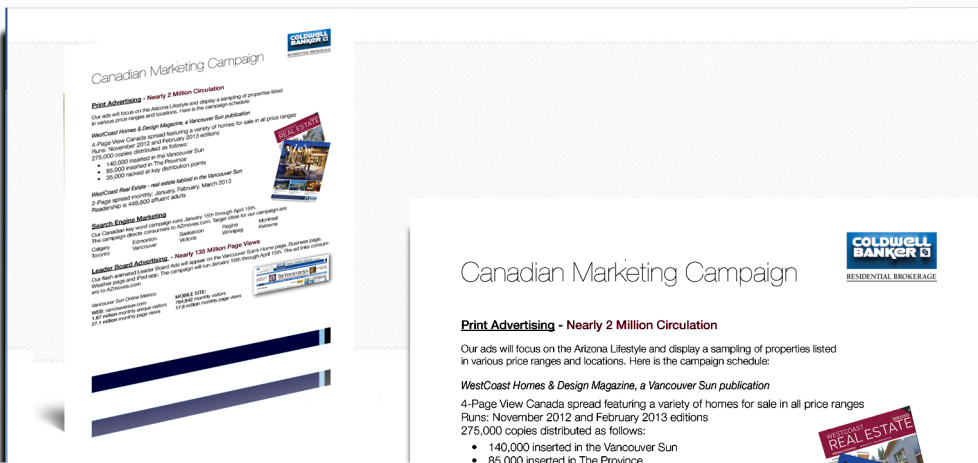
To access AZmoves.com Agent Website, Profiles, and Listings, navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > AZmoves.com Admin

## APPLICATIONS

**Email Marketing, Listing Consultation, Lead Generation, Marketing Templates, Reporting Tools, Statistic Tools, Property Promotion, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Every listing in the state of Arizona appears on [AZmoves.com](http://AZmoves.com)
- All leads are sent to the agent without 15-minute claim time (Direct-to-Agent lead)
- All listings for a particular agent can be found on that Sales Associates personal website at [www.AZmoves.com/firstname.lastname](http://www.AZmoves.com/firstname.lastname) (where firstname is enter your first name. Where lastname is enter your last name)



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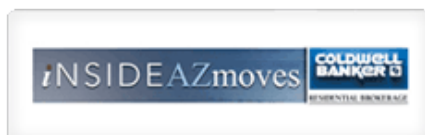
## CANADIAN MARKETING

Because of our size and strength, we are able to support our Sales Associates with marketing that matters. Our Canadian advertising focuses on the Arizona Lifestyle and displays a sampling of properties listed in various price ranges and locations.

Our advertisements run in: WestCoast Homes & Design Magazine, a Vancouver Sun publication; The Vancouver Sun, The Province; as well as their associated websites; and feature a 4-Page View Canada spread featuring a variety of homes for sale in all price ranges

We also provide Search Engine Marketing; Canadian keyword campaigns that run January through April each year and directs consumers to [AZmoves.com](http://AZmoves.com) website. Target cities for our campaign are

Calgary	Edmonton	Saskatoon	Regina	Montreal
Toronto	Vancouver	Victoria	Winnipeg	Kelowna



**To access Canadian Marketing Materials, navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > Marketing > Client Contact Templates > Agent Promotional Materials > Canadian Campaign Flyer**

## APPLICATIONS

**Listing Consultation, Lead Generation, Marketing Templates**

## HOW THIS TOOL WORKS

- Coldwell Banker advertises listings with our partner magazines and websites in Canada
- Download our pre-designed promotional template - Canadian Campaign Flyer
- Save the file and email a contact or convert to an image and use with an email marketing program



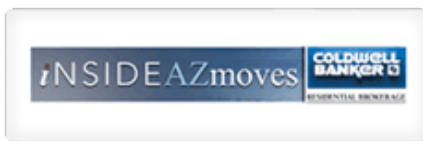


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## COMPREHENSIVE INTERNET MARKETING STRATEGY

Coldwell Banker Residential Brokerage has a network of dedicated eMarketing professionals that drive its internet marketing strategy. With more than 90% of consumers on the internet looking for communities, homes, and Sales Associates (2012), it's imperative that we deliver the highest profile exposure possible.

Our listings are uploaded to more than 600 websites with all leads going directly back to the Sales Associate. We position ourselves for the greatest amount of online listing exposure. Our online marketing ties together with HOMEBASE inTouch for the fastest response time in the industry.



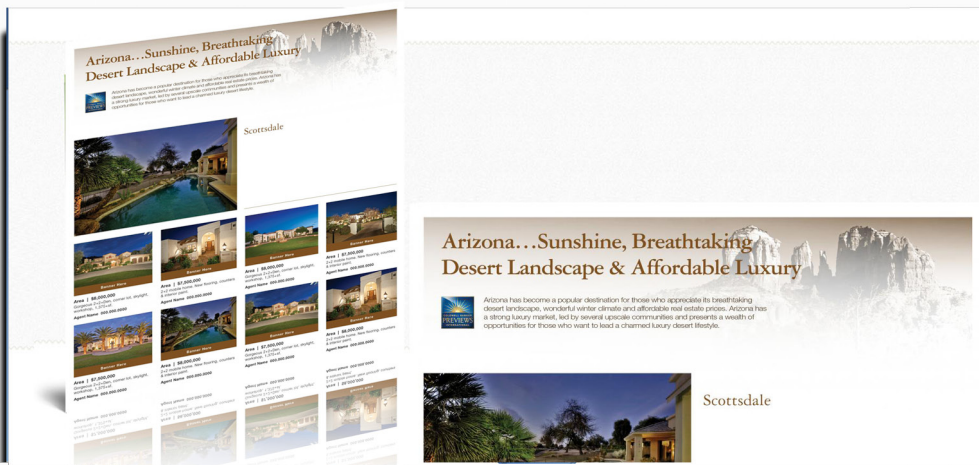
**To access Comprehensive Internet Marketing Strategy, navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > insideAZmoves > Marketing > Listing Presentations > Coldwell Banker Listing Presentation Materials > Comprehensive Internet Marketing**

## APPLICATIONS

**Comprehensive Internet Marketing, Email Marketing, Listing Consultation, Lead Generation, Marketing Templates, Websites/IDX**

## HOW THIS TOOL WORKS

- The vast majority of internet marketing plans don't reach enough of the top real estate sites or mobile devices, leaving them incomplete and your property underexposed where 90% of buyers are searching — the Internet
- By providing our Sales Associates with a comprehensive internet marketing program, Coldwell Banker Residential Brokerage is helping to ensure your listing appears where today's home buyers will be shopping
- To tap into the Internet audience of home buyers, we automatically syndicate your listing to the world's leading websites, giving your property the maximum exposure it deserves
- Download our pre-designed promotional template - Comprehensive Internet Marketing program



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## ***SOUTHERN CALIFORNIA VIEW EXPOSURE***

Our California marketing strategy starts with advertisements placed in the California View Magazines. We run pages in our San Diego, Orange County and Los Angeles [View Magazines](#). We take this a step further and utilize our vast network of Coldwell Banker Residential Brokerage Sales Associates that work together to provide exceptional relocation and referral services between states.

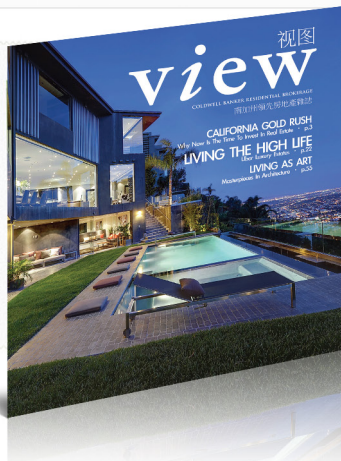
Arizona is a destination market. Doesn't it make sense to have a broker partner that understands our market and supports you in meaningful ways that can make a difference at the kitchen table? Everyone understands how important our Californian neighbors are. Sellers love that we are able to reach out across our statelines and work with our sister companies throughout all of California.

## APPLICATIONS

**Listing Consultation, Lead Generation, Marketing Templates, Property Promotion, Websites/IDX, Social Media**

## HOW THIS TOOL WORKS

- Coldwell Banker advertises listings with our sister magazines and websites in Southern California View
- Increase regional exposure on your listing to vacation and second home buyers
- Relocation and referral traffic from our sister offices in Southern California



**AZ**

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## VIEW CHINA

We know foreign buyers have been a powerful force in our market and our sellers and Sales Associates are always looking to us for ways to reach outside the US for leads.

Therefore we publish a special edition of View that distributes in Shanghai and Beijing in the Wall Street Journal Asia edition to subscribers, newsstands and select hotels.

View China showcases Arizona and Southern California listings to the Chinese market. The magazine has the same look and feel of our current View Magazine but features both English and Chinese translations.

## APPLICATIONS

**Comprehensive Internet Marketing, Listing Consultation, Lead Generation, Property Promotion**

## How This Tool Works

- Coldwell Banker advertises listings with our partner magazines and websites in China

**Quick View Property Post Report**

Post your listing! Add a property by clicking [here](#).

Please note that your posting will be active for 1 week. If you would like to have a posting up longer, you will need to log-into [insideazmoves.com](#) and create a new post. If you need assistance please contact your Branch Tech.

To filter property listings by office, select an office from the pull-down menu and then click "Apply".

Filter by Office

**UPCOMING LISTINGS**

Title	City	Price	Beds	Baths	Office	Agent	Email	Phone	Comment	Edit
Nice home near 44th St & Thunderbird. Block home! Remodeled!	Phoenix - 85032	\$279,900	3	1.75	Biltmore Paradise Valley	ROBERT PLUME	<a href="#">Email Agent</a>	602-820-7960	Spacious three bedroom home in a great location. NOT A SHORT SALE NOR FORECLOSURE, not a flip! Remodeled! Active in MLS on 12/21/2012. Call to see before!	<a href="#">Edit</a>

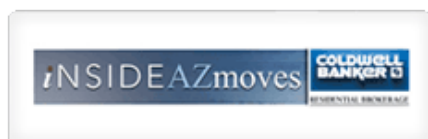


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## QUICK VIEW PROPERTY POST

The Quick View Property Post is a way for Sales Associates to let the rest of the company know about brand-new and upcoming listings before they are entered into the MLS. By using the Property Post, Sales Associates can post new listings on [insideAZmoves](#) where your listings will be seen by hundreds of other Coldwell Banker Residential Brokerage Sales Associates throughout Arizona.

This is the best way to give your new listings exposure before hitting the MLS! Our Property Post is organized by Category: Commercial, New Leases, New Listings, Open House Opportunities, Pocket Listings, Price Change, Wants & Needs.



To access Quick View Property Post, navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > [insideAZmoves](#) > **Property Post**

## APPLICATIONS

### Lead Generation, Property Promotion

## HOW THIS TOOL WORKS

- To post your brand new or upcoming listing to [insideAZmoves](#) you must first login to the [NRT Gateway](#). The [NRT Gateway](#) can be accessed from any Internet connected computer by visiting: [www.nrtgateway.com](http://www.nrtgateway.com)
  - Once you've successfully logged into [insideAZmoves](#) you'll see a Property Post link under the banner. This will take you to the Property Post Page. You'll also see an "Add a Post" link. This link will allow you to add your own listing to the Property Post. Once you've completed and submitted the Property Post form your post will appear on the Property Post Page
- \* Please note, Property Post is not intended to be used for listings that are already in MLS. Property Post is meant to be used before listings appear in MLS

# ONLY AT COLDWELL BANKER AGENT TOOLS

***WE PROVIDE SOLUTIONS. TOOLS HELP US BECOME MORE PRODUCTIVE. TOOLS HELP US DO OUR JOB EASIER, MORE EFFICIENTLY AND WITH LESS EFFORT. TOOLS HELP US OFFER A HIGHER SERVICE LEVEL, AND BECAUSE OF OUR TOOLS, OUR SALES ASSOCIATES AND OFFICES OUTPERFORM THE MARKET.***

***SALES ASSOCIATES ARE SUCCESSFUL BECAUSE OF WHAT THEY BRING TO THE TABLE. BUT THEY ARE EVEN MORE SUCCESSFUL WHEN THEY LEVERAGE EVERYTHING THAT THEY ARE WITH ALL OF THE SOLUTIONS. WE WANT TO HELP OUR SALES ASSOCIATES BECOME MORE PRODUCTIVE, OFFER A HIGHER LEVEL OF SERVICE AND GIVE BACK TIME SO YOU CAN HAVE A MORE BALANCED LIFE.***

■ - NRT/CB Program    ■ - Arizona Program



**NRT**

**My Earnings & Production Information**

This site allows you to view your earnings and production information for the current year as well as detailed information on pendings. For security, you should log out or close this window when you are finished. If you do not log out and leave your system idle, your session will automatically time out.

**Please login below, either by entering:**

- your SSN
- or your Person ID and Password\*

SSN:  OR Person Key:  Password:

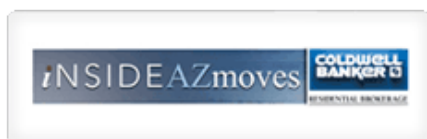


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## AGENT EARNINGS WEBSITE

The Agent Earnings Website allows Sales Associates to view their earnings and production information for the current year, as well as, detailed information on any properties that are pending. The website securely allows Sales Associates to view listings, pendings and closings sales as well as earnings and expenses

This information is available in detail and available 24 hours a day for Sales Associates to review. View earnings and production information for the current year as well as detailed information on pending status.



**To access Sales Associates Earning Website, navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > Agent Earning Website**

## APPLICATIONS

### Transaction Management, Reporting Tools

## HOW THIS TOOL WORKS

- Sales Associates log into the [NRT Gateway](#) and click the Agent Earnings website application
- After entering their secure credentials Sales Associates will have the ability to view earning and production information



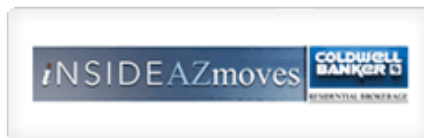
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## AGENT PROFIT PARTICIPATION PROGRAM

The Agent Profit Participation (APP) program financially rewards Sales Associates for recruiting new Sales Associates into our NRT family of companies. Identify, recruit, and register new Sales Associates and you can earn as much as \$10,000. Your APP program compensation will be equal to:

**National Opportunity** – refer an agent currently with another company anywhere in the United States to ANY of our NRT Family of Companies – earn 2% of the Recruited Agent's Gross Commission Income received per transaction

**Arizona Local Opportunity** – refer an agent currently with another company in Arizona - earn 3% of the Recruited Agent's Gross Commission Income received per transaction (up to a maximum of \$5,000 per year for the two year period following the Recruited Agent's date of hire.)



To access APP Program, navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > insideAZmoves > APP Program Ad

## APPLICATIONS

### Sales associate benefit

## HOW THIS TOOL WORKS

- The Sponsoring Agent identifies and generates interest among potential candidates within his/her social and professional spheres
- An initial meeting is then facilitated between the candidate and a member of the offices' management team
- A Registration Form is prepared by the Sponsoring Agent and approved by the Manager
- Registration is active for 60 days and may be extended for an additional 60-day period
- Income from sponsorship bonuses are included in the Sponsoring Agent's taxable earnings statements as miscellaneous income

#### VALUE. CHOICE. SERVICE.

- Medical Insurance
- Medicare Supplement Insurance
- Dental Insurance
- Long Term Care Insurance
- Long Term Disability Insurance
- Life Insurance
- Retirement Planning and other services

The VIP program is made available through Marc Jacobson & Associates, an insurance brokerage firm that has been assisting active independent contractor sales associates affiliated with NRT LLC with their benefit and financial needs for over 20 years.

VIP takes the guesswork and hassle out of choosing and using your benefits. A Marc Jacobson & Associates representative will gladly help you evaluate your options, and be there for you whenever you need assistance in the future.

Here is some feedback from a participant regarding individual health insurance:

"You have no idea how you saved me, my family and my life. Two months after I purchased the coverage, I was diagnosed with breast cancer. You went above and beyond the call to make sure I had coverage and that over \$50,000 worth of bills were paid."

*the* **VIP** *Program*

**NRT/CB**

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## **BENEFITS PROGRAM (THE VIP PROGRAM)**

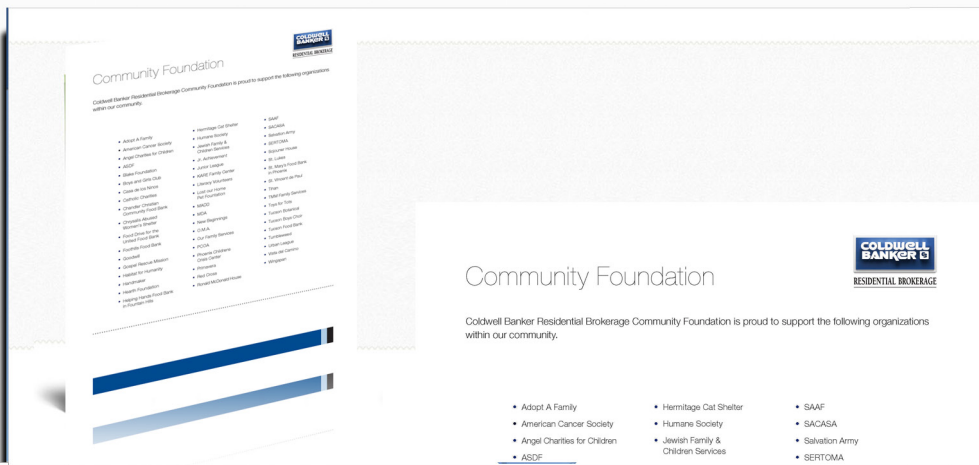
Coldwell Banker Sales Associates are eligible to participate in Voluntary Insurance Plans (VIP), a unique program made available exclusively to independent contractor Sales Associates affiliated with NRT LLC. The VIP program makes available a vast array of insurance coverage, letting you design an asset protection program tailored to meet your needs during your working years and into retirement. The cornerstone of the VIP program is the professional, personalized financial advice and customer service, all of which are conveniently available to you. Some of the products and services available to Sales Associates through the VIP Program are: Health, Dental, Life Insurance, Long Term Care Retirement out of Escrow and Disability Insurance.

### APPLICATIONS

#### **Agent/Company Benefit**

### HOW THIS TOOL WORKS

- During the first 30 days after you join the company, you can enroll in health insurance benefits without regard to pre-existing conditions
- More healthy Sales Associates can have their insurance shopped for the lowest possible premium
- Choose from a wide range of other benefits including paying yourself first for retirement right out of escrow



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## COMMUNITY FOUNDATION

The Coldwell Banker Residential Brokerage Community Foundation was founded with the purpose of creating opportunities for philanthropy, fund-raising and volunteer activities that help Sales Associates get involved in the causes they care about most. Through this Foundation, donations by our company, its employees and Sales Associates are pooled together for donation to public charities recommended by its Advisory Council. Coldwell Banker Residential Brokerage Community Foundation is proud to support the following organizations within our community.

- |   |   |   |
|---|---|---|
| <ul style="list-style-type: none"> <li>• Adopt A Family</li> <li>• American Cancer Society</li> <li>• Angel Charities for Children</li> <li>• ASDF</li> <li>• Blake Foundation</li> <li>• Boys and Girls Club</li> <li>• Casa de los Ninos</li> <li>• Catholic Charities</li> <li>• Chandler Christian Community Food Bank</li> <li>• Chrysalis Abused Women's Shelter</li> <li>• Food Drive for the United Food Bank</li> <li>• Foothills Food Bank</li> <li>• Goodwill</li> <li>• Gospel Rescue Mission</li> <li>• Habitat for Humanity</li> <li>• Handmaker</li> <li>• Hearth Foundation</li> <li>• Helping Hands Food Bank in Fountain Hills</li> </ul> | <ul style="list-style-type: none"> <li>• Hermitage Cat Shelter</li> <li>• Humane Society</li> <li>• Jewish Family &amp; Children Services</li> <li>• Jr. Achievement</li> <li>• Junior League</li> <li>• KARE Family Center</li> <li>• Literacy Volunteers</li> <li>• Lost our Home Pet Foundation</li> <li>• MADD</li> <li>• MDA</li> <li>• New Beginnings</li> <li>• O.M.A.</li> <li>• Our Family Services</li> <li>• PCOA</li> <li>• Phoenix Childrens Crisis Center</li> <li>• Primavera</li> <li>• Red Cross</li> <li>• Ronald McDonald House</li> </ul> | <ul style="list-style-type: none"> <li>• SAAF</li> <li>• SACASA</li> <li>• Salvation Army</li> <li>• SERTOMA</li> <li>• SAAF</li> <li>• SACASA</li> <li>• Salvation Army</li> <li>• SERTOMA</li> <li>• SAAF</li> <li>• SACASA</li> <li>• Salvation Army</li> <li>• SERTOMA</li> </ul> |
|---|---|---|

## APPLICATIONS

### Agent/Company Benefit

## HOW THIS TOOL WORKS

- Donations by our company, its employees and Sales Associates are pooled together for donation to public charities recommended by its Advisory Council



## **COLDWELL BANKER CONCIERGE**

Coldwell Banker Concierge® is a complimentary service for Coldwell Banker Sales Associates and clients that provides assistance and access to top-quality home repair and improvement service providers. Sales Associates can provide their clients with a list of qualified service providers or simply direct their clients to the Concierge website. Additionally, our Concierge service providers offer exclusive discounts and pricing specials to our Coldwell Banker clients. The majority of the vendors in our Concierge Program have been referred by Coldwell Banker Sales Associates and all are licensed, insured and bonded.

### APPLICATIONS

#### **COLDWELL BANKER CONCIERGE, SALES ASSOCIATE BENEFIT**

### HOW THIS TOOL WORKS

- The Concierge Service is free to all Coldwell Banker clients past, present and future. Clients do not need to be registered in order to use the service
- Coldwell Banker Concierge distributes a monthly email campaign called “Perks Program” that offers additional discounts, specials and coupons from our Vendors
- Sales Associates can register their clients in the Concierge Program by visiting the “Concierge” section of InsideAZmoves (from the [NRT Gateway](#)) and clicking on the “Register A Client” button. An email can also be sent to [concierge@AZmoves.com](mailto:concierge@AZmoves.com) to sign up to receive the Perks Email
- Other concierge options include: **Search Vendor by Location, View Full Vendor List, Register a Client for Concierge, Concierge Perks Phoenix Metro, and much more**

**The list of vendors can be accessed online 24 hours a day by visiting [www.AZmoves.com/concierge](http://www.AZmoves.com/concierge) and clients can also contact the Concierge Department directly by calling 888-370-7100 or by sending an email to [concierge@AZmoves.com](mailto:concierge@AZmoves.com).**





## **EMAIL ACCOUNTS**

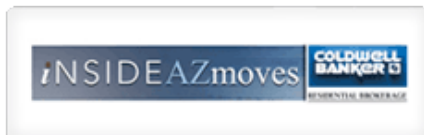
Every Sales Associate is provided with a free email account powered by zimbra, from the company. Accessing email is simple, go to any internet browser and type in [mail.AZmoves.com](mailto:mail.AZmoves.com). Sales Associates will be able to send and receive emails, manage your @AZmoves.com e-mail account, including basic email functions from our webmail application.

### **AZmoves.com E-mail Account**

Sales Associates will be given an AZmoves.com e-mail account which can be accessed by using [mail.AZmoves.com](mailto:mail.AZmoves.com). The email address will be your [firstname.lastname@AZmoves.com](#). This will enable you to send, receive and manage your business emails. You can manage this email account in any internet browser.

### **ColdwellBanker.com E-mail Account**

Sales Associates will also be given a coldwellbanker.com email address for business use. You can manage this email account in any internet browser. [mail.coldwellbanker.com](mailto:mail.coldwellbanker.com). The email address will be your [firstname.lastname@coldwellbanker.com](#).



**To access your AZmoves company email, navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > **insideAZmoves** > **Email****

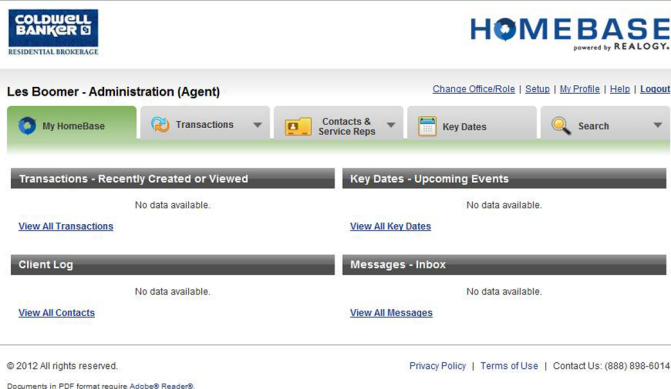
**or go directly to [mail.AZmoves.com](mailto:mail.AZmoves.com)**

## APPLICATIONS

### **AGENT/COMPANY BENEFIT, EMAIL**

## HOW THIS TOOL WORKS

- Sales Associates receive a free email address to use for business purposes
- Sales Associates can send and receive and perform basic email functions from their inbox



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## HOMEBASE

HOMEBASE is an Online Transaction Management system where Sales Associates's clients can go to get the latest updates regarding upcoming/completed deadlines, instantly view critical documents, and participate in the progress of their transaction as it happens.

HOMEBASE is a reduced-paper transaction management system that gives your clients greater visibility into the process from start to finish. Additionally, the records are permanently available after the COE for client and agent use as needed.



To access HomeBase, navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > HOMEBASE

## APPLICATIONS

### LISTING CONSULTATION, TRANSACTION MANAGEMENT, REPORTING TOOLS, STATISTIC TOOLS

## HOW THIS TOOL WORKS

- Clients simply logon to get the latest updates and see the progress of their home sale as it happens
- Automated email alerts occur any time there's a status change
- Dedicated website hosts and stores the transaction-related documents
- Secure around-the-clock viewing
- Convenient, secure 24/7 online access
- It keeps working on the client's behalf long after the sale has closed. They can return to their personal HomeBase site at any time to retrieve transaction-related documents that might come in handy during estate planning, financial planning or tax season



## **LEGAL ASSISTANCE PROGRAM**

The Legal Assistance Program is designed to assist our highly valued Real Estate Associates by providing tools, services and Risk Management Training to help reduce and prevent risks as much as possible and, if and when a claim arises, to provide support and assistance in resolving the issues.

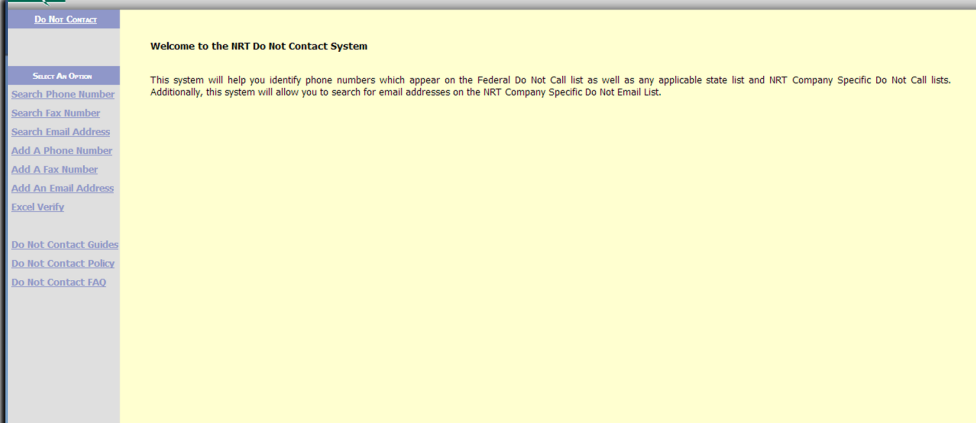
With four full time in-house lawyers, averaging 20 years experience in California/Arizona real estate, a Coldwell Banker Residential Brokerage in-house lawyer is available to consult, through the Branch Manager, from the very beginning of the transactional process to the closing.

### APPLICATIONS

#### **AGENT/COMPANY BENEFIT**

### HOW THIS TOOL WORKS

- In addition to having the most seasoned Sales Associates, Coldwell Banker has a full in-house legal team that works to minimize your legal exposure and advise your agent on the legal aspects of your transaction
- The legal team will help to protect our Sales Associates and ensure your transactions are legally binding



NRT/CB

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## NRT DO NOT CONTACT SUPPORT SYSTEM

Whether dealing with one contact or a whole list of contacts, NRT's Do Not Contact System speeds up prospecting while always respecting the desires of the public.

This system will help Sales Associates identify phone numbers which appear on the Federal Do Not Call list as well as any applicable state list and NRT Company Specific Do Not Call lists. Additionally, this system will allow you to search for email addresses on the NRT Company Specific Do Not Email List.



To access Do Not Contact, navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > Do Not Contact

## APPLICATIONS

### EMAIL MARKETING, AGENT/COMPANY BENEFIT

## HOW THIS TOOL WORKS

- Identify phone numbers which appear on the Federal Do Not Call List
- The following options are available:
  - Search Phone Number
  - Search Fax Number
  - Search Email Address
  - Add a Phone Number
  - Add a Fax Number
  - Add an Email Address
  - Excel Verify
  - Do Not Contact Guides
  - Do Not Contact Policy
  - Do Not Contact FAQs



NRT Help Desk: (877) NRT-HELP (877) 678-4357  
MON 6am - SAT Midnight | SUN 7am - Midnight (Eastern Times)

[Privacy Policy](#) | [Terms of Use](#) | © 2011 NRT LLC

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## **NRT HELP DESK**

Coldwell Banker Residential Brokerage has a highly efficient Information Technology team to help with computer, email, phone, web, or other technical problems.

For any issues with your technology, please see your Office Assistant. If your Office Assistant cannot help you, call in a ticket to our NRT Help Desk at 1-877-678-4357. Once a ticket has been created, it will be routed to the proper personnel that can assist with your issue.

**To access the NRT Help Desk call 1-877-678-4357**

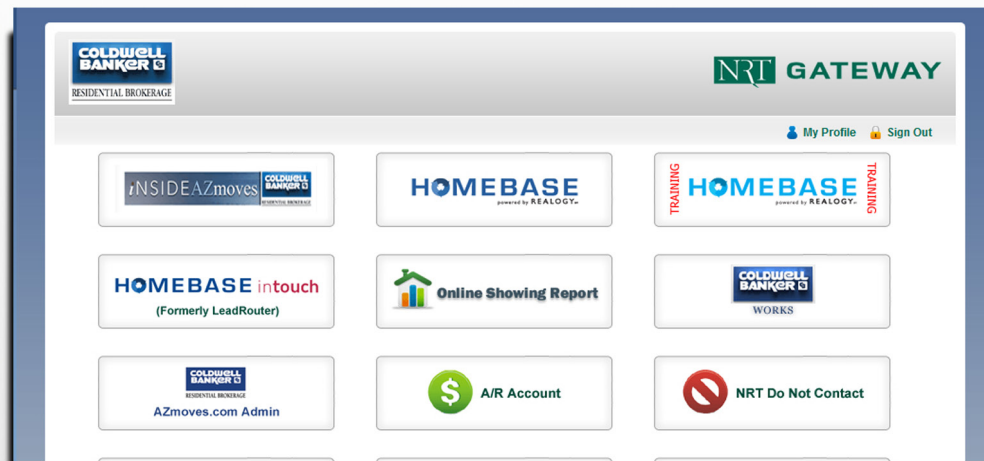
## APPLICATIONS

### **AGENT/COMPANY BENEFIT**

## HOW THIS TOOL WORKS

- Sales Associates with any technology issues can call in a ticket to the NRT Help desk where a customer service representative will place the call into the proper queue for quick follow up and resolution





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## NRT GATEWAY

The NRT Gateway is a portal for Coldwell Banker Residential Brokerage Sales Associates to access all of their NRT Tools and Programs. With this portal, Sales Associates need only one username and password to access programs such as [HOMEBASE inSight](#), [Do Not Contact HOMEBASE](#), [HOMEBASE inTouch](#), [AZmoves.com Administration](#), [Coldwell Banker Works](#), CB Lowe's Discounts, [insideAZmoves](#) and access to our Preferred Alliances. All of these tools, with just one password!

To access the [NRT Gateway](#), navigate to [www.nrtgateway.com](http://www.nrtgateway.com)

## APPLICATIONS

**COMPREHENSIVE INTERNET MARKETING, EMAIL MARKETING, LISTING CONSULTATION, LEAD GENERATION, TRANSACTION MANAGEMENT, MARKETING TEMPLATES, REPORTING TOOLS, STATISTIC TOOLS, VIDEO MARKETING, PROPERTY PROMOTION, WEBSITES/IDX, SOCIAL MEDIA, AGENT/COMPANY BENEFIT**

## HOW THIS TOOL WORKS

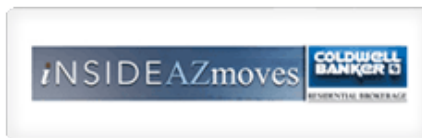
- Sales Associates navigate to [www.nrtgateway.com](http://www.nrtgateway.com) with their username (firstname.lastname@AZmoves.com) and password
- Access is granted to our NRT and Coldwell Banker applications, tools, and websites
- Only need one password to access all of these tools

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## **SUCCESSBUILDER**

Coldwell Banker Residential Brokerage offers a comprehensive real estate Business Development system. This system consists of three components: In Office Field Assignments: Production-oriented field assignments with an experienced mentor/manager; Online Knowledge-Base Development: Self-paced online recorded and live webinars to develop and expand a greater understanding of real estate; and In Class Training: Skills-based classes designed to help Sales Associates succeed in the real world of real estate.

Additionally, our Business Development program contains webinars, live training, self-paced training, Sales Skills Workshops, Short Sales and Risk Management Training, Tech Trak Technology Training, Ask The Tech Webinars, and Ask The Broker Webinars. All training classes are subject to change. please consult your training calendar for times and availability.



**To access SuccessBuilder simply navigate to**  
[www.nrtgateway.com](http://www.nrtgateway.com) > **insideAZmoves** > **Intranet Menu** > **Education** > **SuccessBuilder**

## APPLICATIONS

### **SALES ASSOCIATE/COMPANY BUSINESS DEVELOPMENT**

## HOW THIS TOOL WORKS

- Develop skills to build your business more effectively in less time
- Improve performance and production
- Business Development includes: In-office Training, Live classes, Skills Based Training, Short Sale Success, Contract Case Studies, Power Pricing, Positioning & Presentations, Building Your Business, Business Planning Workshop, Listing Consultations, and The Coldwell Banker Advantage
- Increase confidence in exactly what to say in buyer and seller situations
- Build a better ability to assist buyers and sellers in making decisions



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## WHY COLDWELL BANKER?

WhyCB.com is a recruiting website that gives current and potential Sales Associates, an overview of Coldwell Banker, sales associate benefits, training and education, marketing and advertising and company resources for San Diego, Orange County, Los Angeles, and Arizona.

WhyCBAZ.com is an overview of Coldwell Banker, training, marketing, and resources, for all Coldwell Banker Residential Brokerage Offices throughout the Southwest Region.

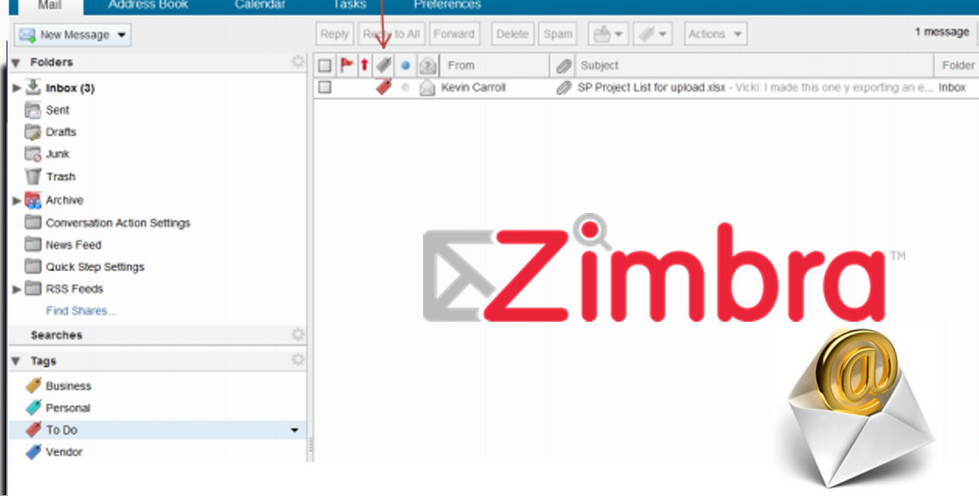
To access Why Coldwell Banker, navigate to [www.WhyCB.com](http://www.WhyCB.com). 877-317-4601

## APPLICATIONS

### RECRUITMENT

## HOW THIS TOOL WORKS

- Users can navigate to [www.WhyCB.com](http://www.WhyCB.com) to learn about Coldwell Banker
- Full of information including company overview, innovative marketing solutions, training and education, and more

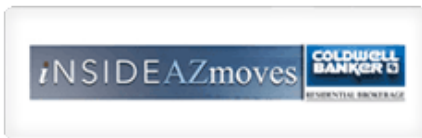


**NRT/CB**

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## ZIMBRA

Zimbra is an innovative messaging application for e-mail, shared calendars, tasks, and contact management. Zimbra has been around for many years and is widely used by many large companies.



**To access your AZmoves company email, navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > **insideAZmoves** > **Email****

**or go directly to [mail.AZmoves.com](mailto:mail.AZmoves.com)**

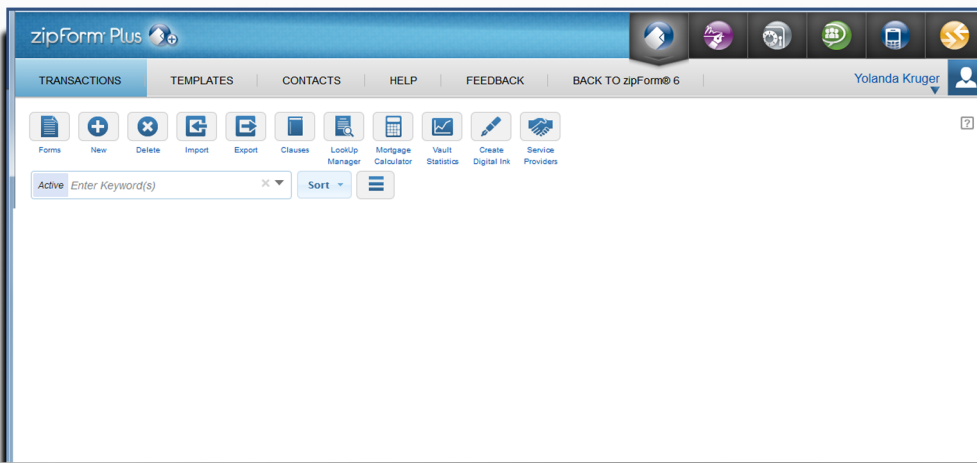
**To access all of our Zimbra resources, simply navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > [www.insideazmoves.com](http://www.insideazmoves.com) > **Intranet** > **Zimbra****

## APPLICATIONS

### AGENT/COMPANY BENEFIT, EMAIL

## HOW THIS TOOL WORKS

- Attain more functionality and features
- Large mailbox size
- Web users can export and import Contacts
- Enhanced Signature HTML
- Supports third-party e-mail software (Outlook, for example) utilizing POP or IMAP
- Web users can share Calendar, Contacts and Folders with other Zimbra users within the company
- Server side type of e-mail forwarding (Shows Actual Sender). This feature available for Sales Associates Only
- Ability to view current mailbox size
- Zimbra has backward compatibility with older browsers



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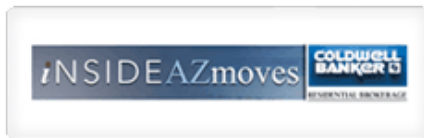
## ZIPFORM® PLUS

zipForm® Plus allows you to create and manage all forms related to real estate transactions. These forms can then be accessed through any Internet connected device. Sales Associates can modify, print, or have forms emailed to someone else for review. These forms can then be used within HOMEBASE to manage the entire transaction!

With zipForm® Plus, you can access, create and send transaction documents electronically. You can also access your [e-Sign account](#) or other electronic signature account to send and check the status of documents daily.

### Key Features Include:

- Enhanced user interface for easy navigation
- Platform independent runs on any device
- All AAR members receive the mobile edition (Smartphones and Tablets) at No Charge!
- Search results in real time for transactions or forms
- Automatically save transactions as you work
- Assign photos to transactions or contacts



**To access zipForm® Plus, navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > insideAZmoves > zipForm (password free) or directly at [www.zipFormonline.com](http://www.zipFormonline.com).**

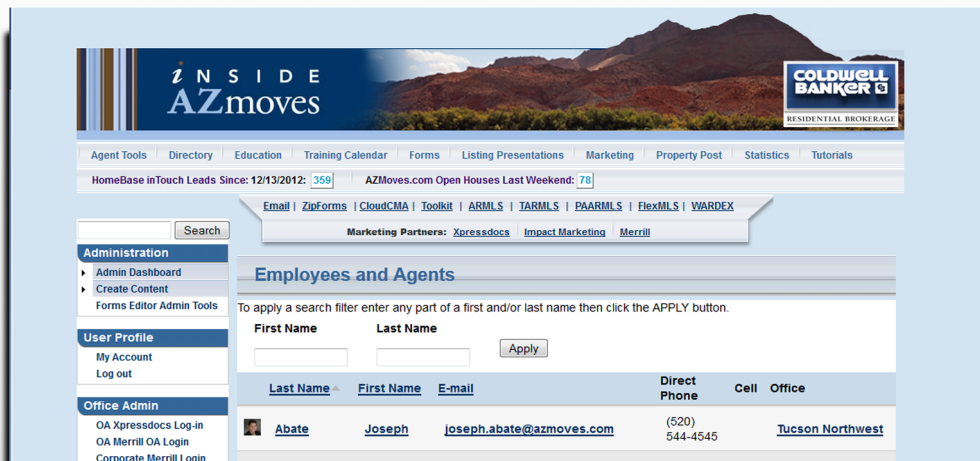
## APPLICATIONS

### TRANSACTION MANAGEMENT

### HOW THIS TOOL WORKS

- Navigate to [www.insideAZmoves.com](http://www.insideAZmoves.com) > zipForm to be automatically signed into your zipForm® Plus account
- Sales Associates can also log in direct at [www.zipformonline.com](http://www.zipformonline.com)
- Create and manage all of the forms related to your real estate transactions and have them linked into HOMEBASE



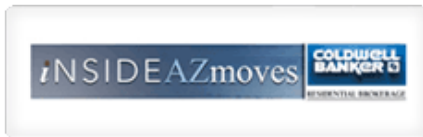


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## DIRECTORIES

Directories for all Sales Associates and offices for Coldwell Banker Residential Brokerage Arizona are available to search online through AZmoves.com for public access or [insideAZmoves](#) for Sales Associate access.

These two search tools give users the ability to search for an Sales Associate by first or last name or search by office.



To access our directories, navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > [insideAZmoves](#) > **Directories** > **Agent Search or Office Search**

[www.AZmoves.com](http://www.AZmoves.com) > **Find Agent/Office**

[www.coldwellbanker.com](http://www.coldwellbanker.com) > **Search Agent/Office**

## APPLICATIONS

### AGENT/COMPANY BENEFIT

## HOW THIS TOOL WORKS

- Navigate to [insideAZmoves](#) and click directories at the top of the webpage. Sales Associates can search for Sales Associates or employees by first name or last name. Office search is also available
- Navigate to [www.AZmoves.com](http://www.AZmoves.com) and click Agent/Office Search. Users can search for Sales Associates by first name or last name. Office search is also available



Log in to your eSign Account:

LAUNCH ESIGN

#### Electronic Signature System

eSign is the new electronic signature benefit system, powered by GoPaperless. This member benefit is now available at no extra cost to our members.

Forms in the zipForm® AAR library are pre-mapped when imported into eSign using the eSign Printer Driver; this means signatures are automatically assigned to the correct position. The printer driver, along with a companion instruction sheet, can be downloaded to your computer using the links displayed below.

*Note: Though electronic signatures are as valid as "wet" signatures, not all financial institutions choose to accept them. You may wish to confirm that the parties involved in your transactions will accept e-signatures before proceeding.*

#### How to begin using eSign

To begin using AAR eSign you'll need to first login to your AAR eSign account. You'll need your email address that is on file with your local association as your AAR eSign Username and your NRDS number as your Password. Once you've successfully

QUICK LINKS

zipForm®

Transaction Management

MongoFax®

RoboForm®

AAR eSign

#### AAR Technical Support

Toll Free: (866) 833-7357

Direct: (480) 304-8930

support@aaronline.com

AZ

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## ESIGN

eSign is an electronic signature benefit system, powered by GoPaperless. This AAR member benefit is available at no extra cost to AAR members.

Forms in the zipForm® Plus AAR library are pre-mapped when imported into eSign using the eSign Printer Driver; this means signatures are automatically assigned to the correct position. The printer driver, along with a companion instruction sheet, can be downloaded to your computer using the links displayed below.

Note: Though electronic signatures are as valid as "wet" signatures, not all financial institutions choose to accept them. You may wish to confirm that the parties involved in your transactions will accept e-signatures before proceeding.

Free for all AAR members

**To access e-Sign, login through your AAR account.**

## APPLICATIONS

### AGENT/COMPANY BENEFIT

## HOW THIS TOOL WORKS

- To begin using AAR eSign you'll need to first login to your AAR eSign account
- You'll need your email address that is on file with your local association as your AAR eSign Username and your NRDS number as your Password
- Once you've successfully logged in, you'll be prompted to create a new password
- Your next step is to download the Printer Driver from the link below, now you're ready to use AAR eSign. But before you do, be sure to watch the training videos or attend one of the live training webinars listed below. It all begins by visiting <http://aar.esignonline.net>



## MARKET OPPORTUNITY TOOLS

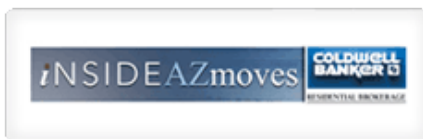
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The Market Opportunity Newsletter, Market Opportunity Table, and Market Opportunity Calculator are designed to show people how buyers and sellers can take advantage of the market rather than being paralyzed or miss the market by watching from the sidelines.

The Newsletter tells the story of five scenarios where people were able to capitalize on market opportunities. Many will share an affinity with one or more of the stories.

The Calculator works just like any other amortization tool but with a few added features. First, it will allow you to show someone exactly what their loan balance is at any point in time during their loan.

Market Opportunity Table can be used as a template to share with your clients. It provides information on what happens to the cost of buying a home if interest rates should change in an easy chart.



**To access Market Opportunity Tools, navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > insideAZmoves > Agent Tools > Market Opportunity Tools**

## APPLICATIONS

### LISTING CONSULTATION, LEAD GENERATION, REPORTING TOOLS, STATISTIC TOOLS

## HOW THIS TOOL WORKS

- Many people like the idea of not having a car payment. There are probably just as many who would love to not have a house payment as well, but they may not know how to make that happen. With this tool you can show them
- Quickly show someone the difference between a 15 year loan and a 30 year loan and how their situation would change with a change of interest rates
- With the Loan Amortization and Payoff Calculator you can show someone what would happen to their loan if they chose to make additional payments or a lump sum payment

## Marketing Programs Tutorials

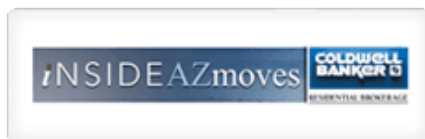
AZ

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### ONLINE HOW-TO MARKETING PROGRAM & HOW-TO TUTORIALS

It's not enough to provide Sales Associates with the most extensive array of Market Responsive Tools, Services, and Programs in the industry; we also want you to know how to use them.

[insideAZmoves](#) hosts numerous Marketing Program Tutorials to help you learn how to use our technology tools and marketing resources.



To access the How-To Marketing Programs simply navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > [insideAZmoves](#) > [Tutorials](#) > [How-To: Marketing Programs](#)

Additionally, [insideAZmoves](#) hosts numerous How-To Tutorials to help you learn how to use our programs and the technology that runs your business.

To access the How-To Tutorials simply navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > [insideAZmoves](#) > [Tutorials](#)

## APPLICATIONS

### AGENT/COMPANY BENEFIT, BUSINESS DEVELOPMENT

## HOW THIS TOOL WORKS

The [Marketing Programs Tutorials](#) are categorized by Marketing Programs, eMarketing and Social Media Tools, Statistic Tools and Technology Tools.

The How-To: Tutorials are broken down by categories:

[Sales Associate Training Resources](#), [Recorded Classes](#), [Recorded Webinars](#), [How-To: View Magazine](#), [How-To: Marketing Programs](#), [How-To: Previews](#), [How-To: CloudCMA](#), [How-To: Websites](#), [How-To: HOMEBASE inTouch](#), [How-To: One Touch In Touch](#), [How-To: HOMEBASE](#), [How-To: Photography](#), [How-To: Marketing](#), [How-To: Email](#), [How-To: Advertising](#), [How-To: Working with PDF's](#)



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## REFERRAL NETWORK

Referral Network, Inc. (RNI) is designed for the Arizona licensee who does not wish to pursue a career in real estate sales. The Department of Real Estate requires that all licensees receive compensation through their Real Estate Broker.

Being a member of RNI allows you to legally be compensated for business you refer. After completion of a referred sale, the receiving Broker pays RNI, then in turn RNI cuts a check to you as your Broker.

To become a member, you must hold and maintain a current Arizona Real Estate License and you must also complete all required continuing education and license renewal. Once you join RNI, your license is placed in an “active” status that allows you to legally be paid for referred business with RNI as your Broker.

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

## APPLICATIONS

### AGENT/COMPANY BENEFIT

## HOW THIS TOOL WORKS

- Earn fees by referring Buyers and Sellers anywhere in the United States



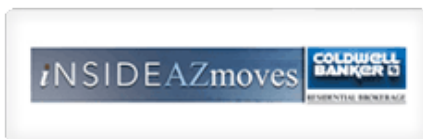


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## SUCCESS DAY

On a regular basis, we hold regional events to hear top speakers give their insight on Market Responsive Trends. These events are called Success Day and are available in both Phoenix Metro and Tucson Regions. In addition to having industry heavy hitters speaker at these events, many of the Success Day seminars are for continuing education credits. Knowledge and continuing education all in one package!

Vendors from our Concierge Department also gather at our Success Day events to share how they can help our Sales Associates with their business or add value for our clients before, during, and after the close of escrow.



To access the Success Day Events simply navigate to the [www.nrtgateway.com](http://www.nrtgateway.com) > **insideAZmoves** > **Training Calendar**

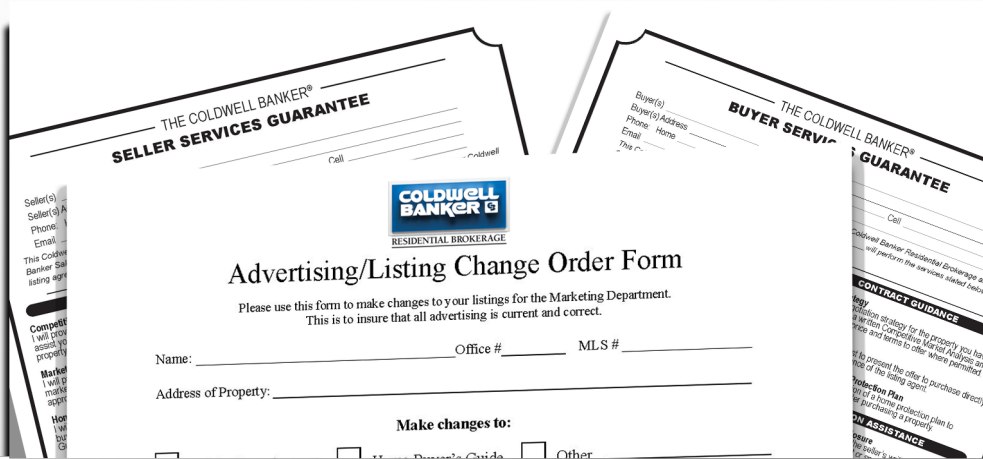
To access all of our education resources, simply navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > [www.insideazmoves.com](http://www.insideazmoves.com) > **Education**

## APPLICATIONS

### AGENT/COMPANY BENEFIT, TRAINING

## HOW THIS TOOL WORKS

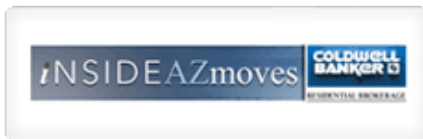
- Success Day events are posted via the Training Calendar on [insideAZmoves.com](http://insideAZmoves.com)
- Industry heavy hitters speaking on relevant industry topics, continuing education credits, networking and vendor services all together in our Success Day events
- All of these great features and at absolutely no cost to our Sales Associates!



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## TRANSACTION FORMS

You can find all the latest transaction forms and clauses on [insideAZmoves](#) including Company Forms, Concierge Forms, Marketing Forms, New Agent Enrollment Forms, Open House Forms, Real Estate Forms, Relocation Forms, Short Sale Forms and Technology Forms.



To access Transaction Forms, navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > insideAZmoves > Forms

## APPLICATIONS

### TRANSACTION MANAGEMENT

## HOW THIS TOOL WORKS

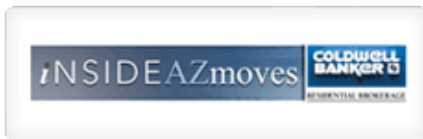
- Navigate to [www.insideAZmoves.com](http://www.insideAZmoves.com) > Forms to quickly download company and real estate forms
- Choose your region: Phoenix Metro or Southern Arizona
- Choose a form type: Coldwell Banker Forms, Marketing Forms, or Real Estate Forms



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## WEEKLY NEWSLETTER BLOG

Each Monday [insideAZmoves](#) sends out an email newsletter that contains news and updates from the Arizona Coldwell Banker Residential Brokerage company. The newsletter includes: [Weekly Video Blog](#), current promotions/reminders, downloadable resource updates along with news and articles from industry, marketing, education, branch updates and tech tips.



**To access the Weekly Newsletter/Blog check your inbox each Monday for an email from [www.insideAZmoves.com](http://www.insideAZmoves.com).**

**To see all of our blog updates, simply navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > [insideAZmoves](#) For a list of our archived articles, navigate to [insideAZmoves](#) > Home > Department Updates**

## APPLICATIONS

**EMAIL MARKETING, LEAD GENERATION, STATISTIC TOOLS, VIDEO MARKETING, WEBSITES/IDX, SOCIAL MEDIA**

## HOW THIS TOOL WORKS

- Each Monday Sales Associates will receive the weekly insideAZmoves email to their @AZmoves.com email addresses
- Agent can also see all of the blog/news articles by navigating to [Coldwell Banker Arizona News This Week](#)
- Sales Associates are free to link, share, copy and reuse all the content in their own marketing and social media strategies

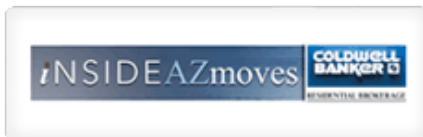


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## WEEKLY VIDEO UPDATES

Every Monday, [insideAZmoves](#) produces a video blog video series. These highly popular videos cover subjects such as: state of the market, training, marketing updates, message from the president, special guest speakers, inspirational messages, risk management short sale videos and much more.

Our videos can be seen each Monday delivered right into your AZmoves.com email box, on our [insideAZmoves](#) homepage, featured on your Facebook channel, or seen by subscribing to your YouTube channel [www.YouTube.com/insideAZmoves](http://www.YouTube.com/insideAZmoves).



**To access the Weekly Video Updates, navigate to [www.nrtgateway.com](http://www.nrtgateway.com) > insideAZmoves. For a list of our past videos, navigate to insideAZmoves > Intranet > Archived Videos**

**Subscribe to our YouTube Channel: [www.YouTube.com/](http://www.YouTube.com/)**

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## APPLICATIONS

**EMAIL MARKETING, LEAD GENERATION, STATISTIC TOOLS, VIDEO MARKETING, WEBSITES/IDX, SOCIAL MEDIA**

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# How to Join Coldwell Banker



WhyCBAZ.com



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