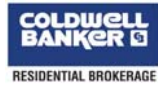


# Real Estate Comparison Flow Chart



	<b>COLDWELL BANKER</b> RESIDENTIAL BROKERAGE	<u>Re/max</u>	<u>Realty Executives</u>	<u>Keller- Williams</u>	<u>Century 21</u>	<u>Starck</u>	<u>Baird &amp; Warner</u>	<u>Help U Sell</u>	<u>WhatsOn TheMarket.com</u>
Belong to Regional MLSNI	X	X	X	X	X	X	X	X	X
Belong to MAP	X		?	?	?	?	X	?	?
Place Yard Sign on Property	X	X	X	X	X	X	X	X	X
Present @ Broker Tour-Serve Lunch	X	?	?	?	?	?	?		
Arrange Open House	X	?	?	?	?	?	?		
Advertise in Chicago Tribune	X	?	?	?	?	?	?		
Advertise in Daily Herald	X	?	?	?	?	?	?	?	
Advertise in Local (Neighborhood) Paper	X	X	X	X	X	X	X		
Direct Mailer to Buyers	X	?	?	?	?	?	?		
National Advertising on Radio & TV	X	X			X				
Relocation Services	X				X	X	X		
Concierge Service	X				X				
Internet Services	X	X	X	X	X	X	X	X	
Coldwellbankeronline.com	X								
Coldwellbanker.com	X								
Realtor.com	X	X	X	X	X	X	X	?	?
Title Service thru Burnet Title	X								
Mortgage Services thru Coldwell Banker Mortgage	X								
Home Warranty thru AON	X								
Commercial Real Estate Services	X	?	?	?	?	?	?	?	
Intra Company Referrals	X								
Continuous Company Training	X								
Preferred Candant Relocation Provider	X								
Habitat for Humanity/Toys for Tots/Diabetes Foundation	X								
Preview Program for Homes over \$450,000	X								
Residential Brokerage over 66 offices	X								
Nationwide Realtor	X	X	X		X				
Color Feature Sheets	X	?	?	?	?	?	?	?	?
Virtual Tours	X	?	?	?	?	?	?	?	?
Negotiate Contract for Sellers I List	X	X	X	X	X	X	X	X	
Weekly Updates	X	?	?	?	?	?	?	?	?
Lead Router	X								
<b>TOTALS</b>	<b>32</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>9</b>	<b>6</b>	<b>7</b>	<b>4</b>	<b>2</b>

