

# INTERNET EXPOSURE

## Comprehensive Marketing



*According to the National Association of Realtors, 74% of home buyers are using the Internet to get home buying information.\**

All Coldwell Banker Residential Brokerage listings can be found on the following web sites:  
**ColdwellBankerOnline.com,**  
**ColdwellBanker.com** and **Realtor.com.**

### *ColdwellBankerOnline.com*

- **ColdwellBankerOnline.com** is highly promoted in all of our advertising
- Each time we advertise a property in a local or regional newspaper we use a 'Web ID' to encourage readers to log on and receive a full description of the property
- Features user-friendly activities that drive consumers to our site including:
  - Detailed information on buying and selling a home
  - A full array of Coldwell Banker's real estate services
  - Mortgage calculators
  - Advanced property searches that isolate
    - Open Houses
    - Luxury Homes
  - Open house tours with printable driving directions

### *ColdwellBanker.com*

- Promoted by a multi-million dollar national TV/cable ad campaign
- Features over 200,000 national Coldwell Banker listings
- Honored by *Forbes Magazine* in the "Best of the Web" 2003

### *Realtor.com*

- Unprecedented partnership provides maximum Internet exposure
- Includes 90% of listed properties in the United States
- Promoted heavily in national broadcast and print campaigns
- Ranks #1 for average minutes spent per visit
- Powerful alliances with top web sites ensure that consumers have primary access when searching for real estate

\*2004 National Association of Realtors® *Profile of Home Buyers and Sellers*