



**COLDWELL
BANKER
COMMERCIAL**

GLOBAL PRESENCE.

LOCAL POWER.

BLUEPRINT

Blueprint is the CBC intranet site for all things commercial, including news, events, professional resources, tools, library, learning, etc. It also is a portal for entering your bioinformation and listings.

CBCWORLDWIDE.COM

The global website promoting commercial brokerage professionals, offices, services, and properties listed with the Coldwell Banker Commercial brand.

BLUEMAIL

Bluemail is a tool that allows you to confer with other CBC professionals across the US via email, when you have a new listing, 1031 Exchange, or need. Listing information is automatically populated into property templates.

BUILDOUT

Buildout is a commercial marketing platform that streamlines the listing process. Once property data is entered, you can access a complete library of pre-populated marketing materials and templates all with the refreshed CBC look and feel.

CAMPAIGNER

Campaigner is a marketing platform that is available to use by CBC professionals. Send one-time or recurring email campaigns, manage and segment contact lists for better targeting, and get detailed reports on email opens, clicks, and bounces.

COMMERCIAL UNIVERSITY

Commercial University prepares and develops you to reach your highest potential to better serve your clients. It provides world-class development opportunities in a cost-effective manner through self-paced, virtual, and in-person interventions. Commercial University's programs will help you achieve success in your commercial brokerage business and gain a competitive advantage in your market place.

D.A.R.E. (Dynamic Ads for Real Estate)

D.A.R.E. promotes your relevant listings with unique creative on Facebook and Instagram. It's done by re-targeting users, that have visited cbcworldwide.com, with relevant ads promoting your listings.

DEMOGRAPHICS

The complimentary demographics tool provides you with visually appealing reports to share with potential clients and investors. Demographic and traffic count reports are automatically generated from current listings or choose custom radii, zip code, city, county, or MSA.

EVENTS

CBC events provide networking, learning, and growth opportunities with hundreds of your peers. Events include regional synergy events and the annual Leadership Summit.

THE CBC DIFFERENCE

CBCWORLDWIDE.COM

The CBC Difference

GLOBAL CONFERENCE

The Global Conference (GC) is the CBC organization's premier global event featuring world-class educational sessions and networking opportunities.

LINKEDIN LEARNING

LinkedIn Learning is an all-virtual content library that gives you access to more than 5,000 high-quality courses to help you build your success through business, leadership, and technical skills development.

MARKET RESEARCH REQUESTS

We can provide detailed information including contact names, telephone numbers, and email addresses via Lexis Nexis and D&B Hoovers searches for any commercial property that you are interested in. Request forms are located on Blueprint.

MARKET RESEARCH

Research on specialty sectors and current trends in commercial real estate. Prepared and distributed in the form of narratives, reports, and data summaries.

NATIONAL LEADS AND REFERRALS

Web-generated leads for distribution and a program for placement of incoming and outgoing referrals from around the country.

PRESS RELEASES

Celebrate your success with press releases on notable deals or unique transactions. Templates are available on Blueprint.

REIS

The nation's most trusted source for property and market intelligence, including vacancy rates, rent levels, cap rates, new construction, rent comparables, sales comparables, valuation estimates, and capital market trends across nine major commercial real estate sectors.

SOCIAL MEDIA

CBC maintains active accounts on [LinkedIn](#), [Twitter](#), and [Facebook](#). Each month a social media calendar provides content for you to post on your accounts. Templates are available on Blueprint for you to promote your commercial real estate expertise, new listings, completed transactions, etc.

THOUGHT LEADERSHIP BLOG

CBC hosts an industry thought leadership blog. It is a hub for affiliates to discover new ideas about industry trends. Articles can then be re-purposed with your thoughts through your own social channels and local media outlets.

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Unparalleled support and
unparalleled tools...taking your
business to new heights.



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