



A PLATFORM OF VALUE

The Coldwell Banker Commercial® brand offers owners/brokers a platform of value. It provides commercial real estate professionals with the right tools to help win business and service clients. It also maintains vendor relationships that help accelerate the success of the network.

Property Marketing Tools – The CBC® brand offers a suite of self-service tools for affiliated professionals to create and distribute CBC-branded property marketing materials to internal and external prospects. The CBC brand’s mission is to be pathfinders and these tools can help agents lead the way.

| | ABOUT THE TOOLS |
|-------------------------|---|
| Buildout | Self-service marketing platform with customizable CBC-branded templates for property marketing and business development. |
| blueMail | Internal communication tool to connect with and broadcast updates to CBC peers. |
| Campaigner | External communication tool to send CBC-branded email broadcasts to prospects and clients. |
| CREXi | Integrated property marketing partner. Discount for CBC users (pricing for pro version). |
| Brevitas | Integrated property marketing partner. Discount for CBC users. |
| Marketing Center | Digital content management solution and digital asset generator where affiliated agents can download company and brand logos, access any brand photography, customize and post social media assets, and download virtual meeting backgrounds. |
| Reonomy | A platform that streamlines the prospecting and research process all in one place. It saves a lot of time finding transaction opportunities, analyzing properties, identifying owners and running comps. |

CBCWORLDWIDE.COM provides global exposure for individual brokers and listed properties. The exposure, made possible by the CBC® brand, allows the marketed properties to be instantly credible. CBCWORLDWIDE.COM also provides commercial real estate-related blog articles for affiliated professionals to share with their social networks to increase their individual brand identity and help generate leads. This kind of exposure, not available from an unbranded or non-optimized website, is priceless.

Properties listed on CBCWORLDWIDE.COM through the dash system are also automatically syndicated to a variety of third-party property marketing websites to maximize listing exposure.

The site features an updated design, transforming it into the best representation of the Coldwell Banker Commercial® brand through a new look and feel, robust content and a seamless experience across mobile devices, providing access in the palm of your hand.

Broker Empowerment – The new platform will give you more control over your listings and provide useful insights for your marketing efforts, such as how many views your properties have received, enhanced editing abilities, tracked communications, and reporting, all through an easy single sign-on login experience.

Client Features – Clients can now favorite/save listings and create search alerts for new inventory in real time.

Thought Leadership Highlighted – Through news articles, podcasts, white papers, blog posts and more, the website will help reinforce and highlight the differentiating qualities of the Coldwell Banker Commercial brand.

SEO Enhancements – An enhanced SEO strategy will focus on driving organic traffic in an effort to optimize lead potential.

| 2022 WEBSITE STATISTICS | |
|-------------------------|-----------|
| Page Views | 1,431,000 |
| Sessions | 550,000 |
| Unique Users | 455,000 |



Business Analytics Tools – The CBC® brand provides a suite of business analytics tools to assist clients with analysis or site selection. The suite also offers access to subscription database services to research prospects or a property.

| | ABOUT THE TOOLS |
|--------------------------|--|
| CommercialEdge | A platform that delivers verified leads from the CommercialEdge listings network. All CBC affiliated brokers are provided with a discount for subscriptions to the Edge research platform. |
| CompStak | A platform that gathers and quality checks lease and sales comps from the professionals making the deals. Use the analytics toolkit to monitor market trends, generate actionable insights and access relevant comps for informed decision making. |
| D&B Hoovers™ | Research tool that provides competitive landscapes, corporate structure, company profile and financials, and trigger news. |
| ESRI | Powerful mapping and demographics tool that can create Smart Maps and run analyses to find voids, retail gaps, market potential, target customers and the right growth sites. |
| LandBroker Co-op | A single point of access to the most powerful tools in the land industry including listing/lead syndication, analytics dashboard and property alerts. |
| LexisNexis® | Data service offering access to property owner debt and contact information, company executives and all operating locations. |
| NEAR | Mobile data insights and analytics tool to better understand real-time foot traffic trends and consumer behaviors. |
| REIS® | A tool that provides commercial real estate market insights, investment trends, property performance and comps. Six sectors, all U.S. markets. |
| Reonomy | A platform that streamlines the prospecting and research process all in one place. It saves a lot of time finding transaction opportunities, analyzing properties, identifying owners and running comps. |
| Retail Lease Trac | Lead generation tool to find tenants who may match your vacant space or discover expanding retail brands and markets. Covers all U.S. markets. |
| SiteSeer | Market analysis and reporting platform that provides self-service demographic data (traffic, population, mile rings, drive times), VOID Analysis, Surplus/Gap reports and heatmaps for commercial users. |

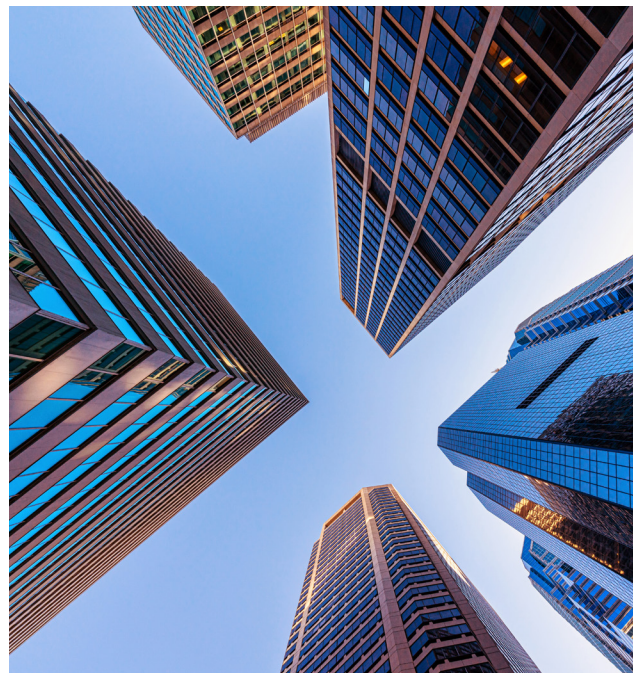
Commercial University – The CBC brand is unique in the industry, offering a commercial-only learning platform for new and seasoned professionals. Commercial University provides world-class development opportunities in a cost-effective manner to help affiliated professionals achieve success in their commercial brokerage business and gain a competitive advantage in their market.

| | LEARNING / PROFESSIONAL DEVELOPMENT |
|---------------------------------|--|
| Welcome to CBC | Self-paced orientation program to learn about the history of the CBC brand and its core values, and jump-start strategies to help reach business goals in commercial real estate. The tools, strategies, activities and best practices were established by elite professionals |
| CRE Win! | Advanced eight-week virtual instructor-led productivity courses for commercial professionals in the business 18 months or less. Two-three cohorts offered per year. |
| LinkedIn Learning | Full access to the LinkedIn Learning library for commercial professionals and staff to enhance their professional skills. |
| REALTORS® Land Institute | RLI works to elevate the level of professionalism in the land industry by offering all land professionals the credibility, confidence and connections that are the foundation for becoming the best in the business. |
| Lipsey Learning | A curated compilation of online learning videos from training expert Mike Lipsey. The Lipsey Company prides itself on providing industry-leading best practices and helping individuals, teams, firms, companies and corporations reach new levels of efficiency, productivity, functionality, market share and financial success. |
| CCIM | CCIM is the CBC brand's preferred education provider. CCIM offers a discount for CBC network members on educational programs available through its website. |

RESOURCES

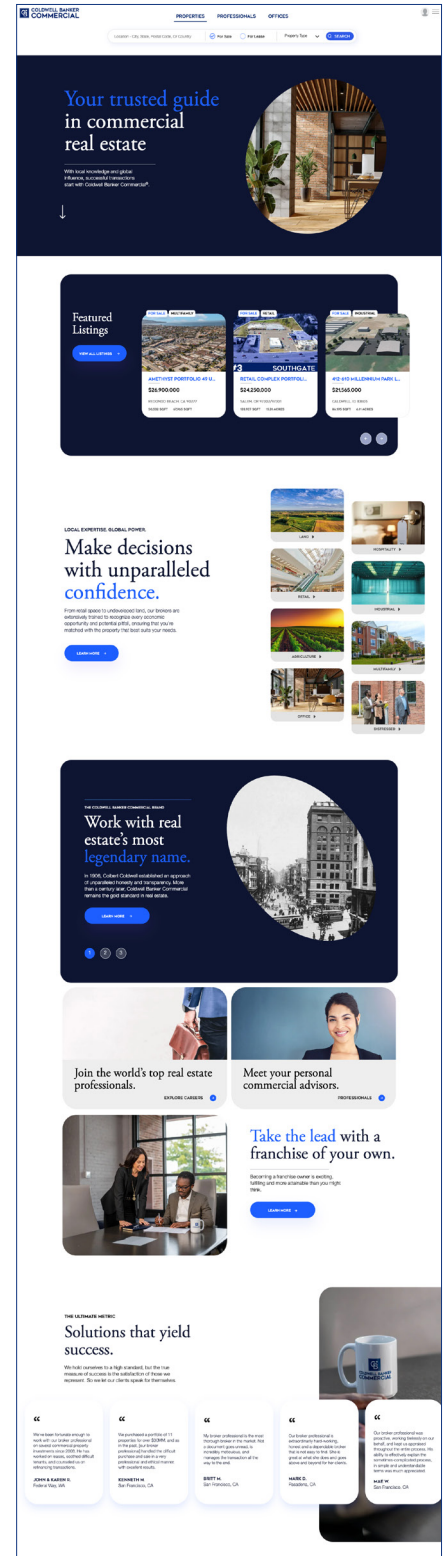
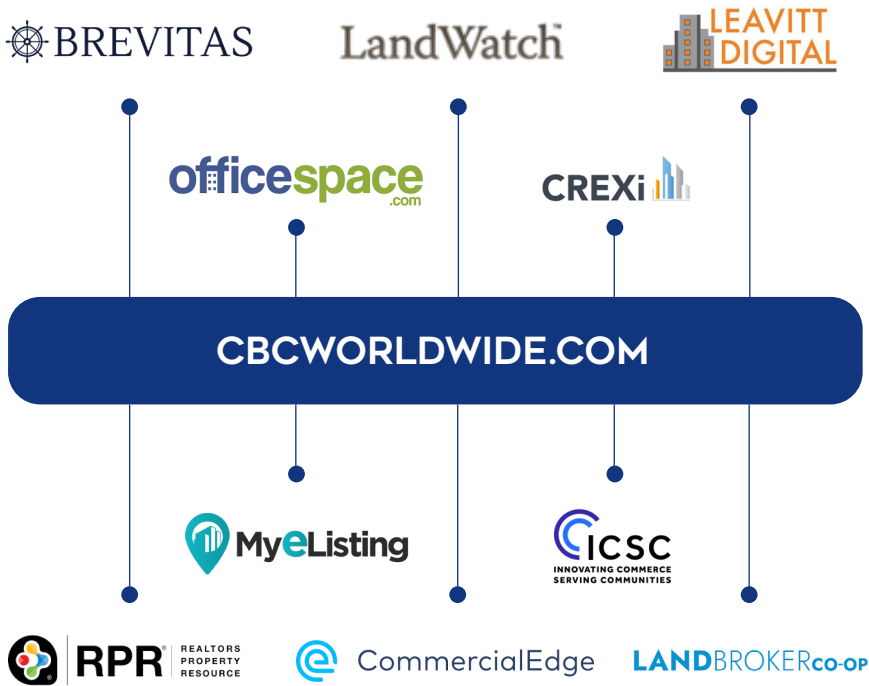
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| Desk | CBC Desk is the CBC® intranet and productivity hub providing easy access to brand updates and announcements, tools, marketing resources, event information and much more. It is also a portal for entering your bio information and listings. |
| Property Syndication | Listings entered into the CBC dash system syndicate with popular property marketing websites such as CREXI, Brevitas, RPR, Yardi and others. |
| Events | The CBC brand events provide networking, learning and business-building opportunities for all affiliated professionals. Events include regional synergy events and annual learning and networking summits. |
| Global Conference | The Global Conference (GC) is the CBC brand's premier global event featuring world-class educational sessions and networking opportunities. |
| National Leads and Referrals | Web- and CBC-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 CBC Desk. |
| Social Media | The CBC brand maintains active accounts on LinkedIn, Twitter, Instagram and Facebook. The monthly social media calendar provides content for you to post on your accounts. Templates are available on Marketing Center for you to promote your commercial real estate expertise, new listings and completed transactions. |
| Thought Leadership | The CBC thought leadership blog serves as a hub for affiliates to discover new ideas about industry trends. Articles can then be repurposed with your thoughts through your own social channels and local media outlets. |
| Sales Associate Referral Rewards Program | The Referral Rewards program helps affiliated agents generate a passive commission stream by introducing other successful agents to affiliate with any participating Coldwell Banker® or Coldwell Banker Commercial® affiliated company. Agents receive a Referral Rewards commission payment every time one of their referred agents closes an eligible transaction. |
| CRE with CBC Worldwide Podcast | Listen and learn from the Coldwell Banker Commercial brand on this commercial real estate-focused podcast. We bring together industry leaders to discuss important topics for our CRE clients and the industry. |
| What Moves Her | The What Moves Her® campaign speaks to women in commercial and residential real estate focused on elevating their business, empowering their community and supporting one another's success by developing their leadership skills and realizing their professional development goals. |

Coupled with strong brand recognition and legacy, bountiful network referral opportunities and unparalleled support, the Coldwell Banker Commercial brand can help you bring your business to new heights.



LISTING SYNDICATION

Listings will be marketed on these commercial property listing websites depending on product type.



CBCWORLDWIDE.COM



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