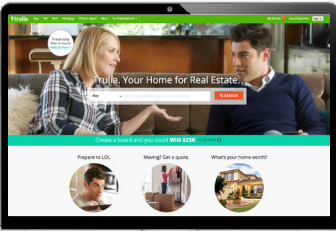


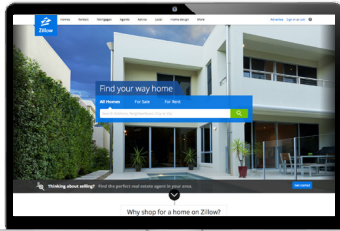
# Your Home. Featured Positioning. America's Top Websites.

REAL ESTATE IS ALL ABOUT LOCATION

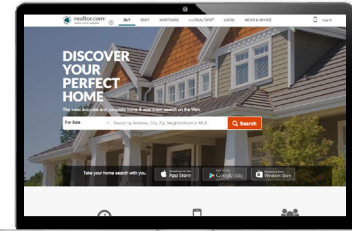
In addition to Coldwell Banker's powerful network of more than 700 websites, your property will enjoy featured positioning on nine of the most dominant real estate portals today, which account for approximately 83% of the online real estate market share<sup>1</sup>, including:



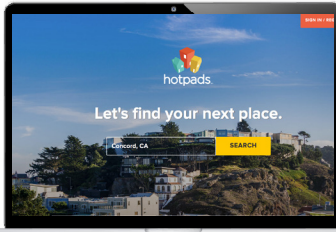
Trulia.com



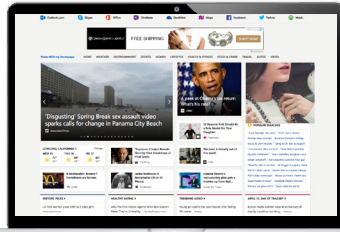
Zillow.com



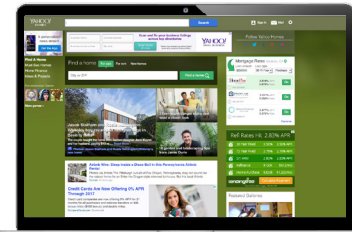
Realtor.com



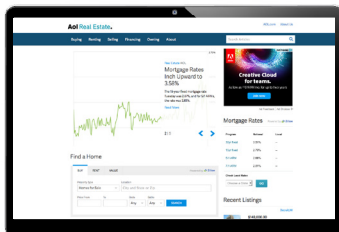
Hotpads.com



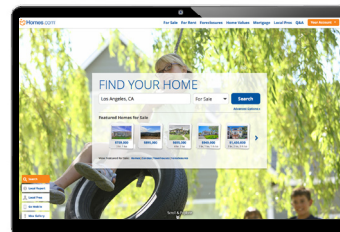
MSN.com



Yahoo.com



RealEstate.aol.com



Homes.com

Through Coldwell Banker's exclusive partnership with these websites:

- Your home, with a detailed description and multiple photos, will be shown higher in the search results on Homes.com, Trulia.com, Yahoo Real Estate and Zillow.com
- Your home will receive at least 60% more leads!
  - Homes priced at \$1,000,000+ receive leads at twice the rate of unbranded listings
- Leads are routed directly to your Independent Sales Associate's work phone for immediate response

**Coldwell Banker Residential Brokerage is the only real estate brokerage to offer this exclusive online marketing strategy, helping your home to be seen by as many online home buyers as possible.**

<sup>1</sup> Based on a review of all Fab Plus website partner leads received in 2014