

# The Industry's Most Powerful Web Exposure

MAXIMIZING THE ONLINE PRESENCE OF YOUR HOME

**Coldwell Banker and its partner websites account for more than 83% of the online real estate market share.** With 92% of home buyers using the Internet as part of their home search, working with a real estate brokerage with a strong online presence is imperative. Coldwell Banker's comprehensive Internet strategy includes displaying clients' homes with a detailed property description and multiple photos on the leading real estate websites, including:



Through Web syndication, your property will be featured on more than 700 websites around the country.