

ELITE
REAL ESTATE

*Elite Marketing
Tools & Resources*

ONLINE MARKETING

Coldwell Banker Elite's Listing Syndication

Having a strong Web presence means more than just having a great Web site. You need to have relationships with all of the best Web sites in the industry.

We reach over 90% of buyers/sellers for you every day
105+ Web Site Partnerships
Over 20 Million Unique Visitors Every Month
0 Cost to You

Coldwell Banker Elite has integrated their listings into the strongest network of Real Estate Web sites in the world; such as Realtor.com, Yahoo, MSN, Google, Trulia, Zillow & many more. Below you will find a complete list of the Web sites that Coldwell Banker Elite advertises it's listings on. Several of the sites below power other smaller local sites, totalling more than **1200** websites!



ColdwellBanker.com
Fredericksburg.com
ColdwellBankerElite.com
RealEstateBook.com
HBJMag.com*
Craigslist.com
CoreLogic
FrontDoor.com
AOLRealEstate.com

Google Base
Realtor.com
Trulia.com
TheNest.com
CB On Location
CB Previews.com
CLRSearch.com
Google Maps
HotPads.com
Local.com
LakeHomesUSA.com*
Zillow.com
HUD Seeker
YahooRealEstate.com
AOL.com
Move.com
MSN.com
Home2.me
USALifestyleRealEstate
RentRange
Wall Street Journal*
ExceptionalPropertiesOnline*
SwitchBoard*
YellowPages.com*
NewHomes.Move.com
NewHomeSource
LandAndFarm.com
Apartment List

LandWatch
ResortScape
Walmart
MyRealty.com
Data Sphere
HarmonHomes.com
Military.com
TweetLister
Lycos
Ask.com
HomeFinder.com
OpenHouse.com*
Enormo
Oodle
Comcast
Homes.com
Bing
Elite Scoop
PropertyPursuit.com
HomeWinks
Relocation.com
RealtyTrac
Tour Factory
National Relocation
RiverHomesUSA.com*
FreedomSoft
HomesbyLender.com
Jawai.com
UniqueHomes.com*
CBCWorldWide.com*
eLookyLoo.com
HouseHunt.com
Move.com/Apartments
Diggsy
LotNetwork.com
DreamHomeListings

Walmart Classifieds
USHUD
Home Tour Connect
RealtyStore.com
Liquidus
Foreclosure.com
Comcast On Demand
OceanHomesUSA.com*
LuxuryHomeMagazine.com
LuxuryResourceGuide.com
SeniorHousing.net
HomeInsight
LearnMoreNow.com
CondoCompare.com
Quantum Digital
Integrated Asset Services
CBEliteHomes.com
Gooplex.com
Yahoo Search
YouTube Search*
RentRange
PropertyShark
Vast
Military.com Classifieds
USA Lifestyle Real Estate
Real Estate Central
Vertical Brands
GovListed.com
GreatSchools.org
SuperPages.com*
Smarter Agent
WashingtonPost.com
Homesin.com
Real Estate Marketplace
Offer Runway
Guidance Realty

* See Notes On Page 23

For more information & downloads visit:
Elite Wolf Connect by going to EliteScoop.com
and clicking "Agent Login".
For Questions Call Colby Goetz at ext 424.

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Top 11 Real Estate Web Sites

1. Yahoo! Real Estate
2. Realtor.com
3. Zillow.com
4. MSN Real Estate
5. Trulia
6. Ziprealty.com
7. Homes.com
8. Rent.com
9. Front Door
10. Move.com
11. Coldwell Banker

Nielsen Ratings 2010 - Based on
Unique Visitors



Further Increasing Your Listing Exposure

To further increase your listing's exposure and distribution you should be putting your listings on popular Social Media sites. Included in this guide is a Social Media section that will give you information on Social Media as well as a list of the most commonly used Social Media sites. Each agent is offered a **FREE** website on ColdwellBanker.com. Even if you have your own personal custom-built website, you should create your free ColdwellBanker.com website. This will not only increase your exposure but your listing(s) as well. Below you will find a list of Social Media and other sites that you should be sharing your listings on.

- Facebook.com
- Blog (ActiveRain, WordPress, Blogger)
- ColdwellBanker.com Personal Web Site
- Twitter.com
- LinkedIn
- YouTube.com
- Plaxo
- Your Personal Web Site

Information on Distribution

Realtor.com generates viewers through initiatives via press releases, proactive outreach to the media and bloggers, Twitter™, Facebook®, and REALTOR.com® blogs.

Realtor.com draws traffic from these search portals: Google, Facebook, Yahoo!, MSN, AOL, Bing, Comcast, Craigslist, and Ask. Move-related Referrals - Users can search for existing homes for sale on Move.com. The user is then re-directed to view these search results on REALTOR.com.

Important - You must enhance your listings on **ColdwellBanker.com (CBWorks), Realtor.com, MLS, and ColdwellBankerElite.com** in order for your listings to be enhanced on the 105+ websites Coldwell Banker Elite feeds listings to.

Did You Know...

According to NAR, 83% of consumers start their internet searches online.

94% will use the power of the internet in their real estate transaction before closing.

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Staying Ahead...

There are ever evolving technology trends in our industry. **Coldwell Banker Elite** takes the steps necessary to stay ahead of the curve and the competition.

Coldwell Banker Elite's Online Marketing Efforts to Increase Agent Exposure & Lead Generation

Realtor.com

Coldwell Banker Elite provides the entire company with the Enhanced Listings Package. This allows our agents to further enhance their listings and profiles on Realtor.com, increasing their exposure, listing's search ranking, and lead generation. Along with the Enhanced Listings Package, Coldwell Banker Elite has also purchased banner ads on Realtor.com, driving traffic to the CBE Web site.

Zillow.com

Coldwell Banker Elite has the Premier Agent-Broker Package. This package provides Zillow.com with our company's listings as well as increases lead generation for our agents.

Fredericksburg.com

Coldwell Banker Elite has the Agent E Package on Fredericksburg.com, giving all of our agents a profile and feeds their listings to the Fredericksburg.com Web site. We have also purchased banner ads on Fredericksburg.com, increasing company exposure and lead generation. CBE takes part in Fredericksburg.com's Search Local function which drives local consumers to our company profile and Web site.

SuperPages.com

Coldwell Banker Elite has five office profiles on SuperPages.com (Yellow Page's Web site) bringing in numerous office calls per year and increasing traffic on the CBE Web site.

Google AdWords

Coldwell Banker Elite utilizes Google AdWords to increase traffic on our Web site, ColdwellBankerElite.com.

EliteScoop.com & Social Media Web Sites

Coldwell Banker Elite actively participates in multiple Social Media Web sites to increase our company exposure and hits on our Web site. Our blog, EliteScoop.com is constantly updated with Real Estate news and information to bring in potential clients. CBE has business pages on Facebook, LinkedIn, Twitter, and YouTube, allowing us to reach the public on multiple platforms.

CBEliteHomes.com

Coldwell Banker Elite lead generation Web site.



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Coldwell Banker Elite

#1 Coldwell Banker
Affiliate in Virginia!

Chairman Circle
Award Winner

Cartus Platinum
Award Winner

ColdwellBankerElite.com

Key Features

- Elegant, professional site to impress prospective buyers & sellers.
- Individual agent web pages with bio information, your specific listings, your contact info, property updates sign-in and a picture of yourself.
- Enhance your listings with more information.
- Detailed information on Coldwell Banker Elite, Coldwell Banker, community and area information, REO Services, Mortgage Services, Property Management, Relocation Services and more!
- Listings update from the MLS every 24 hours.
- If desired, you can change listing information and advertise open houses.
- You can manage your e-mail update subscribers and property organizer accounts. This gives you access to subscriber trends and behavior.
- Listing inquiries are routed to the listing agent through LeadRouter.
- Leads on homes listed by companies other than Coldwell Banker Elite are routed in random rotation though Lead Router.
- Video Library where you can advertise your listing videos, community videos, real estate information, agent videos, etc. Email the Marketing Department if you are interested in placing your videos on CBE.com.

Using the Agent Login

- Login by clicking the "Agent Login" link at the **very** bottom of every page (Your user name is your first initial, last name and your default password is cbelite)
- You can enter new subscribers for Property Updates.
- See what listings your subscribers are interested in.
- Enhance your listings by marking them as open houses, adding more photos, changing descriptions etc.
- Every agent has their own iPad app through the company. You can access this by clicking the Mobile tab in your CBE.com Agent Panel.

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ONLINE MARKETING



Having Trouble?

Download guides on
CB.com Profile Pages,
Web Sites, and On
Location from Elite
Wolf Connect

On Location...

has reached over 1
million visits and
remains the most
popular real estate
channel on YouTube.

ColdwellBanker.com

Coldwell Banker is considered to be the Web pioneer in the real estate industry as the first national brand to offer a national real estate Web site. More than 31 million users visit ColdwellBanker.com every year helping make Coldwell Banker the #1 national real estate brand online. Coldwell Banker's intranet site (CBWorks) is accessed by going to <http://cbworks.coldwellbanker.com>. To create an account click **First Time Users Click Here** and enter your CBE email address. CBWorks classes are offered by our Marketing Department.

ColdwellBanker.com Profile Pages

Every Coldwell Banker Elite Sales Associate has a profile page on ColdwellBanker.com. To activate and populate your profile, you must log into CBWorks and click on **coldwellbanker.com/secure**. From Secure you can edit your profile and enhance your listings. To activate your profile you must have a photo and at least 4 bullet points.

ColdwellBanker.com Free Agent Web Sites

Sales Associates with active profile pages can create their own FREE Web site on ColdwellBanker.com through CBWorks. To setup your free personal Web site log into **CBWorks**, go to **Promote Myself**, click on **Personal Web Sites** and then click on the **editor**. Agent Space is a blog on ColdwellBanker.com which allows our sales associates to showcase their knowledge of their communities. When an Agent Space is created, it is automatically linked to your CB.com Personal Web Site and your profile page on ColdwellBanker.com.

Coldwell Banker "On Location"

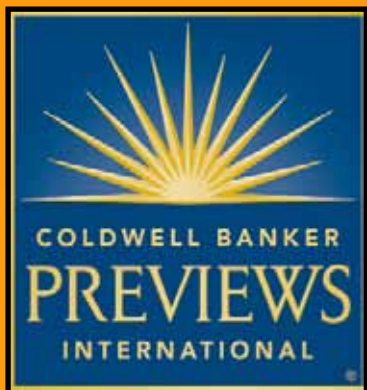
Coldwell Banker's YouTube Channel which was launched in May 2009 becoming the first brand to fully tap into the power of video. Since its launch, On Location has been among the top ten most-viewed brand channels on YouTube and is the leading real estate brand page on the YouTube. On Location focuses on real estate search and insights, offering consumers a new way to search for and interact with real estate information, listings and local insights via video. To upload your videos to On Location, login to **CBWorks** and click on the **Video Upload Tool**. <http://www.YouTube.com/ColdwellBanker>



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ONLINE MARKETING



CB Previews

Previews leads the way in luxury, and has a track record of being selected to represent some of the world's most exquisite properties, including 4 out of 5 of the priciest homes in the U.S.

Coldwell Banker Real Estate ranked #1 among all measured realtors as the company they would consider using for future real estate transactions.

Need More Info?

Visit Elite Wolf Connect or CBWorks for more information on Previews.

Coldwell Banker Previews

A Leader in Luxury Home Sales

The Coldwell Banker Previews International® program has been a world leader in the marketing of luxury homes since 1933. The Previews® program was acquired by Coldwell Banker Real Estate 1980. The exclusive group of certified Coldwell Banker Previews® Property Specialists make up over 10 percent of the more than 100,000 Coldwell Banker sales associates worldwide. Coldwell Banker Previews International property specialists participated in nearly 11,971 transaction sides of homes priced at \$1 million or more in 2009 with a total sales volume of \$22 billion. The average sales price for luxury home transaction listed and / or sold by the Coldwell Banker Previews International® program in 2009 was \$1.84 million. The highest priced home sold in 2009 was \$28 million. On average, Previews® handles \$76.7 million in luxury homes sales every day.

Benefits of Being a Certified Previews Specialist

- Luxury listings placed on ColdwellBankerPreviews.com along with other luxury Web sites. See Listing Syndication page for more details.
- Discounted rates on popular luxury publications.
- Previews specific listing presentations & marketing materials.
- A global network of distinction through Coldwell Banker.

How to Classify a Property as Previews

- Properties should be priced within the top 10% of the local market, or three times the average sales price, but not to be less than \$500,000.
- The property should be of exceptional quality and style and reflect the prestigious image of the Previews program.
- Vacant Land / Lots do not qualify.

Becoming a Certified Previews Specialist

To become a certified Previews Specialist, you must take a one time Previews training course through Coldwell Banker LLC. These classes are offered via WebEx throughout the year and cost \$89. To find the class schedules you must login to **CBWorks** and go to **Coldwell Banker University**. The Previews classes are listed under **Specialty Markets**.

For more information & downloads visit:
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ONLINE MARKETING



Realtor.com Facts

#1 Real Estate Web Site
on the Internet!

Buyers and sellers spend
3 times longer on
Realtor.com than any
other real estate site.

Realtor.com receives
nearly 6 million unique
visitors each month,
making it the most
visited real estate site.



Fredericksburg.com

Averaging 5 million
page views per month
and 430,000 unique
visitors per month,
Fredericksburg.com
has become one of the
top 10,000 sites viewed
nation wide.

Realtor.com

Company Showcase - Enhanced Listings Package

Coldwell Banker Elite has purchased the Company Showcase package on Realtor.com for our agents. Offering our agents this package allows them to easily enhance their listings on the #1 real estate site with the features buyers want most; with up to 36 jumbo photos, full motion videos, open house alerts, and most importantly - multiple leads forms so that buyers can contact you directly.

Key Features of the Enhanced Listings Package

- Multiple lead forms - Collect buyer contact information
- Personal agent profile - Attached to each one of your listings
- Traffic Reports - Let your sellers know their listing is performing
- Post up to 36 jumbo size photos
- Open House Alerts
- Additional listing promotion attached to each listing
- Custom headlines and property descriptions
- Full motion listing videos
- Powerful icons on the search results page to capture attention
- Free online training

Cost

\$25 per MLS number charged to your expense account.

Training & Guides

The Coldwell Banker Elite Marketing Department offers training classes on Realtor.com profile pages and enhancing listings. Realtor.com also offers free online training classes which you can find by clicking on the Events tab in your profile. Guides to Realtor.com can be found in Elite Wolf Connect.

Fredericksburg.com

Fredericksburg.com is the community Web site for Fredericksburg and the surrounding area. Coldwell Banker Elite provides all of our agents with profiles on Fredericksburg.com, listing syndication to Fredericksburg.com, their contact information and a link to their website, for FREE.

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Elite Scoop

Visit "Elite Scoop" at <http://EliteScoop.com> to sign up for email updates which will notify you when new posts are made!

View Coldwell Banker Elite's training schedules and register for classes on Elite Scoop.

Social Media & Networking

Social Networking is a fundamental shift in the way we communicate. It is only becoming more pervasive and as such, becoming a critical factor in the success or failure of ANY business. Below you will find a list of just a few of the more commonly used Social Media sites. These sites can also be found in Elite Wolf Connect. The "CBE Social Networking & Marketing Guide" and "Becoming Social Guide", which you can find in Elite Wolf Connect, have a great deal of information about Social Media and Networking, statistics, do's and don't's, and Social Media success.

Social Media & Networking Sites:

- Facebook • LinkedIn • Plaxo • YouTube • Flickr

Blogging & Microblogging Sites:

- ActiveRain • Blogger • WordPress • TypePad • LiveJournal • Twitter

Connect with CBE & CB LLC

Coldwell Banker Elite:

- Blog: <http://EliteScoop.com>
- Facebook: <http://www.facebook.com/ColdwellBankerElite>
- LinkedIn (Company): Search for Coldwell Banker Elite
- LinkedIn (Relocation): Search for Coldwell Banker Elite Relocation
- Twitter: <http://twitter.com/CBEelite>
- YouTube: <http://youtube.com/CBEeliteMedia>

Coldwell Banker LLC:

- Facebook: <http://www.facebook.com/ColdwellBanker>
- YouTube (On Location): <http://www.youtube.com/ColdwellBanker>
- Flickr: <http://flickr.com/photos/ColdwellBanker>
- Twitter: <http://twitter.com/ColdwellBnkr>
- FriendFeed: <http://friendfeed.com/ColdwellBanker>

Elite Scoop - Coldwell Banker Elite's Blog

Coldwell Banker Elite's blog, "Elite Scoop" was created to update both our agent's and the consumers on the Real Estate industry. Coldwell Banker Elite's Management Staff use Elite Scoop as a tool to communicate with our agents and the community. Elite Scoop is also where our agents can view and register for upcoming training classes.

ELITE SCOOP

For more information & downloads visit:
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Social Media & Real Estate

ONLINE MARKETING



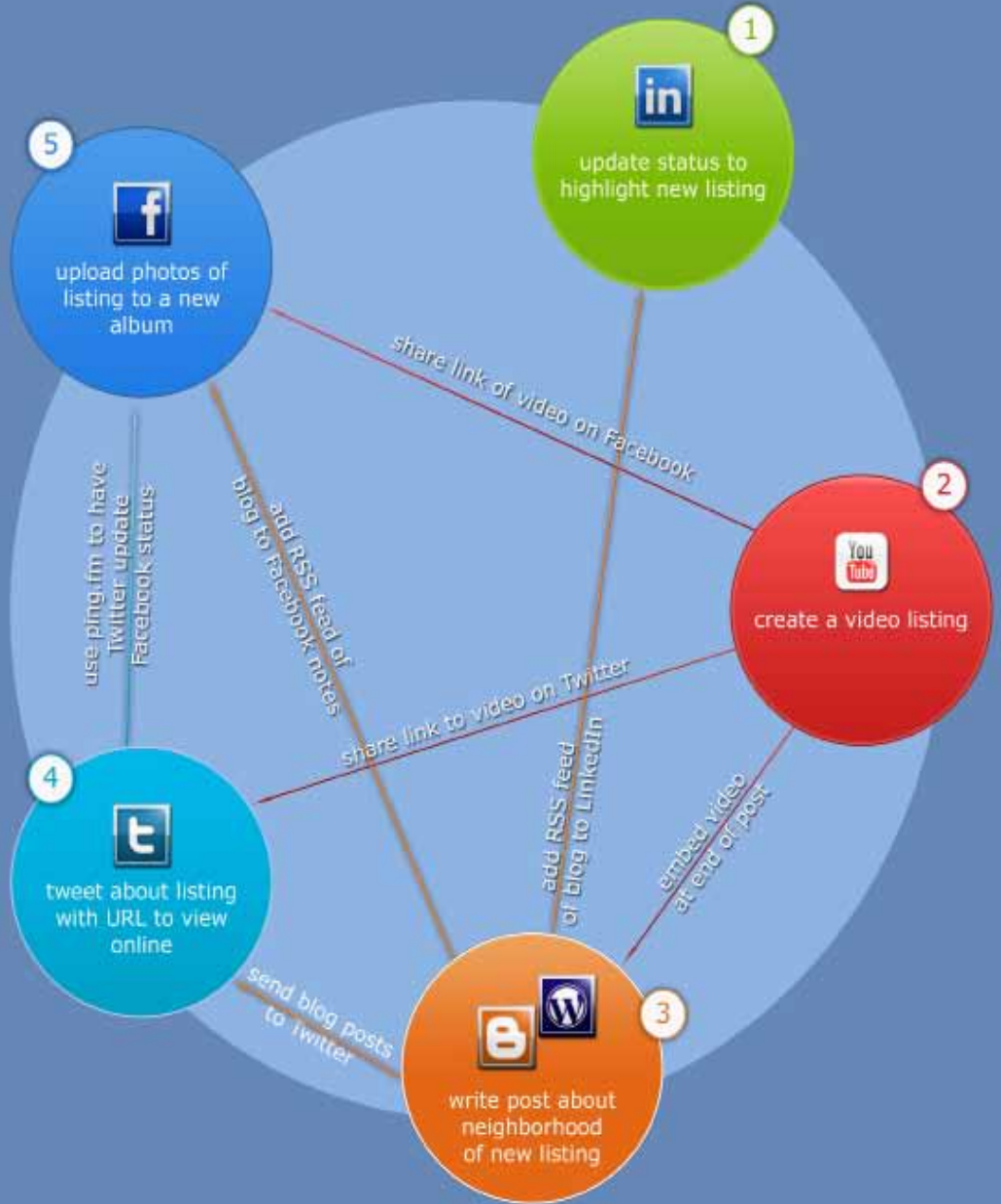
Social Media

Social Media can be a powerful tool for the real estate professional. It has the ability to help you reach new customers, create better relationships with past clients and colleagues, and open up doors to resources that you never knew existed.

Social Media is not a fad, it will only grow in popularity.

A Day in the Life of Social Media: Get a New Listing

This diagram is a visual representation of how you can use social media to promote a new listing. Now this does not encompass all the possible options, but it should give you some ideas of how social media can become part of your business.



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TOOLS



How do I get there?

To access the Elite Intranet Site visit:
<https://cb0207-connect.globalwolfweb.com/>

I'm There... Now What?

Type in your user name and password. You will receive this when you join the company.

Elite Wolf Connect

Information and links to tools and resources covered in this guide can be found on Elite Wolf Connect. Available 24/7, Elite Wolf Connect keeps you informed on listing changes, office news, upcoming classes & company events. Agents are connected to their lead management, financial snapshot, personal files, company files, logos, royalty free images, resource and marketing guides, showing updates, important reports, commonly visited links and much, much more.

Key Features & Benefits

- Showing scheduling and tracking manager with alerts and great reports.
- Stay current with company sales meetings, networking events, special occasions etc. with the Events Calendar.
- Interactive and customizable home page with options such as a rotating company photo album.
- Event creation and management with easy-to-use tracking
- In/out board to keep a handle on who is in and out of the office which can be used for vacations or off-site management.
- File storage for sharing important documents.
- Agent account reports.
- Full message center
- eConcierge

How do I log in?

You can login via <http://EliteScoop.com> by clicking on the "Elite Agents Only" tab or you can use the the following direct login link:
<https://cb0207-connect.globalwolfweb.com/>

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How Can I Access Elite Prospector?

You can find a link to Elite Prospector in Elite Wolf Connect.

How Can I Sign Up For Elite Prospector?

Visit the following site:
sharperagent.com/cbelite

How Can I Access Zip Forms?

Visit the user login at
ZipFormOnline.com

How Much Does Zip Forms Cost?

Zip Forms is offered to CBE agents at a large discount! Only \$35 per year.



Elite Prospector

A powerful tool designed to make e-mail campaigns, mailings, property flyers, and personal promotion pieces efficient and profitable. Finally - one place to keep all of your contacts, organize them, and market them as efficiently as possible. Elite Prospector training classes are offered by our Marketing Department.

Key Benefits:

- Centralized resource for your marketing needs
- High-quality marketing pieces
- Hundreds of pre-written articles to use in your newsletters
- ePostcard campaigns
- Property flyer editor...choose to e-mail, print, "snail mail", or post them to your Web site
- Choose from several personalized postcard campaigns
- Step by step flash videos to walk you through Elite Prospector's many tools
- Effective and easy to use eNewsletter tool

Pricing:

\$25 per month unlimited usage, charged to your expense account...12 month contract.

Zip Forms

Never write another contract by hand again! Let Zip Forms do the work for you. Zip Forms auto-populates redundant information into all your forms so you never have to enter the same information twice. Email capability further enhances the software by helping to eliminate multiple faxing.

Features

- Email Forms
- Duplicate information auto populates into same fields
- Strikethrough any portion of a contract
- Sticky notes
- Create custom folders of forms, catered to your specific needs
- Control size, typeface, and color of your text
- Imaged forms for security and liability controls
- Create custom default or choice settings for any field in any form
- And much, much more!

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LeadRouter System Referral Fees

- No charge for rental leads
- No charge for inquiries generated from an agent's own listing
- 25% referral fee on a 50/50 split from all other company generated leads

LeadRouter

LeadRouter is an incredible tool designed to help you make the most of every real estate lead. This truly revolutionary system combines the power and efficiency of sophisticated online software with the ease of use of your own cell phone.

How it Works

LeadRouter is an incredible tool which allows us to capture leads within seconds of the initial inquiry. Statistically, quick response time equals successful contacts for internet leads. Our goal is to contact each lead within five minutes of the lead submission.

Our leads are generated through our on-line relationships with numerous sources. Leads are converted to voice and e-mail messages and routed to Coldwell Banker Elite's Coordinator for Business Development within seconds. Our Coordinator then hands out the leads to our agents based on who is next in line on the list.

Benefits of the LeadRouter System

- Faster response to consumer inquiries - including after hours and weekends
- All leads are scrubbed prior to agent distribution
- Potential increase in your gross commission income due to more transactions and referral business
- Increased customer satisfaction
- Ability to capture internet shoppers & market to them throughout their home buying experience. Statistics show most home buyers start looking 12-18 months prior to their purchase & 94% of all home buyers use the internet to look for their homes
- GREAT MARKETING TOOL to show to prospective sellers

Access to LeadRouter Software

After completing your on-line training; agents may access the LeadRouter system either through Coldwell Banker Works or through Elite Wolf Connect. In CBWorks you will see numerous links to LeadRouter on the landing page. The system can also be accessed by going to Coldwell Banker Secure.

CBWorks: <http://cbworks.coldwellbanker.com>

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TOOLS



For Questions About LeadRouter Contact:

Carol Thompson
Business Development
Coordinator

Email:
CThompson@cbeva.com

Office:
540-659-2141 ext 403

OR

Annette Elizalde
Business Development
Coordinator

Email:
AElizalde@cbevacom

Office:
540-659-2141 ext 402

Lead Router Team Cell:
540-538-8862

LeadRouter Continued

Online Training

You must complete on-line training to be eligible to receive company generated leads through LeadRouter.

All training is done on-line through Coldwell Banker University. To register for an on-line training session, follow these steps:

- Log into **CBWorks** (<http://cbworks.coldwellbanker.com>)
- Under the **Learn** tab, select **Coldwell Banker University**
- Click **Coldwell Banker Systems and Tools**
- Select **ONLY CB LeadRouter Mandatory AGENT Training**
- Select a date and time that is convenient for you
- At the chosen date & time for your class, sign back into **CBWorks** and go to **Coldwell Banker University** to join your class

Once you have completed the class, send an e-mail to your Business Development Coordinator and he/she will mark you as an active agent on LeadRouter. The Business Development Coordinator will e-mail an agent profile for you to complete. This profile will help the Coordinator assign leads based on the supplied information.

LeadRouter Rules: Routing

Most lead routing is handled manually by the Business Development Coordinator. If inquiries are made directly to your Web site on ColdwellBanker.com, that lead will go directly to you. Manually routed leads are assigned based off the company's list on LeadRouter and with the help of your agent profile sheet. **Your assigned leads must be in compliance in order for you to receive new leads.** You will be called prior to being assigned a new lead. You must answer your phone to receive a lead!

LeadRouter Rules: Compliance Times

- From lead acceptance to first required system update: **12 hours**
- Second lead system update: **4 days from lead acceptance**
- Third and subsequent lead system updates: **20 days from lead acceptance or from last update**
- Required updates when lead is in **Incubation Status: Every 60 days**, although updates are not required for 60 days when in incubation status; it is recommended that you contact your lead every 30 days

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TOOLS



Have a Land Listing?

“Elite Talking Land” signs are also available for you to purchase.

Elite Talking House

Coldwell Banker Elite’s Talking House is a simple but effective tool that will impress sellers as well as provide instant information to prospective buyers. It is an “interior audio tour” of a seller’s home accessible by dialing the number on the sign and entering the four digit code. Once the description has played, the caller will then be forwarded to the listing agent.

Getting Started

To get started with Talking House, contact your office manager or admin. They will provide you with a sign that has a unique four digit code. \$20 will be charged to your expense account for each sign purchased. Each sign can be used over again with a different message.

How it Works

Create a 3-4 sentence description (an interior tour would be best) with **no abbreviations and no caps**. Your limit is 900 characters, **spaces included**. Email this description to TalkingHouse@ColdwellBankerElite.com. Within 24 hours or less, your description will be entered into the system and ready for use. Your sign is then ready to be put in the ground. Once that listing has sold, take the sign with you to the next property and repeat the steps above.

Great Seller Tool!

Create a “mock” description of a prospective seller’s home and have it updated in time for your marketing consultation. When you are covering the many marketing avenues that you will offer, give them a brief overview of how “Elite Talking House” works and play the description of THEIR home instantly.



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ADVERTISING



Discounted Rates

Advertise at a fraction of the cost. Showcase: \$15 per slot.

Deadlines for Ads

Requesting an Ad:

10 A.M. Monday Morning

Print Advertising

Newspaper & Free Lance Star Showcase advertising is a great way to maintain a personal brand, impress sellers and speak to new prospects. By acquiring premium position & full color ads, CBElite positions itself as a dominant advertiser in our market.

Bi-Weekly Newspaper Advertising

CBElite advertises 2 full pages in the Free Lance Star Showcase. This section is a premium position, full-color tabloid, that publishes on a bi-weekly basis and is available to you at a deeply discounted rate. Showcase is the only publication produced in partnership with FAAR. 12,000 copies of Showcase are distributed throughout the Fredericksburg region, extending north along the I-95 corridor through Prince William County and have a two-week shelf life. Copies are available through local real estate offices, in VRE commuter stations, hotels, dining locations, convenience and grocery stores and Northern Virginia Metro stops. Showcase listings and copy are also online at <http://www.fredericksburg.com>.

Cost

There are two sizes within each full page to choose from, "single slot" or "double slot". The cost is \$15 per slot, charged to expense accounts.

Placing an Ad

At the end of each week the Marketing Department will send out an "Advertising Request" e-mail containing all of the info needed for you to quickly place listing ads. Proofs will be sent out through e-mail by the Marketing Department on Tuesdays or Wednesdays. Ads are placed on a first come, first serve basis.

For more information & downloads visit:
Elite Wolf Connect by going to EliteScoop.com
and clicking "Agent Login".
For Questions Call Colby Goetz at ext 424.

**COLDWELL
BANKER**

ELITE

For All of Your Real Estate Needs

ADVERTISING

**COLDWELL
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Need to Get These Materials Printed?

User Coldwell Banker's preferred vendor Xpressdocs. Visit Xpressdocs in CBWorks for discounts on printing.

Marketing Materials & Resources

Coldwell Banker Elite and Coldwell Banker LLC offer a wide variety of marketing materials for our agents. These marketing materials can be used for all of your marketing needs.

Logos on Elite Wolf Connect

Some of the logos you can expect to find there are:

- Different CBE logos in many formats
- Social Media logos
- Realtor & equal housing logos
- Real Estate website logos (IE: Realtor.com, Zillow.com)

Logos on CBWorks

Coldwell Banker LLC also offers a variety of logos for you to use on CBWorks. You can find these logos in the **Logo Library** under the **Advertising & Promotions** section.

Royalty Free Images on Elite Wolf Connect

Royalty free images are available for you on Elite Wolf Connect.

Royalty Free Images on CBWorks

CBWorks offers you hundreds of high quality, color photos to use for your marketing materials. You can find Coldwell Banker's **Image Library** in the **Advertising & Promotions** section.

Print Ads, Flyers, Postcards & More!

- CBWorks boasts dozens of high quality, pre-bult print ads, flyers, and postcards for use in your local marketing efforts. Also access Coldwell Banker's Theme Promotions, Listing Presentations, and eMarketing by visiting the **Marketing & Advertising** section on CBWorks
- Use Elite Prospector to create flyers, postcards, newsletters, brochures, sports schedules and more!
- Videos to use in advertising on your Web site or blog are available for you on ColdwellBankerElite.com, ColdwellBanker.com and Coldwell Banker On Location

For more information & downloads visit:
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and clicking "Agent Login".
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TRAINING



Have Questions on Training Classes?

Contact our Vice President of Operations, Matthew Rathbun at 540-455-3350

or

Contact our Director of Communications & Marketing, Colby Goetz at 540-735-2610

Real Estate Classes & Continuing Education

About Coldwell Banker Elite's Training

While other companies say that they offer agent training, Coldwell Banker Elite really does. We offer a full suite of educational programs designed to help you be a better and more productive REALTOR®. We offer hands-on technology training, NAR designation classes, Continuing Education, Broker CE, Post Licensing and more!

Coldwell Banker Elite understands that REALTOR® Education is the corner stone to success and we have full-time certified instructors and marketing specialists to meet with our agents upon their request and organized training. We also deliver training and programs by video on a regular basis.

Agents who want to simply get their hours done at one time, can come to our two day CE Complete program – free. We'll also hold a one day Broker Renewal class in August – free.

Coldwell Banker Elite continues to maintain our already active training schedule on technology and company tools to make sure that everyone is up to date and prepared for today's challenging market!

You must register for Training Classes. Registrations are done online. The schedule is located on <http://EliteScoop.com> for you to bookmark, print or share with your team members.

We offer Real Estate and Broker Licensing programs on a routine basis. Please email Careers@ColdwellBankerElite.com for more information!

Where Can I Find More Info?

Training & Education Blog Posts:
<http://EliteScoop.com>

Education & Training Schedules:
<http://EliteScoop.com/Education>

Training Class Registration:
<http://EliteScoop.com/Category/Events/Upcoming>

For more information & downloads visit:
Elite Wolf Connect by going to EliteScoop.com
and clicking "Agent Login".
For Questions Call Colby Goetz at ext 424.

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TRAINING



We Never Stop Moving!

The Coldwell Banker brand has been a real estate industry champion and pioneer since it was founded on August 27, 1906.

Coldwell Banker University

About Coldwell Banker University

Coldwell Banker University® is an online and in-person program found on CBWorks, with more than 400 courses offered annually. The Coldwell Banker Learning program was also recently named in the 2010 Training Magazine's top 125 list for best overall training programs.

Coldwell Banker® agents have long been known as some of the most professional and educated in the industry. Coldwell Banker University® courses keep them on the leading edge while providing them with ongoing accreditation. The Coldwell Banker Learning Department was named to the Training Top 125 by Training Magazine for 2009.

In 2009, nearly 7,900 Coldwell Banker® professionals took advantage of approximately 200 programs offered at various online and traditional classroom venues across the nation, including several regional, national and international Coldwell Banker events.

In addition, Coldwell Banker University® filled nearly 28,000 virtual classroom seats to Coldwell Banker professionals in 2009. The online courses allow participants to experience the benefits of the live and on demand classroom setting while saving on travel costs and time away from the office.

Where Can I Find Coldwell Banker University?

- Log into **CBWorks**
- From the **Learn** tab Select **Coldwell Banker University**
- Once you are in Coldwell Banker University, you can browse for training or search for training classes

What Types of Classes Can I Find on CB University?

- Sales Associates Classes
- Broker Classes
- New Agent Classes
- Coldwell Banker Systems and Tools
- Specialty Markets
- Free Self-Paced Learning & Webinars
- CB Free Business Skills Classes
- Previews Certification
- LeadRouter Training

For more information & downloads visit:
Elite Wolf Connect by going to EliteScoop.com
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COMPANY PROFILE



Coldwell Banker Elite

About Coldwell Banker Elite

Coldwell Banker Elite was founded in 1982 with the belief that if you enjoy what you do and do it well, success will follow. At Coldwell Banker Elite we enjoy helping people improve their lives. We achieve our goals by helping others reach theirs and we succeed because we do a good job of it.

Coldwell Banker Elite has created a professional atmosphere and a strong corporate image, to give our agents a head start. Our company's future is tied to the future of our agents and our customers. The Coldwell Banker Elite philosophy of services to clients, customers and employees means that we will continue our investment strategy. We invest in our sales associates and employees, in training, technology and marketing, all with one goal in mind: to deliver exceptional service to clients and customers. Through our creative marketing, cutting edge technology, commitment to quality and unmatched service, Coldwell Banker Elite was honored with the following awards:

- #1 Coldwell Banker Affiliate in Virginia
- Coldwell Banker Chairman's Circle
- Cartus Platinum Award

Our success has been defined with the integrity, honesty, professionalism, community involvement, and family devotion. Only those agents who are committed to living up to these business principles can be part of Coldwell Banker Elite.

Coldwell Banker Elite Locations

Coldwell Banker Elite is a locally owned and operated, full service Real Estate company, with 6 convenient office locations in Stafford, Spotsylvania, Massaponax, Dumfries, Locust Grove and King George.

Coldwell Banker Elite Office Managers

Company Broker: Kevin Breen
Stafford: Betty Jasmund
Spotsylvania: Debbie Irwin
Prince William: Arleen Roberts
Massaponax: Claire Forcier-Rowe
Locust Grove: Matthew Rathbun
King George: Latana Locke



For more information & downloads visit:
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COMPANY PROFILE

**COLDWELL
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COLBERT COLDWELL



BENJAMIN ARTHUR BANKER

**We Never Stop
Moving!**

ColdwellBanker.com -
The First and the Best!

Over 100 years of
excellent Real Estate
service and customer
satisfaction!

Coldwell Banker LLC

About Coldwell Banker

The Company was founded on August 27, 1906 on the heels of the devastating 1906 fire and earthquake that leveled San Francisco. A young real estate agent, Colbert Coldwell saw the need for honest, knowledgeable real estate services to help the city rebuild. As the company grew, he hired Arthur Banker as a member of his sales staff. The two businessmen eventually formed a partnership, and in 1914 officially named the company Coldwell Banker®. More information can be found on ColdwellBankerElite.com.

Coldwell Banker Online

Coldwell Banker® is considered to be the Web pioneer in the real estate industry as the first national brand to offer a national real estate Web site. Coldwell Banker Real Estate LLC launched coldwellbanker.com in 1995. Always ahead of the curve, coldwellbanker.com launched a new beta website in 2009 with innovations such as:

- A keyword search for more precise property results.
- Prominent video display on listings, agent, and office profiles.
- A "You May Also Like" feature that suggests other relevant properties in the area that have the same features the homebuyer was looking for.
- BlueScapeSM search, which provides the industry's first completely visual real estate search. Consumers can find homes by choosing what they like and don't like from an extensive series of images (e.g. mountains, lake views, urban city images, etc.) The BlueScape function will then identify properties that incorporate all of the images they have selected.
- Bold contact buttons, and social media links that make it easier for consumers to contact agents and offices than ever before.

In 2009, more than 30 million users visited ColdwellBanker.com. ColdwellBanker on-the-go – The mobile platforms always anticipating the needs of today's on-the-go consumer, the Brand launched not one but two mobile sites in 2008, one built specifically for the iPhone interface, and another for browsing on a Blackberry. In 2009, Coldwell Banker® Real Estate LLC added downloadable Android and iPhone applications to its mobile arsenal. This suite of mobile products now allows consumers to:

- Search for properties, offices and agents
- Browse listing information and images
- Map listings and recent sales 'near me'
- Use the home value estimator to approximate the price of their home

Coldwell Banker in Social Media

Coldwell Banker is utilizing social media like no other brand within real estate. Coldwell Banker Real Estate LLC has launched a number of social media platforms to engage consumers and real estate agents alike.

Coldwell Banker Locations

The Coldwell Banker® brand has a global reach, with offices in 49 countries and territories. There are more than 900 Coldwell Banker offices outside of the United States.

For more information & downloads visit:
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Why Coldwell Banker®?

The "Why Coldwell Banker?" flyer is a great piece to use during listing presentations. This flyer can be downloaded from both CBWorks and the Elite Intranet site.



NETWORK

- Nearly 97,000 sales associates and brokers are affiliated with the Coldwell Banker® brand.
- An ever-expanding global presence in 49 countries and territories.
- Approximately 3,300 offices worldwide.
- 20% of the individuals and teams ranked in Top 400 Real Estate Professionals List are Coldwell Banker Agents.¹
- Respondents to a Wall Street Journal survey ranked Coldwell Banker the number one company they would consider for future real estate transactions.²
- The Coldwell Banker brand has the most closed sides and highest dollar volume of any real estate brand based on the *RealTrends* 500.³
- Previews® leads the way in luxury by representing 3 out of 5 of America's most expensive homes.⁴
- On average, Previews® handles \$76.7 million in luxury home sales every day.⁵
- Coldwell Banker transaction values are 10% higher than the industry average.



LEADERSHIP

- Coldwell Banker is one of the most well known real estate brands in the country with 94% brand awareness.⁷
- Jim Gillespie - leading industry spokesperson.
- Mike Fischer, Steve Bright, Frank Lindsey, Nelson Bennett have more than 100 years of combined Coldwell Banker experience.
- Habitat for Humanity is our corporate charity.



Colbert Coldwell Arthur Banker

BRAND POWER

- Coldwell Banker was the first and only national real estate brand to design a program to keep home buyers in the market after the 2010 federal tax credit program expiration with the introduction of The Buyer Bonus promotion, in which any participating home seller agrees to refund 3% of their final purchase price as a credit of up to \$8,000 to the buyer at close.
- The most visited national real estate brand on the Web.⁶
- Founded over 104 years ago, making Coldwell Banker the most experienced and stable national real estate brand.
- The first real estate brand to provide listings through a mobile Web site for the Blackberry, iPhone and Android, in the US, Canada and abroad.
- Coldwell Banker was named one of the Top 50 Large System Franchises by Franchise Business Review in their 2010 Franchisee Satisfaction Awards.
- Two-time winner of the Inman Innovator Award.
- Powerful public relations presence on CNBC, Fox News, *USA Today*, *New York Times*, *Wall Street Journal*, CNN.com, etc.



TOOLS & RESOURCES

- Coldwell Banker has changed the face of real estate with our YouTube channel On Location. The channel allows consumers to access thousands of videos including home listings, neighborhood features and much more!
- Coldwell Banker is redefining real estate search with the recent launch of the new coldwellbanker.com website, including the groundbreaking BlueScope™ platform that allows consumers to choose their dream home based on a series of images.
- Coldwell Banker Works named one of the top 10 intranet sites in the world!
- Free localized versions of coldwellbanker.com and coldwellbankerworks.com.
- LeadRouter™ leads from coldwellbanker.com have almost double the conversion rate of Internet leads from all other online sources.⁸
- Education – online and in-person with more than 400 courses offered annually. The Coldwell Banker Learning program was also recently named in the 2010 Training Magazine's top 125 list for best overall training programs.
- Recruiting/Retention programs.
- Outstanding support from: Executive Business Consultants, Regional Marketing Directors, Affiliate Service Managers.

For more information & downloads visit:
Elite Wolf Connect by going to EliteScoop.com
and clicking "Agent Login".
For Questions Call Colby Goetz at ext 424.

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FREQUENTLY ASKED QUESTIONS

In this section you will find the answers to frequently asked questions.



Frequently Asked Questions

Notes from Coldwell Banker Elite's Listing Syndication

*HBJMag.com - Your listings are only on this website if you have advertised them with Home Buyer's Journal. Some of our offices advertise company listings in this publication every issue or every other issue. We have negotiated a reduced rate with this publication. Call for details.

*Coldwell Banker On Location/YouTube - Your listing will only show up on CB On Location and YouTube if you have created a video listing and uploaded it to CB On Location through CBWorks.

*ColdwellBankerPreviews.com - Your listing will only show up on ColdwellBankerPreviews.com if you are Previews certified and if it meets the Previews criteria. You can become a Previews certified agent by taking the training class in Coldwell Banker University.

*LakeHomesUSA.com - Your listing will only show up on LakeHomesUSA.com if it is located on a Lake or in a Lake community. You must mark your listing as a Lake Home in the MLS.

*OpenHouse.com - Your listing will only show up on OpenHouse.com if you mark it as an Open House on ColdwellBanker.com through CBWorks.

*Exceptional Properties Online, UniqueHomes.com, & Wall Street Journal - Your listings will only feed to these Web sites if you are a Previews Certified Agent.

*RiverHomesUSA & OceanHomesUSA - Your listings will only feed to these Web sites if you are a Previews Certified Agent.

*SuperPages.com, CBCWorldWide.com, SwitchBoard & Yellow Pages - Your listings will only feed to these Web sites if you are a Coldwell Banker Commercial Agent with an active profile on CBCWorldWide.com.

What are the most popular Social Media sites out there?

- Your Agent Profile and Listings on ColdwellBanker.com are managed through CBWorks. When you first join the company, basic information is entered by your Office Admin into Wolf Connect which feeds to CB Works / CB.com. You need to login to CBWorks to activate and enhance your profile. To activate your profile, you need to have a photo and at least 4 bullet points. You can download guides on CBWorks on Elite Wolf Connect. We also have a "How To" video available for you on the EliteScoop blog (<http://EliteScoop.com>) and the Coldwell Banker Elite YouTube channel (<http://www.youtube.com/CBEliteMedia>)

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In this section you will find the answers to frequently asked questions.



How do I setup my Signature in Outlook?

Click on the **Tools** menu and then **Options**. Click the **Mail Format** tab and then click **Signatures**. Here you can create or edit signatures. Once you are done creating your signature make sure that your signature is selected on the Mail Format tab for both creating new messages and replies/forwards.

Who is our preferred vendor for printing?

Xpressdocs is the Coldwell Banker preferred vendor for printing and direct marketing needs. You can access Xpressdocs through CBWorks in the **Quick Links** section. They can be contacted by emailing info@xpressdocs.com or by calling their support team at 866-977-3627.

How do I forward my office phone to my cell phone in MXIE?

Using MXIE you can forward your office phone to any number you wish. Follow the directions below to setup Call Forwarding.

1. Open up MXIE.
2. Click **File** and then **Preferences**.
3. On the left hand side you will see a list of tabs. Click the **Call Handling** tab.
4. Click **New** and fill out the options based on your preferences. Under the Check action you want select **Forward to** and put in the number you wish to forward to. Once you are done make sure that the rule is selected. Your office phone will now forward to the number you have entered.

I lost my password to CBWorks, what do I do?

The **only** way to retrieve your password for CBWorks is to call the Coldwell Banker Help Desk. The number to the help desk is 1-877-4-Coldwell (1-877-426-5393). They are open Monday - Friday, 8:30 A.M. - 7:30 P.M. EST.

or

You can also click the **Forgot your login information?** link on <http://cbworks.coldwellbanker.com>.

Can I try Elite Prospector out for free before I decide whether or not I want to use it?

Yes. Visit <http://sharperagent.com/cbelite>. You can sign up for a free 1 month trial to test out the tool and see if you like it or not.

I lost my password to Realtor.com, what do I do?

To retrieve your password from Realtor.com you can either click the **Forgot your password?** link on the **Control Panel Login** screen or you can contact the Realtor.com HelpDesk at 1-800-878-4166.

I lost my password to Elite Prospector, what do I do?

Try using 1234 as your password. If this doesn't work then you can contact the Sharper Agent HelpDesk at 866-614-9372 and they can reset your password for you.

For more information & downloads visit:
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**COLDWELL
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FREQUENTLY ASKED QUESTIONS

In this section you will find the answers to frequently asked questions.



I lost the password to my CBE Email, what do I do?

You need to contact our IT company. The email is matt.young@techstoyourdoor.com

What password manager do you recommend?

RoboForms. You can find out more information on <http://www.RoboForm.com>

What is the server address for setting up my Coldwell Banker Elite email on my blackberry?

Server Address: mail.coldwellbankerelite.com

What internet and computer security programs do you recommend?

The best free programs:

Microsoft Security Essentials - http://www.microsoft.com/security_essentials

Spyware Doctor Start Edition from the Google Pack - <http://pctools.com>

The best non-free programs:

Kaspersky - <http://www.kaspersky.com>

Eset Nod32 - <http://eset.com>

Is there a Coldwell Banker Commercial site?

Yes. It is <http://www.CBCWorldWide.com>. The agent side is <http://www.CBCBluePrint.com>

For more information & downloads visit:
Elite Wolf Connect by going to EliteScoop.com
and clicking "Agent Login".
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USEFUL INFO



More Web Sites

There is a large list of useful Web sites available for you to download on the Elite Intranet site.

Useful Web Sites

Free Play Music

<http://freeplaymusic.com/>

Free music you can use to use in your listing videos or slideshows.

Stock.Xchnng

<http://www.sxc.hu/>

Royalty free images to use in your marketing activities

Picasa

<http://picasa.google.com/>

Free Photo Editing Software from Google

Photo Story 3

<http://www.microsoft.com/windowsxp/using/digitalphotography/photostory/default.aspx>

Free video software from Microsoft that allows you to create Slideshow Videos that you can place on YouTube / Coldwell Banker On Location

ReBar Camp

<http://rebarcamp.com/>

ReBar Camp hosts social networking events for Real Estate agents throughout the United States that allows agents to share their ideas, technology, marketing, tools, and success stories etc. In other words ReBar Camp is a Real Estate technology brain share. Schedules for upcoming ReBar Camps can be found on the website

ShareThis

<http://sharethis.com/>

Easily share websites on your Social Media sites with friends

WidgetBox

<http://www.widgetbox.com>

Share your Social Media sites on your website in a simple and easy to use widget

Skype

<http://www.skype.com>

Make free calls from the internet

DropBox

<http://www.dropbox.com>

Online backup, file sync, and sharing made easy

SellPoint

<http://www.sellpoint.com>

Blast your properties to the best websites

For more information & downloads visit:
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USEFUL INFO



Agent Roster

Need to get in touch with one of our agents? Ask your Office Admin for the company roster.

Useful Contacts

Colby Goetz - Communications & Marketing Director

Office: 540-735-2600 ext. 424

Email: CGoetz@ColdwellBankerElite.com

Matthew Rathbun - Vice President of Operations

Office: 540-659-2141 ext. 373

Email: Matthew@ColdwellBankerElite.com

Conor Breen - Commercial Marketing Manager

Office: 540-735-2600 ext. 306

Email: CBreen@ColdwellBankerElite.com

Matthew Young - Techs to the Door - Our IT Company

Office: 540-735-2687 or ext. 422

Email: Matt.Young@TechsToYourDoor.com

EtherSpeak - Our Phone Company

Phone: 703-221-9999 or ext. 801

Email: Support@iEtherSpeak.com

Coldwell Banker HelpDesk - Issues on ColdwellBanker.com or CBWorks

Phone: 1-877-426-5393

Realtor.com HelpDesk

Phone: 1-800-878-4166

Email: CustomerCare@Realtor.com

Elite Prospector HelpDesk

Phone: 1-866-614-9372

Email: Support@SharperAgent.com

Wolf Connect HelpDesk

Phone: 1-866-279-9653

Email: Support@LWolf.com

BluePrint Help Desk - Issues on CBCWorldWide.com or BluePrint

Phone: 1-800-222-2162

Connect With Coldwell Banker Elite on Social Media Sites

Facebook: <http://www.Facebook.com/ColdwellBankerElite>

LinkedIn: <http://www.linkedin.com/groups?gid=1985879>

Twitter: <http://Twitter.com/CBElite>

YouTube: <http://www.YouTube.com/CBEliteMedia>

Blog: <http://EliteScoop.com>

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