


**COLDWELL
BANKER** 

GREAT BRITAIN



*“Fulfilling the dream of
home ownership since 1906”*

COLDWELL BANKER - FULFILLING THE DREAM OF HOME OWNERSHIP SINCE 1906.

The Coldwell Banker brand is the oldest and most established residential real estate franchise system in North America. In fact, in many ways it was the original real estate “start up”.

Founded by young entrepreneurs Colbert Coldwell in 1906 and later Benjamin Banker, Coldwell Banker changed the way people bought and sold homes ultimately becoming one of the most trusted real estate brands in the world.

More than 100 years later, the Coldwell Banker network is still continuously recognised for its innovation and leadership across 3,000 offices in over 40 countries and territories.

“Home is the nicest word there is”



“The support we provide is pivotal to your success, our support package continues beyond the initial training”

CHANGING THE WORLD OF ESTATE AGENCY

Coldwell Banker in Great Britain

We know that as a committed, competitive, success-orientated estate agency professional or ambitious entrepreneur, you want a business partner that can help improve your sales and profit results by supporting you... really supporting you.

With this at the forefront of our mind, we have developed one of the most comprehensive, results driven, professional support systems in the industry. As the Coldwell Banker brand develops around the world, every system and strategic initiative we introduce must satisfy two criteria: it must add value for your customers; and it must give our franchisees a competitive advantage.

There is one reason why Coldwell Banker is one of the most successful estate agency companies in the world. We have a business strategy that puts our business partners first, because we understand that our success is entirely dependent upon your success.

Our mission in Great Britain is to award franchises to outstanding estate agency professionals and entrepreneurs, and to lead them in achieving success by using and believing in the Coldwell Banker Brand. By providing the estate agency profession's best systems and professional ongoing support, we enable our franchisees to achieve market dominance.

"Our team has nearly 100 years of agency experience here in Great Britain so there has never been a more dynamic or exciting time for you to join our forward thinking franchise network backed up by one of the largest, most prestigious estate agency brands in the world."



*“Around the corner
and around the globe”*

COLDWELL BANKER - THE STORY

The reputation of Coldwell Banker for excellence in client services stems from the system's founding in San Francisco, California. We have built a brand based on this philosophy: The client's best interest must be the guiding force behind all services.

What began as a desire to provide honourable and professional estate agency services still holds true today. Mindful of the importance of preserving its legacy and contributing to the Evolution of Excellence, Coldwell Banker remains focused on the values that have served their clients well over the years - integrity, honesty, and uncompromising professionalism.

Coldwell Banker is a global organisation. With strong parent companies such as Coldwell Banker Real Estate Corporation and Realogy Corporation, Coldwell Banker Franchisees are part of an expansive community that provides them with connections and synergies that allow maximum exposure for their clients. Coldwell Banker in Great Britain is an integral part of this community recognising London and the UK as one of the most important property markets anywhere in the world and the centre of attention for many buyers, sellers and investors.

Every Coldwell Banker office can offer their clients the unique mix of specialised services and the market knowledge of an independently owned and operated estate agency system that has over 100 years experience.

With an international platform of offices, their customers can be connected to a full range of capabilities and professional expertise in every major property type; residential, prestige homes, waterfront properties, holiday homes, land and country estates.

"To be part of Coldwell Banker is to truly know that you belong to one of the world's most highly regarded estate agency organisations. Our reach is Local, National and International."

THE POWER OF A BRAND

Coldwell Banker possesses a powerful international reputation for professionalism.

Consumers value the consistency and quality of services provided by Coldwell Banker and have a predetermined expectation that they are engaging the services of one of the most highly respected and recognised estate agency organisations in the world.

In Great Britain, our multi-level strategy for enhancing the Coldwell Banker brand involves media campaigns; local, regional and national promotions and a community involvement including sponsorship and public relations events. Our commitment to quality and service is without compromise.

SERVICE INNOVATIONS

Coldwell Banker is one of the largest and most successful estate agency systems in the world and has achieved this by bringing innovative marketing systems and cutting edge technology into all of our markets. As a franchisee you will benefit from accessing our leading edge technology to provide market leading service and innovation to your clients.

To fulfil this philosophy, we have strategic alliances with some of the most forward-thinking companies and suppliers. Together, our aim is to provide Coldwell Banker Franchisees with turn-key support systems that will be at the forefront of the industry. Each Coldwell Banker system has been developed only after comprehensive market research has been conducted and strategic delivery means that Franchisees can effectively plan their growth and expansion strategies and benefit from our ongoing development.

ASSOCIATE YOURSELF WITH EXCELLENCE

Support - Though each Coldwell Banker office is independently owned and operated, our business partners are encouraged to draw upon the experience of one of the world's most respected estate agency organisations for advice and assistance whenever they need to. We believe support should be more of a way of life than a catchword.

Internet - Understanding that we are now in a period where whoever can get the information to the consumer first will have the competitive edge, we've put considerable resources into building cutting-edge customer contact technology into every way we interact with a client. From local and national web presence, to our international portal, Coldwell Banker properties are accessible to everyone regardless of where you are and what device you are using.

Intranet - Coldwell Banker Works, a truly extraordinary accomplishment in information transfer within the Coldwell Banker global organisation. This is enhanced further by an intranet site that is available to all our franchisees 24/7/365 and allows for office management, sales tools and reporting, training and marketing resources and so much more, all held in a single location.

Contact us now, in confidence to find out more about becoming an affiliate with Coldwell Banker Great Britain. You can contact us either by email franchise@coldwellbanker.co.uk or by telephone on 0203 333 1906.

“Excellence is not a skill, it is an attitude”

COLDWELL BANKER PREVIEWS INTERNATIONAL

The name Previews has been synonymous with luxury real estate since 1933, when founder Henderson Talbot began using cinematography to market exceptional homes to affluent buyers from around the globe. Previews was acquired in 1980 by Coldwell Banker Real Estate LLC, then aptly renamed Coldwell Banker Previews International. Today this highly exclusive program is a world leader in luxury real estate sales and is represented by a select group of Previews Property Specialists.

In 2014, Previews Property Specialists listed over 5,000 homes in excess of \$3,000,000 and over 200 homes above \$5,000,000. The system also listed 2 of the world's most expensive properties, Palazzo di Amore in California and Le Palais Royal in Florida. The Previews program has a track record of being selected to represent some of the world's most exquisite properties, including consistently ranking in Ultimate Homes magazine list of the top 12 most expensive homes in the U.S.

As a Coldwell Banker franchisee in the UK, you will have exclusive access to Coldwell Banker Previews International to compliment your activities in the luxury homes market and offering you an unrivalled platform to promote high end property listing to a global audience.





“Opening up your opportunity to promote luxury real estate listings to a global audience”



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