

# WE NEVER STOP MOVING... THAT'S THE NORTHERN LAKES ADVANTAGE!

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## Full-time Professional Sales Staff

- 25 agents with extensive sales training who regularly attend conferences and training seminars to increase knowledge of market trends.
- 5 support staff keep all of our offices running smoothly and communicating constantly.

## Sales of over \$59 Million in 2007

- 79% of commercial sales
- 59% of residential & vacant waterfront sales
- 59% of overall sales...over 4 times that of our nearest competitor!
- 55% of vacant land sales
- 53% of residential property sales

## Three Locations in Northern Michigan

- Convenient offices in **Cheboygan**, **Indian River** and **Mackinaw City**, open 7 days a week, all year long.

## Aggressive Local Marketing Campaign

- Regular advertising in local Northern Michigan newspapers including the Straitsland Resorter, Cheboygan Daily Tribune and Petoskey News-Review, plus seasonal advertising in the St. Ignace News and Mackinac Island Town Crier.
- Year-round presence in Homes & Land magazine, distributed 10 times per year, with 25,000 copies circulated statewide per issue.
- Additional advertising in publications such as Booth Newspapers, Detroit Free Press, Grand Rapids Press, Traverse City Record-Eagle and Traverse the Magazine when appropriate.
- Special properties featured in special publications when available.
- Open Houses scheduled upon request when appropriate.
- Two local Multiple Listing Services give twice the exposure to twice as many realtors and buyers!
- Presence in all area phone book white & yellow pages.
- Local event, school and sporting sponsorships, plus Chamber memberships in all areas. We care about our communities!
- Coldwell Banker Northern Lakes also utilizes many other mediums such year-round direct mail and press releases to promote our company and website.

## Coldwell Banker National Marketing

- Our local marketing efforts are supported by Coldwell Banker's national advertising, including television ads on the most popular networks including CBS, NBC, ABC, HGTV & Food Network; and print advertising appearing in publications such as the Wall Street Journal, Unique Homes, Elite Traveler & Forbes magazines.
- In 2008, Coldwell Banker will continue their sponsorship of **HGTV.com's** Designed to Sell website and will also sponsor HGTV's new portal, **FrontDoor.com**. Coldwell Banker will also participate in an exclusive online sponsorship with **BabyCenter.com**.

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- Banner ads on **MSN.com** & **Yahoo.com** further help to capture the vast audience on the world wide web. Internet-savvy consumers can even add [www.coldwellbanker.com](http://www.coldwellbanker.com) to their My Yahoo! page.
- Search engine marketing will continue on **Google, MSN, Yahoo** and **Ask**.
- Real estate is and will continue to be a hot topic in the news. Coldwell Banker will continue to generate positive real estate-related public interest stories through national media.

## Technology & Our Presence on the World Wide Web

- We recognize the importance of technology in selling your home! According to research by the National Association of Realtors®, 80% of consumers turn to the internet when beginning their home search.
- Our company website, **cbnorthernlakes.com**, is linked to our local real estate board and is updated daily. In addition, it displays all available properties in the area, not just those listed by CBNL! Easy-to-use information request forms are available on the site for the potential buyer to make immediate contact with our request coordinator.
- **Coldwellbanker.com** continues to be the industry leader with features such as Personal Retriever® & Personal Retriever® Widget, our buyer-controlled program matching buyers with potential listings. This revolutionary site also offers a video library containing hot topics for both buyers and sellers, Home Tracker, satellite mapping, and our exclusive Seller Services Guarantee. All of our listings appear on **coldwellbanker.com**.
- **Coldwellbankerpreviews.com** is the site for our specialized marketing program for premium properties, the exclusive Previews International® program. Previews® is the exclusive sponsor of **Forbes.com**.
- Coldwell Banker's relationships with these additional sites allows your property to automatically appear & be regularly updated on the best real estate sites on the web: **Trulia, Google Base, Yahoo Real Estate, FrontDoor.com, LandandFarm.com\***, **RiverHomesUSA\***, **LakeHomesUSA\***, **AOL, HomeScape, CyberHomes, Zillow, OpenHouse.com\*** and **Homesandland.com**.
- Nielsen/Net Ratings, one of the top Web site trackers, has ranked **coldwellbanker.com** as the top full-service real estate brand website! Our national site had 7% more unique visitors than our nearest rival.
- Relationships with all neighboring Boards of Realtors and their offices provide easy, instant, on-line access to your property information by realtors all over the state and beyond.
- CBNL agents are email-effective: Communication with today's world is faster and more efficient through proper use of electronic mail. Our agents can email a full-color brochure to a buyer while talking to them on the phone!

## Other Notes of Interest

- Franchise Times magazine has ranked Coldwell Banker Real Estate Corporation as the number one national real estate brand for the 8th straight year!
- Coldwell Banker's brand awareness is over 96%, and consumers are using our national website! Over 28 million people visited [coldwellbanker.com](http://coldwellbanker.com) in 2007.
- Coldwell Banker Real Estate has approximately 117,000 sales associates in 3,700 offices in 47 countries, with over 111,000 agents and 3,300 offices in the US!
- In 2007, the Coldwell Banker brand was named the Inman Innovator of the Year.

\*Sites are subject to change. Ask your agent for details on site limitations.

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