

Coldwell Banker Carlson Real Estate Marketing Proposal

GLOBAL NETWORK



INNOVATION



Legacy



We never stop moving.™

We Never Stop Moving

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**COLDWELL
BANKER**

We never stop moving.™

The Online Tools You Want The Experienced Agents You Need

***Coldwell Banker and Carlson Real Estate Are Innovative
Partners Implementing The Latest In Marketing
Technology***

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Legacy and Network

Legacy and Network

- Global presence: 51 countries and 3,100 offices worldwide
- Over 100 years providing real estate service
- \$153 billion in sales volume globally in 2011
- Coldwell Banker has more unique visitors than any other real estate brand*
- Coldwellbanker.com generated over 25 million visits in 2011 with an average of nine visits per minute

* Nielson/Net Ratings Report for real estate Web sites, January-December 2010

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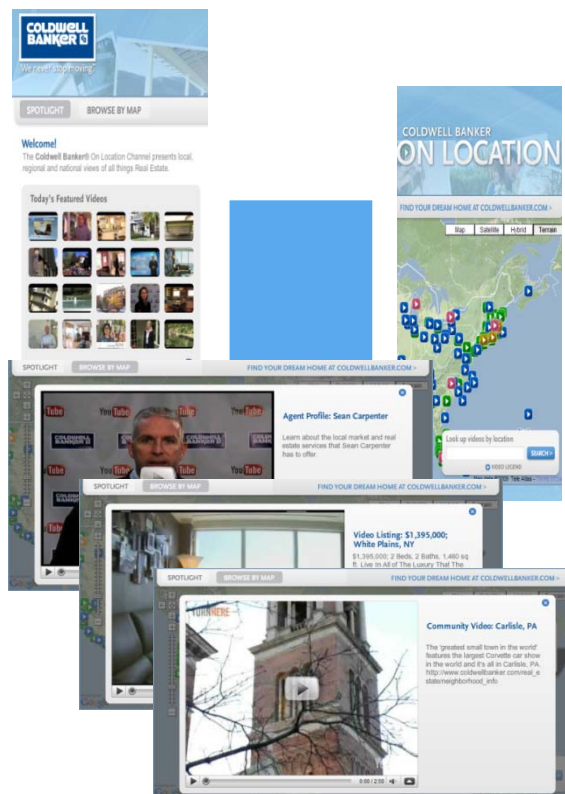
An Innovation Leader

- Use a multi-screen approach to reach the new generation of buyers:
 - The first national real estate brand to customize our site for smartphone screens such as the Blackberry and iPhone allowing search for home values.
 - The first to have listings on GPS
 - Offers iPhone and Android apps that uses GPS technology to search for recently sold homes and homes for sale in their area or users can initiate a search
- A listing distribution strategy:
 - Delivers listings to sites such as Google, Yahoo! Real Estate & more

The collage illustrates Coldwell Banker's multi-screen approach to real estate. It features a desktop website interface with a search bar and property listings, a Blackberry smartphone displaying the site, an iPhone displaying the site, a map application, a portrait of a man, a 'GLOBAL NETWORK' logo, a 'Legacy' logo, a 'COLDWELL BANKER' logo, and a 'We never stop moving.' tagline.

An Innovation Leader

- Coldwell Banker On Location is the first dedicated video real estate channel on YouTube
 - Video topics include:
 - Agent videos
 - Office videos
 - Video listings
 - Community videos
 - Smart tips and news related videos
 - Allows buyers to search for videos via a map
 - First to use dynamic IP lookup on the channel



About Coldwell Banker Carlson Real Estate

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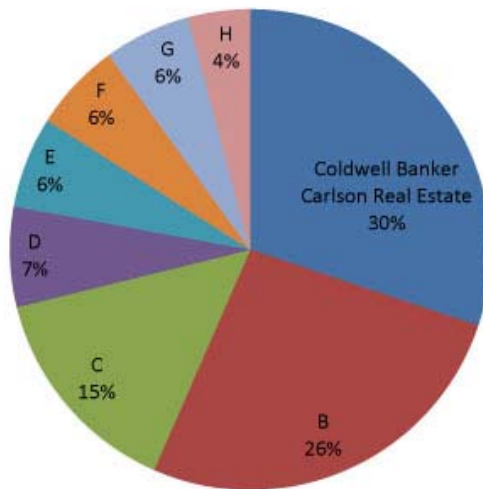
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Coldwell Banker Carlson Real Estate #1 In Sales In The Stowe Area

Top Real Estate Offices - Stowe, VT Area
2011



Compiled from NNEREN MLS Data

Our Business Philosophy

To extend the highest level of service to our clients and customers and to get the highest possible price in today's market.

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Put My Experience and Knowledge to Work for You

Jeff Beattie
Broker



"I enjoy the challenge of facilitating real estate transactions helping buyers and sellers find common ground so that everyone comes out a winner".

- Full time experienced Broker practicing in the Stowe area real estate market since 1986.
- Seasoned Broker with experience in all real estate market cycles.
- Specializing in:
 - Residential and resort real estate sales.
 - Large land tract sales.
 - Land Development Consultation.
 - Spec Building Consultation.
- Former Stowe Area Realtor of the Year
- Past President of the Stowe Area Board of Realtors
- Former school board chair
- Founding member of LUHS Boosters Club
- Mentoring Coordinator for Hyde Park Elementary School

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Marketing Your Property

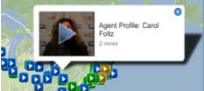
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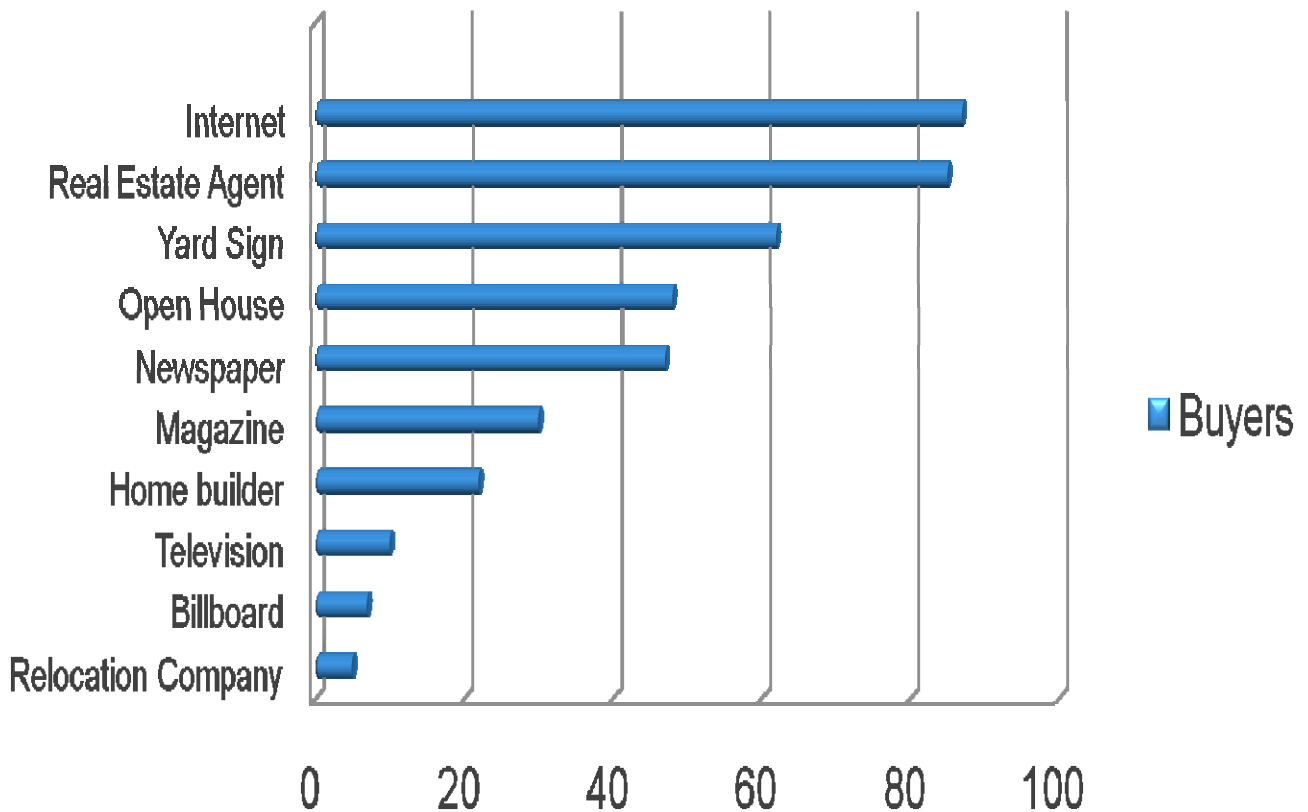


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Information Sources Used in Property Searches

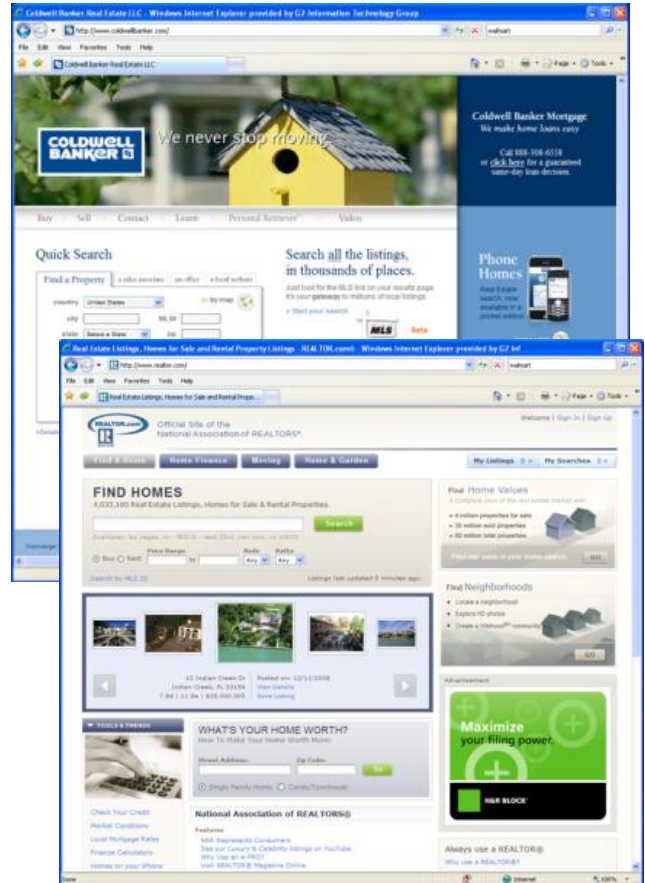
Buyers



Source: The 2008 National Association of Realtors® Profile of Home Buyers and Sellers.

Leverage the Power of the Internet

- Over 25 million visits in 2011
- Average visitors spends more than 9 minutes on the site
- Automatic placement on sites such as Yahoo! Real Estate, Trulia, Zillow, Google and more
- Search Engine Optimization
Carlson Real Estate spends a significant portion of its marketing budget employing website technicians who continually improve our web placement
- Multiple Listing Service (MLS)
- ColdwellBanker.com
- Realtor.com
- My Web site: JeffBeattie.com
- Carlson Real Estate Mobile Website



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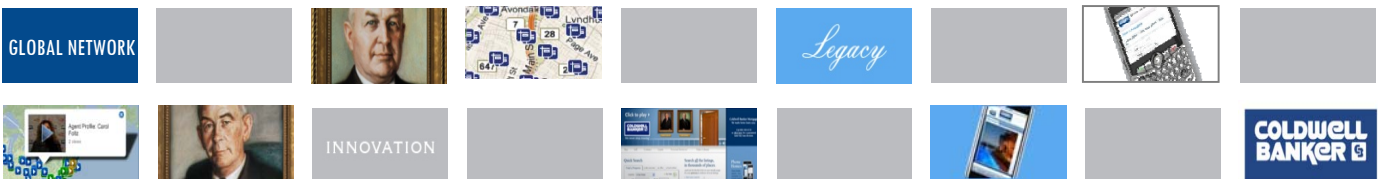
Getting Started

Your home will be added to:

- Our MLS database
- ColdwellBanker.com
- ColdwellBankerCarlsonRealEstate.com
- JeffBeattie.com
- Realtor.com
- Myriad Other Websites

We will execute upon the following:

- Develop a custom plan to enhance property attributes
- Take pictures
- Promote at a Coldwell Banker office meeting
- Prepare Visual Tour
- Broker Open House
- Contact Extensive Buyer Data Base



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Coldwell Banker Carlson Real Estate Website Distribution List

- JeffBeattie.com
- Realtor.com
- Coldwell Banker Carlson Real Estate Website
- Coldwell Banker Carlson Real Estate Mobile Website
- Coldwell Banker Website
- Coldwell Banker Previews Website*
- AOL Real Estate
- Cyberhomes
- Frontdoor (HGTV website)
- Google Base
- Homescape
- Lake Homes USA*
- River Homes USA*
- Land and Farm*
- Open House*
- Trulia
- Yahoo Real Estate Classifieds
- Zillow
- Home Pages
- Home Seekers
- YouTube
- All websites of offices and individual agents who are members of the Northern New England Real Estate Network (MLS)

* Where Applicable



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Multiple Listing Service MLS

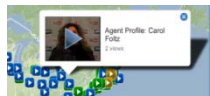
Northern New England Real Estate Network (NNEREN)

- When you list your property **EXCLUSIVELY** with Coldwell Banker Carlson Real Estate, one of the most significant advantages you gain is our access to the Northern New England Real Estate Network (NNEREN), of which Carlson Real Estate is a member.
- Once your property is listed, Coldwell Banker Carlson Real Estate will enter it into the MLS information Network.
- Your listing will be distributed via the MLS electronic IDX feed to other Brokers websites throughout the state so that they may offer, show and sell your property.
- The information regarding your property is posted on all websites served by NNEREN and any additional websites that Coldwell Banker Carlson Real Estate subscribes to (Realtor.com for example).
- This means is that your property is effectively exposed to the greatest number of Brokers possible in the state and across the country while enjoying the convenience of having to work with only one agency.



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The Sales Process



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The Steps to Selling a Home

