



THE

STUDIO



COLDWELL BANKER REALTY

# January 2020

- Operation Off-Campus
  - 325+ Studio staff to move 100% remote
  - Reduce Cost
  - Attract Talent
  - Improve morale
- “One CB” implemented
  - Combining Franchise and Company Owned operations under one CEO/leader
  - Legacy structure created silos and conflict
  - Two (2) CMOs...Brand and The Studio



CMO Brand



**COLDWELL  
BANKER**



CB Brand  
Agency of Record



CMO The Studio



**COLDWELL BANKER**  
**REALTY**



In-House Agency for  
Coldwell Banker and  
CB Realty



CMO Brand

CMO The Studio



CB Brand  
Agency of Record

In-House Agency for  
Coldwell Banker and  
CB Realty



## CB Brand



- National Brand Advertising
- Drive Leads
- Recruiting
- Global Luxury
- Global Brand Culture
- Social Media
- PR

- Broker/Agent Products
- Design (listing & personal branding)
- Advertising/Local Media
- Website/Manage Leads
- Recruiting
- CB Company Owned Culture (Core 4)
- Events
- Field Support for Agent Engagement

# March 2020

## NEWS

### **NAR's midyear conference goes virtual due to coronavirus**

NAR will no longer hold its Realtors Legislative Meetings & Trade Expo in person in May

## OPINION

### **Is real estate 'essential'? That's open to debate**

A job — any job that pays the bills — is essential to our financial health. But should the real estate business be considered 'life-sustaining'? And is the risk worth the reward?

## TECHNOLOGY

### **Opendoor temporarily suspends homebuying, citing safety concerns**

A spokesperson for the iBuyer said the company's priority is 'the safety and well-being of our customers, employees and the general public'

## MLS & ASSOCIATIONS

### **Northwest MLS halts open houses amid coronavirus crisis**

The Washington-based multiple listing service has disabled the open house feature in its tech platform, meaning agents won't be able to input, search or view open houses

## INDUSTRY NEWS

### **Hot market was doused by pandemic, Zillow report shows**

A new report shows that what was poised to be 'the most competitive' spring market in years instead ended up with plummeting numbers of new listings

“Everybody has a plan until they get punched in the face”.





# March 2020

## REALOGY UPDATE

The latest information and precautions for coronavirus (COVID-19).

This update is for Madison Employees only.



Friday, March 13

With Realogy's new [social distancing policy](#) in effect beginning Monday, we know you may have questions regarding our Madison operations through the end of March. We will update you should these change. As always, for questions about your health or personal work schedule, please contact your manager or HR business partner.

**Changes and Updates to Madison HQ, effective Monday, March 16:**

**OPERATION  
OFF-CAMPUS**  
REMOTE TASK FORCE



# Monday, April 6

- Announced a significant number of all marketing Studio members furloughed
- 3 days to decide who was furloughed and who was not and could not talk to teams
- Existing team:
  - Pay cuts for exempts
  - Reduced hours for non-exempts
  - \*Leadership took biggest cuts



# Executive Summary

- **Cancel in 2020**
  - Social Concierge
  - Global expansion
  - Insight V2
  - Cole (national roll-out)
  - Q1/Q2 events, and possibly Q3/Q4
  - CBC Worldwide refresh
- **Postponed to later in 2020**
  - Affiliate launches
  - CBx + Moxi Present
  - Market Quest V2
  - Realty DBA in Ohio, PA, NY, MA and CO
- **Modified**
  - C4L events
  - 6 Month LC reviews (virtual)
  - Wealth Builder programs (virtual)
  - Social Media buys
  - 2020 Award criteria
  - Product roadmaps
    - Listing Concierge V2
    - Market Quest V2
    - Exclusive Look
    - Desk

- **Prioritize**
  - All Creative Studio jobs (see deck) – “Agents First”
  - Field Marketing agent 1:1 appointments
  - Recruiting design requests/Welcome Home
- **Eliminate**
  - Help Desk “safety net” back-up support
  - No Rush Jobs/After Hours support
  - Exceptions eliminated
- **Minimize**
  - Commercial Support (product)
  - Global Luxury (product)



# THE | STUDIO

Covid-19 Temporary Plan



# The Creative Studio

Covid-19 Temporary Plan

THE | STUDIO

# | The Creative Studio

## Prioritization – Agents First



**1.**  
**Design Concierge  
Agent Jobs**



**2.**  
**National Programs/  
Realogy**



**3.**  
**Local Metro  
Company Requests**



**4.**  
**Design Concierge  
Affiliate Product  
Launch**

(When furlough is lifted  
and staff returns)



# Design Concierge Agent Jobs

## **PRIORITY 1**

- **Complimentary programs  
Welcome Home,  
Society of Excellence (SOE) and  
Internal Luxury Alliance (ILA) Agents**
- **Paid Agent Design Work**
- **Retention/Recruiting agents  
outside of Welcome Home\***

\*Need to limit and establish GCI levels.



# National Programs/ Realty

## **PRIORITY 2**

- **COVID-19**
- **Education/Wealth Expos**
- **Promotion of Programs to the Field**
- **V-New Listing Templates Designed**
- **Global Luxury Rebrand**
- **Product Launches**
- **Recruiting**
- **RealVitalize, RealSure**
- **Other national partnerships/programs**

**\*\*Service Level Agreements will be adjusted to staffing levels. No rush jobs will be accommodated.**





# Local Metro Company Requests

## **PRIORITY 3**

- **Moxi pages specific to local company**
- **Local advertising commitments**
- **Other local requests\***

\*All local requests will be reviewed by Chris Clark and Jan Loomis, and must be critical to business.



# Design Concierge Affiliate Product Launch

## **PRIORITY 4**

- **When furlough is lifted and staff returns**



# GUIDING YOU HOME.

Only one real estate company has been guiding people home for 114 years. No other real estate company understands the magic and power of home more deeply than the Coldwell Banker® brand. It's our profession and our passion to help people all over the planet find that special place where they can truly be themselves, where they'll cry and laugh with those they love, and where they'll make memories that last forever. We are the north star in this ever-changing world of real estate, timeless and trusted and true in guiding the most significant journey of any person's life: the journey home.





**COLDWELL BANKER**

**Guiding you home since 1906.**

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TO THE PEOPLE WHO LEAVE THE ONES THEY LOVE TO SAVE THE LIVES OF STRANGERS:  
THANK YOU, AND GET HOME SAFE.



TO THE PEOPLE WHO MAKE SURE THE REST OF US ARRIVE HOME SAFELY, BEFORE THEY DO:  
THANK YOU, AND GET HOME SAFE.



TO THE PEOPLE WHOSE TRIPS TO THE GROCERY STORE DON'T JUST FEED ONE FAMILY, BUT THOUSANDS:  
THANK YOU, AND GET HOME SAFE.



# Hometown Heroes



**HOMETOWN HERO**  
Chief Eddie Buffaloe, EC Police Department  
Elizabeth City, NC

Help them get home safe.  
Stay home. Stay healthy.



**HOMETOWN HERO**  
Alyssa Kund, Registered Nurse - Pediatric ICU  
Corpus Christi, TX

Help them get home safe.  
Stay home. Stay healthy.



**HOMETOWN HERO**  
Dirceu Achilles, RN - Oncology  
Ft. Lauderdale, FL

Help them get home safe.  
Stay home. Stay healthy.



**HOMETOWN HERO**  
Officer Quach, Police Officer  
Escondido, CA

Help them get home safe.  
Stay home. Stay healthy.



**HOMETOWN HERO**

Help them get home safe.  
Stay home. Stay healthy.



**HOMETOWN HERO**  
Hospital Heroes, Athens Piedmont Regional Hospital  
Athens, GA

Help them get home safe.  
Stay home. Stay healthy.



**HOMETOWN HERO**  
Kevin Agnew, Maintenance Mechanic  
Managhan Medical Corporation, Flatsburgh, NY  
Manufacturer of respiratory devices

Help get them home safe.  
Stay home. Stay healthy.



**HOMETOWN HERO**  
Isaac Aslata, Police Officer  
Provo, Utah

Help them get home safe.  
Stay home. Stay healthy.



**HOMETOWN HERO**  
Our US Postal Workers, Keeping Us Connected  
All Across the Nation

Help them get home safe.  
Stay home. Stay healthy.



**HOMETOWN HERO**  
Margie Golus Williams, RN from Meridian, ID working at  
Kings County Hospital, NY

Help them get home safe.  
Stay home. Stay healthy.



**HOMETOWN HERO**  
Hospital Heroes, Athens Piedmont Regional Hospital  
Athens, GA

Help them get home safe.  
Stay home. Stay healthy.



**HOMETOWN HERO**  
Briaunna Yarmo, To Go Specialist  
Applebee's, Flattsburgh, NY

Help get them home safe.  
Stay home. Stay healthy.



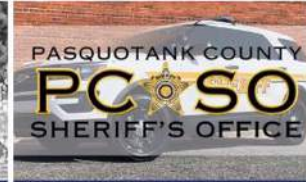
**HOMETOWN HERO**  
Taylor Mostert, ICU Nurse  
From Delhi, NY

Help them get home safe.  
Stay home. Stay healthy.



**HOMETOWN HERO**  
Bryan Cash, Fire Technician  
Denver, CO

Help them get home safe.  
Stay home. Stay healthy.



**HOMETOWN HERO**  
Tommy Wooten, Pasquotank County Sheriff  
Elizabeth City, NC

Help them get home safe.  
Stay home. Stay healthy.



**HOMETOWN HERO**  
Anne Blackstone, CRNA - Anesthetist  
Tamarae, FL

Help them get home safe.  
Stay home. Stay healthy.







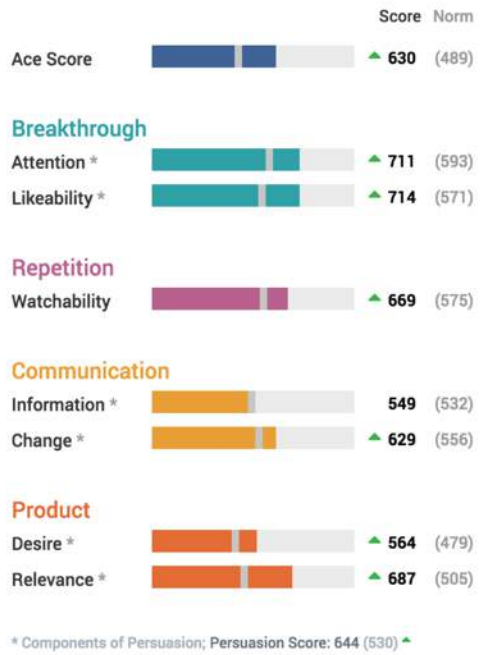




## Hometown Heroes

Product: Coldwell Banker | Air Date: 04/15/20 | Norm: (489) Real Estate  
 Brand: Coldwell Banker | Length: 0:30 | Date Range: Last 90 Days  
 Category: Real Estate | Sample Size: 527 | Norm Ad Length: All

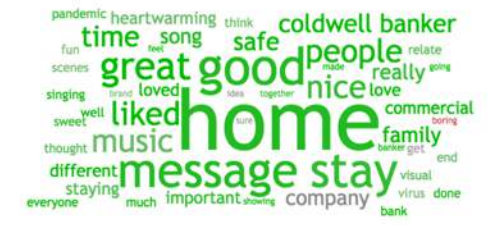
### SCORES



### PERSONALITY



### VIEWER'S VOICE



### REPRESENTATIVE VERBATIMS

A very pertinent, heartwarming commercial --- very nicely done !!!!!!!!!!!!!

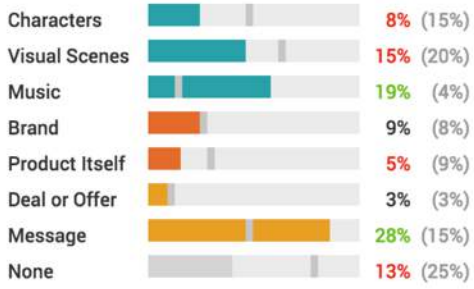
Very good ad for the times, very moving and memorable

This was a lovely message and the correct way for brands to advertise right now. Just tell me to stay home, and not try to sell me anything or claim to be

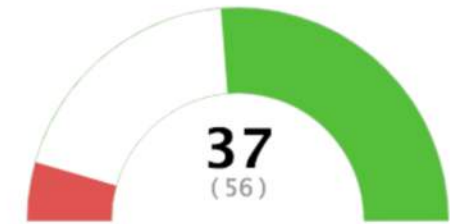
### BRAND RECOGNITION

Rank	Word	Frequency	Overall
1	coldwell banker	314	60%
2	coldwell	65	12%
3	bank	31	6%
4	banker	22	4%
5	banking	15	3%

### SINGLE BEST THING



### POLARITY



# STAY STRONG. STAY HEALTHY. STAY COVERED.

My Mask Mates for Coldwell Banker provides the right amount of protection to keep everyone safe!

My **MASK** Mates  
FOR  COLDWELL BANKER





THE | STUDIO

CB COLDWELL BANKER REALTY



THE | PRODUCT  
STUDIO



THE | STRATEGY  
STUDIO



THE | CREATIVE  
STUDIO



# Week Over Week Percentages

## Creative Studio: Agent Personal Marketing Program – Design Concierge



## Creative Studio: National and Local Marketing



Here are the latest week over week percentages. Dates range Sunday-Saturday.

Current WOW (Comparing week of May 3 to week of May 10)

Internal: **+27.27%**

Design Concierge: **+9.71%**

Comparing Q1 Weekly average to week of May 10:

Internal: **-24.52%**

Design Concierge: **-17.43%**

# Over Capacity

Bring back services when demand occurred

Due to Covid, organization not confident to bring back even if demand was proven

- The capacity used in our financial modeling includes open positions. The model will need to be revised once we have a final understanding of staffing post-COVID.
- To have an accurate picture of our capacity today (open positions were significantly skewing the data), I calculated a revised capacity based on actual FTEs for January through March. April capacity reflects furloughs only. It does not take into account hours reductions.
- Capacity does not include indirect labor such as director level and above or executive admins.
- Department Admin makes up 50-58% of non-billable time. This includes activities like non-project related emailing, which we know there's a ton of. This isn't surprising.
- Meetings (not project-related) make up 26-35% of non-billable time, with an increase occurring in March/April, which correlates with the increase in town halls and remote working, which often correlates with additional scheduled meetings.
- We had temps and freelancers in place January through March, which would have helped with the overflow volume.

	January	February	March	April
<b>Total Capacity</b>	<b>5% Over Capacity</b>	<b>1% Under Capacity</b>	<b>15% Over Capacity</b>	<b>27% Over Capacity</b>
<b>Internal Billable Capacity</b>	<b>7% Under Capacity</b>	<b>1% Under Capacity</b>	<b>7% Over Capacity</b>	<b>7% Over Capacity</b>
<b>Design Concierge Billable Capacity</b>	<b>10% Over Capacity</b>	<b>At Capacity</b>	<b>22% Over Capacity</b>	<b>38% Over Capacity</b>
<b>Non-Billable Capacity</b>	<b>25% Over Capacity</b>	<b>1% Under Capacity</b>	<b>28% Over Capacity</b>	<b>51% Over Capacity</b>

# Creative Studio

Trying to control the demand

Create a process to review each job and report in Workfront

## **Workfront Report: Internal Cancelled Asset Requests – Strategy Studio – Weekly 5/18/20**

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Attached is the Weekly report [Internal Cancelled Asset Requests – Strategy Studio – Weekly](#) generated by Workfront on Mon, May 18, 2020 9:00 AM.

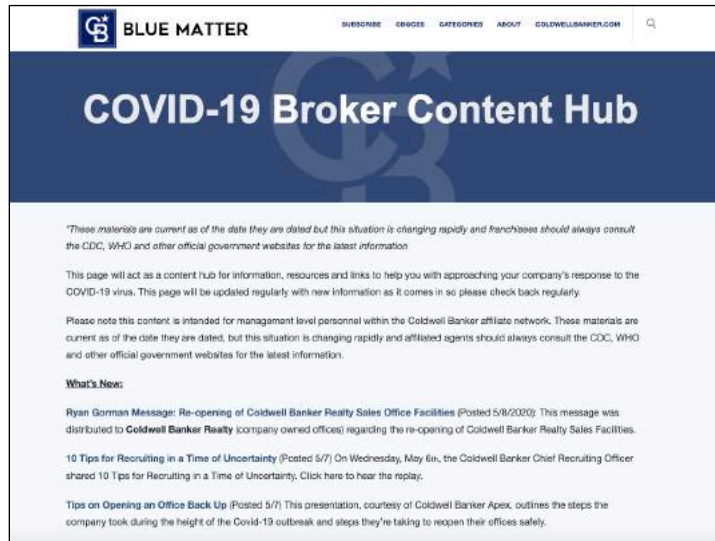
This report was also sent to Chris Clark, Jan Loomis and Jenny Panitch

# Internal Comm, PR and Social

First team to jump into action was Internal Comm/PR/Social used to be with the company owned team, shifted to Brand

We weren't sure what team was responsible for what

Created content hub





# Competitive Consumer Messages

**@properties** Holly Commons (661) 775-5555

EMAIL ME | VIEW LISTINGS

featured

**WE ARE STRONGER TOGETHER.**

@properties

Real Estate

© 2020 @properties

Equal Housing Opportunity

REAL ESTATE

PROPER TITLE

Leading

**dreamtown**

we will all be spending more time in our favorite place

With restaurants closing and more people working from home, everything is changing and so is real estate. Amid the COVID-19 situation, my goal is to help my clients feel comfortable and make the best decisions. With high buyer demand backed by historic low interest rates, the market is still very hot.

I'm helping my buyers and sellers meet key milestones in their process while protecting their health. I am prepared to help with an ongoing price reduction a party involved in the transaction because assistance. I have virtual communication systems to help bring buyers virtual tours in person contact. Lastly, my partners, attorneys and title companies are eager to walk through transactions with me.

**Health is my paramount focus.** Here are just some of the measures we continue to keep everyone healthy and safe:

- Video conferencing technology like Zoom, WebEx and FaceTime for meetings when appropriate.
- Disinfecting my car and my real estate, we may drive our own separate vehicles when traveling in property lines.
- We require to use face masks to drive your home.
- I have virtual 3D technology of my disposal to showcase your listing online.

The world has many more economic and health challenges, and I know that we will rise again. I am grateful that in this day and age, technology is helping us stay close and connected. It has to be in any way I can. Please don't hesitate to reach out.

Monica  
Realtor

Monica  
Realtor  
Monica@dreamtown.com  
760.235.1234

Lincoln Park - 1300 N. Sycamore | Lincoln Square - 4053 E. Lincoln  
West Loop - 804 W. Illinois | Northwest Side - 1700 W. Grand | Evanston - 1087 Maple

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UNSUBSCRIBE

**THE AGENCY**

**A NOTE FROM THE AGENCY**

To Our Friends, Clients and Colleagues,

First and foremost, we want to send our love and support during this difficult time. The global COVID-19 pandemic is one of the most challenging things we've had to face as an industry and a community. When we started The Agency, our dream was to develop a space where everyone would work together as a family. Our intention in doing so was to create something better, not only for our agents and staff but for the clients we serve each day. This remains our driving force as we move forward as a company.

To our clients, please know that during this time, we will continue to serve your every real estate need and do everything we can to offer our knowledge and support. Now more than ever, The Agency family will come together to communicate and collaborate from around the world as we work safely on your behalf.

Our agents will remain available, providing online and video consultations, live streaming property tours, and sharing updates on our social media channels. We continue to monitor and adhere to the guidelines set forth by our local, state and national governments, as well as leading real estate industry associations.

We are here to assist you in every way possible and are committed to providing you with the utmost service and guidance moving forward.

On behalf of the Agency family, we send our love, prayers and best wishes for the health of you and your loved ones. We will get through this, together.

Monica Umansky, Blye Rose & The Agency

321 Foxhill Rd., #100  
Beverly Hills, CA 90210  
424.230.3700  
info@TheAgencyRE.com

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**kw. THE LOPEZ GROUP**  
Inspire. Hope. Impact.

**Virtual Home Buying Program**

NOW COULD BE A GREAT TIME TO TAKE ADVANTAGE OF TLO'S VIRTUAL HOME BUYING PROGRAM! FOR THE PAST SEVERAL YEARS, WE HAVE HELPED MANY BUYERS PURCHASE HOMES WITHOUT EVER LEAVING THE COMFORT OF THEIR CURRENT HOME. HERE'S HOW:

- 1. Virtual Consult**  
We will schedule a virtual appointment to learn what you are looking for and make a game plan to get what you want.
- 2. Home Matching**  
We will email you listings matching your criteria the moment they hit the market.
- 3. Virtual Tours**  
You'll take virtual video tours of any homes you like.
- 4. Electronically Sign**  
You will sign all documents electronically, from the comfort of your home.
- 5. Earnest Money Delivery**  
You'll wire your earnest money or have our mobile title rep pick up a check.
- 6. Inspection**  
Our inspector will send you a 40+ page inspection report with detailed photos and descriptions, so you'll get to know every inch of the property.
- 7. Closing Time**  
A mobile notary will bring your closing to you.
- 8. Welcome Home**  
We'll even deliver the keys!

**VIRTUAL HOME BUYING MIGHT NOT BE FOR EVERYONE. SO YOU WILL STILL HAVE THE OPTION OF DOING ANY OF THE ABOVE IN PERSON WITH US. BUT FOR EVERY STEP OF THE PROCESS, WE MAKE VIRTUAL AN OPTION TO MAKE THINGS EASIER FOR YOU.**

**kw CITY VIEW**

**PEARSON SMITH REALTY**

**Virtual Home Buying Program**  
I'm Here to Help!  
760-927-7227

- 1. Virtual Buyer Consult**  
We will set up a virtual appointment with you to get a better understanding of what type of home you are looking for.
- 2. Home Search Results**  
We will email you all of the existing and coming soon properties that match your criteria.
- 3. Virtual Tours**  
With today's technology we are able to take you on a full tour of any of the homes you would like to see.
- 4. Electronic Signatures**  
Once you find a home we will draw up the paperwork and send you all of the documents for electronic signature through our secure platform.
- 5. Earnest Money Deposit**  
There are multiple ways to make your deposit options for getting your earnest money deposit where it needs to go. We will work with you and decide which option works best for you.
- 6. Inspections**  
The inspector we partner with will send you a detailed report covering every aspect of the house. This report includes descriptions and pictures of everything they find.
- 7. The Settlement**  
A mobile notary will bring the closing to you! You will sign the documents from your current home.

Now is a great time to take advantage of our virtual home buying program. We are able to help you navigate purchasing a new home without leaving the comfort of your current home. Let us do all of the hard work for you!

rather@smithrealty.com  
571.986.1075 | 43777 Central Station Drive, Suite 300, Atlanta, VA 20147

# Agent Consumer Messages

FAQs, internal comms, external consumer messages, social, sphere of influence, etc.



## SOI Eblasts

A message from Coldwell Banker

Real estate in a virtual world

Guiding you home

Home. It's Everything.

What's your home worth?

Selling your home in these challenging times

Keep moving forward, virtually

The secret to selling homes in today's market

Real estate questions?

Listing Concierge virtual marketing

Shelter in Place guide

Positivity and spreading kindness

CAREs stimulus act impact on consumers

State messages relevant to their situation?

## Other Assets

Virtual open house video bumpers

Open house social media templates

Covid-19 social media assets (same topics as eBlasts)

Open house flyer, tent card, doorhanger

InTouch Virtual Open House template



# Rush Requests

Not fast enough, rush jobs, teams to the breaking points  
(ALTHOUGH C21 seemed happy, they stole our stuff)



Name	Line of Business	Entry
<a href="#">Ryan Gorman Consumer Town Hall Livestream Content</a>	Coldwell Banker Brand	4/1/20
<a href="#">COVID 19 Agent SOI HTML #10 Changes</a>	Coldwell Banker Brand	4/3/20
<a href="#">Virtual Education Expo Followup HTML - 4/13/20</a>	Coldwell Banker Brand	4/6/20
<a href="#">Ryan Gorman Consumer Town Hall Livestream Presentation</a>	Coldwell Banker Brand	4/6/20
<a href="#">Ryan Gorman Consumer Town Hall Livestream InTouch/ImproveCards</a>	Coldwell Banker Brand	4/8/20
<a href="#">Iman HTML5 Banner Ad Text Update</a>	Coldwell Banker Brand	4/13/20
<a href="#">Mortgage/ReFi HTML Campaign</a>	Coldwell Banker Brand	4/28/20
<a href="#">Operation Outreach Week 2 Content Review</a>	Coldwell Banker Learning & Development	4/6/20
<a href="#">Operation Outreach Week 3 Content Review</a>	Coldwell Banker Learning & Development	4/13/20
<a href="#">Operation Outreach Week 4 Content Review</a>	Coldwell Banker Learning & Development	4/17/20
<a href="#">RealVitalize</a>	Coldwell Banker Learning & Development	5/7/20
<a href="#">COVID 19 Virtual Open House Property eBlast</a>	Creative Studio	4/1/20
<a href="#">Moxi Pre-List The Proof is in the Numbers Page Update 2020</a>	Creative Studio	4/1/20
<a href="#">Moxi Pre-List Internet Marketing Advantage Page Update 2020</a>	Creative Studio	4/1/20
<a href="#">Moxi Pre-List Online Impact Page Update 2020</a>	Creative Studio	4/1/20
<a href="#">Moxi Pre-List Leading the Way Page Update 2020</a>	Creative Studio	4/1/20
<a href="#">Shelter In Place Activities for Realtors Flyer</a>	Creative Studio	4/1/20
<a href="#">Listing Concierge Changes due to COVID-19 HTML</a>	Creative Studio	4/2/20
<a href="#">CBGI Moxi Listing Presentation 2020 Update</a>	Creative Studio	4/6/20
<a href="#">COVID 19 Agent SOI HTML #13</a>	Creative Studio	4/8/20
<a href="#">COVID 19 Agent SOI HTML #15</a>	Creative Studio	4/14/20
<a href="#">COVID 19 Agent SOI HTML #18</a>	Creative Studio	4/22/20
<a href="#">Moxi REC/Seller Market Share Page Update 2020</a>	Creative Studio	4/23/20
<a href="#">Listing Concierge Changes due to COVID-19 HTML - Copy update</a>	Creative Studio	4/27/20
<a href="#">GL H&amp;E Worldwide Spring/Summer 2020 eCard</a>	Creative Studio	5/1/20
<a href="#">Global Luxury MOXI Listing Presentation Social Media Update</a>	Creative Studio	5/4/20
<a href="#">Design Concierge Brochure</a>	Creative Studio	5/5/20
<a href="#">Listing Concierge Consumer HTML</a>	Product Studio	4/8/20
<a href="#">TMAP for Agents Sign-Up HTML</a>	Product Studio	4/13/20
<a href="#">RealVitalize Campaign - Flyer updates</a>	Realogy	5/1/20
<a href="#">Branch Manager - Meeting in a Box PPT</a>	Realogy	5/6/20
<a href="#">NextDoor Heroes One Page Flyer</a>	Realogy	5/7/20
<a href="#">NextDoor Heroes Seller Presentation Pages</a>	Realogy	5/7/20
<a href="#">NextDoor Heroes Consumer Postcard</a>	Realogy	5/7/20
<a href="#">Virtual Ed Expo Series - Week 2 Agent eBlast</a>	Strategy Studio	4/1/20
<a href="#">Anniversary HTML eBlast and Social Media Asset</a>	Strategy Studio	4/6/20
<a href="#">CB C19 Recruiting Virtual Ed Expo HTML Invitation - 4/13/20</a>	Strategy Studio	4/7/20
<a href="#">Welcome to Coldwell Banker Marketing HTML</a>	Strategy Studio	4/7/20
<a href="#">Awards Checklist Update - Logos &amp; Disclaimers</a>	Strategy Studio	4/15/20
<a href="#">Team Enrollment Form Update</a>	Strategy Studio	4/21/20
<a href="#">Welcome Home InTouch Asset update</a>	Strategy Studio	4/21/20
<a href="#">Top 1000 Social Media Templates - Individual   Team   Office</a>	Strategy Studio	4/22/20
<a href="#">Cincinnati #1 Market Share in Units Social Image</a>	Strategy Studio	4/23/20
<a href="#">Recruiting eBlast - Wealth Builder Expo Series</a>	Strategy Studio	4/23/20
<a href="#">Virtual Listing Concierge Expo eBlast</a>	Strategy Studio	4/25/20
<a href="#">COVID 19 Recruiting &amp; Retention HTML for InTouch</a>	Strategy Studio	4/27/20
<a href="#">Update the Coldwell Banker Marketing eBlast</a>	Strategy Studio	4/30/20
<a href="#">Virtual Meeting: Ryan Gorman Shares Vision HTML</a>	Strategy Studio	4/30/20
<a href="#">Core 4 Clients For Life: Project Guide - May 2020</a>	Strategy Studio	4/17/20
<a href="#">Helgeson Platzke Group Fox News Copy</a>	Strategy Studio	5/1/20
<a href="#">Virtual Education Expo - Sue Yannacone Social Media Image</a>	Strategy Studio	5/6/20
<a href="#">Helgeson Platzke Stories Copy Only</a>	Strategy Studio	5/7/20
<a href="#">Core 4 Clients For Life: Online Shopping Giveaway Template Update</a>	Strategy Studio	5/7/20



THE | PRODUCT  
STUDIO



THE | STRATEGY  
STUDIO



THE | CREATIVE  
STUDIO





## LISTING CONCIERGE EVOLVES WITH MORE ROBUST DIGITAL MARKETING EXPERIENCE

Coldwell Banker wants to make sure that during this unprecedented time, you have the tools you need to support your business and that these tools are working at their maximum potential to best serve you and your clients.

It is in that spirit that we are pleased to share a few modifications and updates to Listing Concierge, which will continue through April 30 (or as long as shelter-in-place remains in effect nationally). These changes are intended to ensure you can provide a stronger, more robust digital marketing experience for your clients.



### #1 – The Choice Is In Your Hands

Because open houses are discouraged due to social distancing practices, Coldwell Banker is offering you the choice of either ordering your brochures as usual or replacing the brochure with a social and online boosted ad to help market your listing to the most popular social media channels and websites.



### #2 – New Photography Options

Team Listing Concierge has been working with our partners to secure discounts on Matterport 3D, video, virtual walkthrough and more! In addition, many of our Listing Concierge packages already offer options like aerial photography, video productions, Matterport 3D and floorplans. We've compiled a [list by market](#) of the Listing Concierge product offerings and discounts available, which we'll continue to update to help you stay informed and maximize your virtual marketing capabilities.



### #3 – Print and TV Advertising

Advertising is still offered to honor our commitments, but with some schedule modifications.

#### Stand-Alone *VIEW* Magazine



THE | PRODUCT  
STUDIO



THE | STRATEGY  
STUDIO



THE | CREATIVE  
STUDIO



Coldwell Banker®

# VIRTUAL EDUCATION EXPO

4,000+  
Attendance/Expo!



CB COLDWELL BANKER

 COLDWELL BANKER

# #cbgoodnews

Gary Lanham and Michael Mangold shared a photo.

**Stork's Bakery & Coffee House**  
Apr 3 at 4:41 PM

Another delivery of bagged lunches to the Emergency Room at Holy Cross Hospital, in appreciation and support of the healthcare workers on the front li... See More



**GARY LANHAM GROUP**

**Meghan Hardin-Griffiths**  
Coldwell Banker Generation Blue  
Yesterday at 11:14 PM

If you are looking for unique ways to help out your local community consider a diaper & wipes drive! See my video about what I'm doing in my community. There's a lot of moms & dads that lost their job, are too scared to go to the store or can't find diapers & wipes at their local stores. I personally couldn't find wipes a couple weeks ago & had to travel 45 mins away to get some. I've had amazing responses from moms messaging me that they were worried about finding wipes & too scared to go to the store with a little one at home. We are putting together baby care packages, wiping them down with Lysol using gloves & mask & delivering to the moms in needs front door step. It's a scary time for moms with littles so consider doing this in your area! ❤️



**Todd Conklin**  
Coldwell Banker Generation Blue  
12 hrs

Are you thinking big enough to see the opportunities available to you in this time?

**Todd Conklin**  
13 hrs

Are you thinking enough? Listen to this podcast by @edmylett. #maxout #distinctiveproperties

<https://podcasts.apple.com/us/podcast/the-ed-mylett-show/id1181233130?i=1000468659725>



**Rich Barger**  
Coldwell Banker Generation Blue  
13 hrs

Coldwell Banker Prime Properties would like to say Thank you, to all the medical workers and first responders for their dedication!



**news12 CONNECTICUT**  
TOP STORIES WEATHER FEATURES CRIME EVENT

**BREAKING NEWS: GOV. LAMONT ORDERS BARS, RESTAURANTS TO LEAST MAY 20**

**Connecticut realtor sells home online despite challenges of pandemic**



One Connecticut realtor has become the first in her office to sell a home almost completely online during the coronavirus pandemic.

Katy Higgins, who works for Coldwell Banker, says because of the coronavirus more and



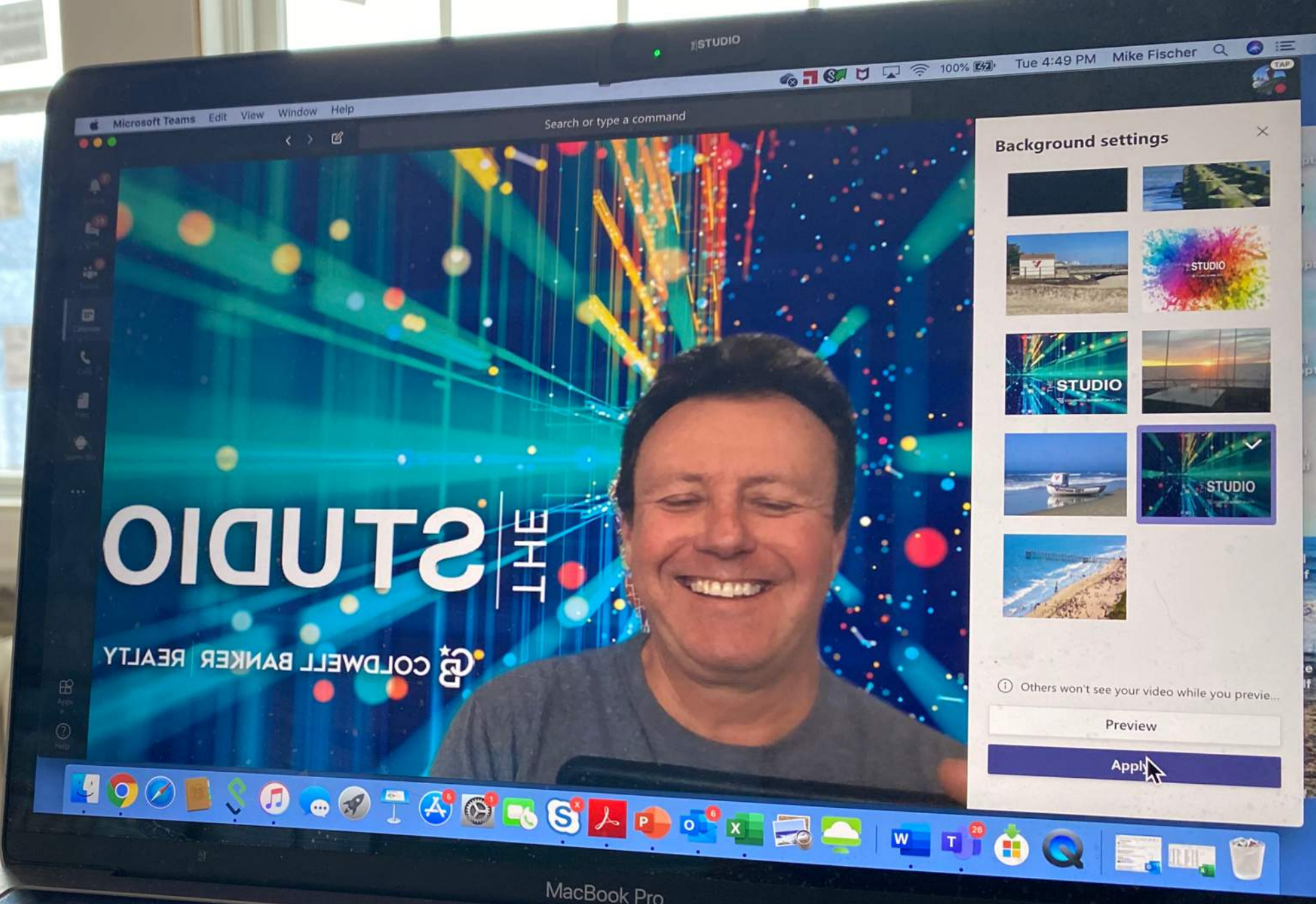
T H E H E I G H T O F L U X U R Y

INTERNATIONAL  
**LUXURY**  
ALLIANCE

## Virtual International Luxury Alliance Meeting - TOMORROW 4/22 3:00 – 4:00 PM EST

Good Afternoon,  
We look forward to having you join us for the Virtual International Luxury Alliance meeting tomorrow, April 22nd from 3:00 - 4:00 pm EST. A Teams calendar invitation was sent with dial in information. Please utilize the number provided to call in.



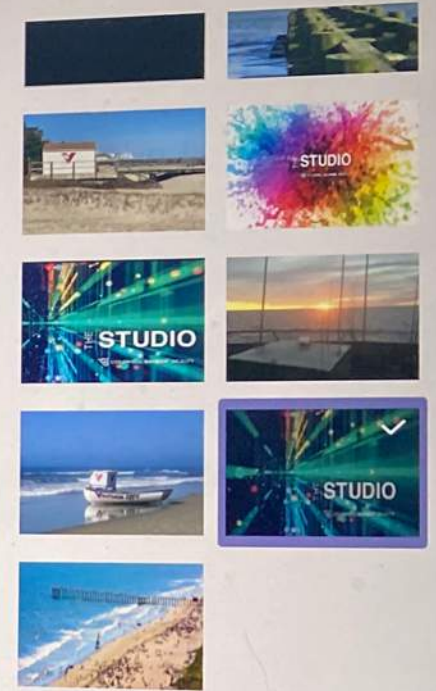


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MHT

COLDWELL BANKER REALTY

### Background settings



Others won't see your video while you preview...

Preview

Apply

MacBook Pro



COLDWELL BANKER

**GEN BLUE**

**NEW YORK**

SEPTEMBER 15-17, 2020

# Immediately Following the COVID-19 Outbreak in Mid-March:



34,000

More than 34,000 attendees  
logged on to our six-part  
Virtual Education Expo



12,000

More than 12,000 people  
across the country logged on  
to Ryan Gorman's first ever  
client-facing *Real Estate of  
the Union*



1.1M

Across Hometown Heroes,  
#CBGoodNews, Ed Expos,  
We're Here, GRA Refis and  
more, the PR team has  
generated more than 1.1M  
impressions since mid-  
March. All organic. No paid.



49M

Listing Concierge listing ads  
online are up a whopping  
58% and engagement on  
those ads are up 90%. In  
March, our Listing Concierge  
property ads generated 49M  
impressions.



29

The Creative Studio created  
29 different pieces of  
COVID-19 related content  
including 16 different SOI  
eBlasts (available on the  
COVID-19 Hub, InTouch and  
Prospect Square)

# May 2020

- Not back in offices yet
- Furloughed employees hard to bring back
  - Sound KPI's and metrics are key
  - Demand is higher than supply
- SLA's are suffering
- 2020 Performance objectives are out the window
- Nobody dresses up for video meetings
- It's never enough!



THE | STUDIO

 COLDWELL BANKER | REALTY