

THE NUMBERS ARE IN.
NOBODY BEATS THE
COLDWELL BANKER® BRAND.

#1 IN AGENT
LOYALTY

- Coldwell Banker/Quester Real Estate Agent Research. January 2024. Least Likely to Change Brand Affiliation

WOMEN'S CHOICE
AWARD® WINNER
7 YEARS IN A ROW

AGENTS THAT UTILIZED
PRODUCTS WITHIN OUR
TECHNOLOGY SUITE
WERE 3.3X MORE
PRODUCTIVE

- Based on production of agents that performed an action in at least one of the following products in our technology suite between Jan 1, 2023 and Dec 31, 2023: Prospect Square, Listing Concierge, Design Concierge, Boost, Exclusive Look, Market Quest, MoxiPresent, MoxiEngage, and MoxiImpress. Results are not guaranteed.

100,000
AGENTS ACROSS 40 COUNTRIES

- As of 12/31/2023

#1 RATED REAL ESTATE
ADVERTISING 12
YEARS RUNNING

- ACE Metrix scores 2012-2023.
Real Estate Category.

118 YEARS

OF GUIDING PEOPLE HOME

\$1.6 MILLION

DONATED TO ST. JUDE
CHILDREN'S RESEARCH
HOSPITAL®

- Since program inception in 2020

#1

MOST
VISITED
REAL ESTATE
BRAND
ONLINE

- Reflects total website visits
for 2023. Source: Comscore 2023
Media Trends

481,548

U.S. TRANSACTION SIDES

- Year-End Coldwell Banker Numbers Based on
Coldwell Banker Financial Data as of 12/31/2023

\$234
BILLION
IN SALES VOLUME

- Based on Coldwell Banker Financial Data
01/01/2023 - 12/31/2023

OVER \$200
MILLION
IN DAILY LUXURY SALES

- Data based on closed and recorded buyer and/or seller
transaction sides of homes sold for \$1 million or more as
reported by affiliates of the U.S. Coldwell Banker franchise
system for the calendar year of 2023. USD\$.

OVER HALF
A BILLION
MEDIA IMPRESSIONS IN 2023

- 2023 Sprout Social and Media Agency Reporting