

OUR CORE VALUES

Our global brand is over 118 years strong.

Coldwell Banker® has a reputation for excellence than spans the globe, but here in Canada we get the benefit of global recognition, backed by local support and expertise right in our own backyard. This includes local knowledge on Canadian real estate trends and a Canadian corporate team to support you.

Our core values are woven in to everything we do and inspire our continued excellence in the real estate industry.



Home

It's the most important thing in our lives. It's the place we long for at the end of the day, and the place that holds all we love and everything we cherish. And it's our agents' mission to bring the joy of home to every one of our clients with unrivaled expertise, passion, and energy. We understand the importance of being part of an environment where you are supported by colleagues who are encouraging your success. Which is why the Coldwell Banker brand is a home where you can achieve your most ambitious goals, in a community where your colleagues believe in you and are cheering you on.

Ingenuity

From our very beginning in 1906, we saw things differently. We found new ways to help our clients, and pioneered many industry firsts. Our goal as a brand is to help move the real estate industry forward as we guide our clients' home with guaranteed ultimate service and continued customer satisfaction.

Awesomeness

This is the spirit in every Coldwell Banker agent and office. It's fun, it's happy, it's energetic and full of life. It's optimistic and always sees opportunity ahead. From our events to the causes we support, a feeling of awesomeness fills our hearts and souls. This same mindset is how we have created a network of sales representatives and brokers that share a vision of teamwork and collaboration that ensures the success of everyone.

Excellence

We believe that if you're going to do something, you should be the best at it. The North Star in our logo encourages all of us to shine to our fullest potential. We conduct all areas of business with this level of excellence and shine. From our corporate team to our sales representatives, excellence means conducting business at the highest possible standard. Our worldwide network, leading technology and resources, along with training and education help guarantee the success of our excellent network.

Join the blue.
coldwellbanker.ca

CULTURE OF CARING

Discover a culture of caring

Coldwell Banker® Canada has an incredible network of real estate professionals, and we couldn't be prouder. Watching them leave their mark on their local communities in such positive ways is truly inspiring. Our culture of caring embraces the spirit of getting involved in any way we can to support the communities in which we conduct our business. Whether it's getting involved in national initiatives, creating and fostering neighborhood connections, or working with local organizations that align with our values, we're thrilled to be a part of something so rewarding.

Homes for Pets Project

Here at Coldwell Banker Canada, one of our proudest accomplishments is the launch of the Homes for Pets Project, whose mission is to find loving homes for pets in need. Our network and corporate staff continue to go above and beyond in embracing this initiative, with many volunteering their time, taking to social media, and hosting local adoption events. The Project has become a powerful way for us to connect with our local communities and has led to tens of thousands of adoptions.



Local Initiatives

Being a part of Coldwell Banker Canada means being a part of an expansive network of real estate professionals who devote their time, effort, and resources to support countless charitable causes. We are so committed to our culture of caring that we've implemented a quarterly Volunteer Day for our corporate staff, allowing them to get involved hands-on at various local animal shelters on company time. Our goal is to create a nationwide culture that we can all be proud of.

Join the blue.
coldwellbanker.ca

SHARPEN YOUR SKILLS AND GROW YOUR BUSINESS

Learning is power

Whether you're new to the industry, or an experienced top-producing real estate professional new to the brand, Coldwell Banker® Canada offers all our agents extensive training throughout your career so we can see you grow and thrive. We offer new agent learning along with continued education through the Coldwell Banker University Learning Centre.

New Agent Learning

When you join Coldwell Banker Canada, you receive instant access to our best-in-class technology platforms, marketing tools, and much more. We will introduce you to these many assets and provide a walk-through of all their features and functions.

CBU® Learning Center

The Coldwell Banker University Learning Center offers a wide range of powerful programs designed to help you throughout your career, covering topics like maximized productivity, negotiating skills, listing presentations, team building, and more.

Coldwell Banker Global Luxury® Property Specialist Certification

The Coldwell Banker Luxury Property Specialist Designation is awarded to an elite group of real estate professionals able to represent the most prestigious properties and affluent clientele across the globe. It's an incredible opportunity to learn from top luxury specialists and superstar agents worldwide. Are you ready to take your career to the next level?



Join the blue.
coldwellbanker.ca

CB IGNITE TOOLS | ENGAGE



CANADA IGNITE

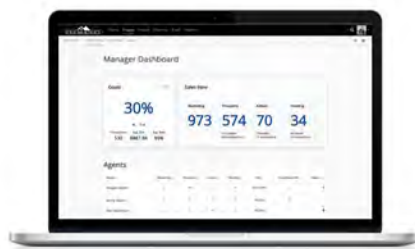
CB Engage

Engage is a powerful CRM and business planner designed specifically for real estate professionals. As a devoted sidekick, Engage keeps agents on task and stay in flow with their contacts.

Personalized drip campaigns for your agents' clients

With Engage, your agents will be able to deliver highly targeted and personalized experiences to their contacts, delighting and impressing their clients. The Neighbourhood News feature creates and delivers content for clients' specific postal code, neighborhood, or custom area giving them unique insight into their local market.

Automated touchpoints keep agent spheres up to speed on what's new in their neck of the woods.



Agents who fully utilize Engage see 64%* more transactions on average than those without Engage.



2.5M
Neighbourhood News
Subscribers



64%
More Transactions



23M+
Client Contacts

*All statistics: MoxiWorks, 2021

Join the blue.
coldwellbanker.ca

CB IGNITE TOOLS | PRESENT

CB Present

Present is more than a top-notch CMA tool; it's a feature-stuffed, versatile real estate presentation builder sure to wow any client.

Limitless opportunities

Your agents and teams are trusted advisors to their clients. Easy-to-use, Present gives you the power to take your audience on a journey: from selling guidance and pricing consultations, creating virtual open houses, recruiting new talent, and sharing neighborhood insights.

Second-to-none, Present is the most widely adopted presentation tool in the industry and is proven to increase transactions for agents by 77%* when fully utilized.

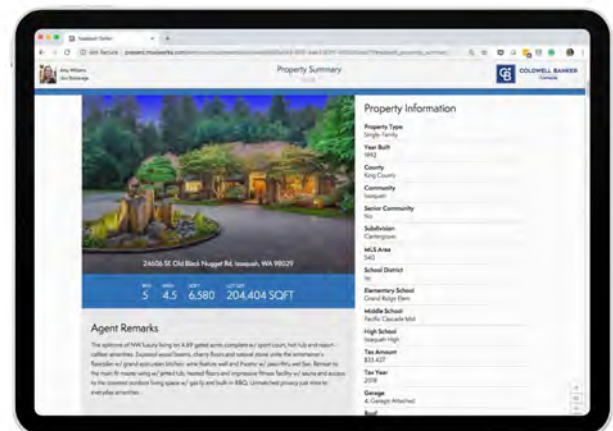
Give every member at every level of your business the tool to become an engaging storyteller, an inspiring guide, and to win more business.

Build your brand power

Present presentations, custom-built or templated, pull in the most current brokerage branding elements, and every presentation looks polished and consistent even if a major brand change occurs. Present also allows agents and teams to add custom branding alongside your brokerage, embracing individuality and differentiation among peers while maintaining a consistent brokerage look.



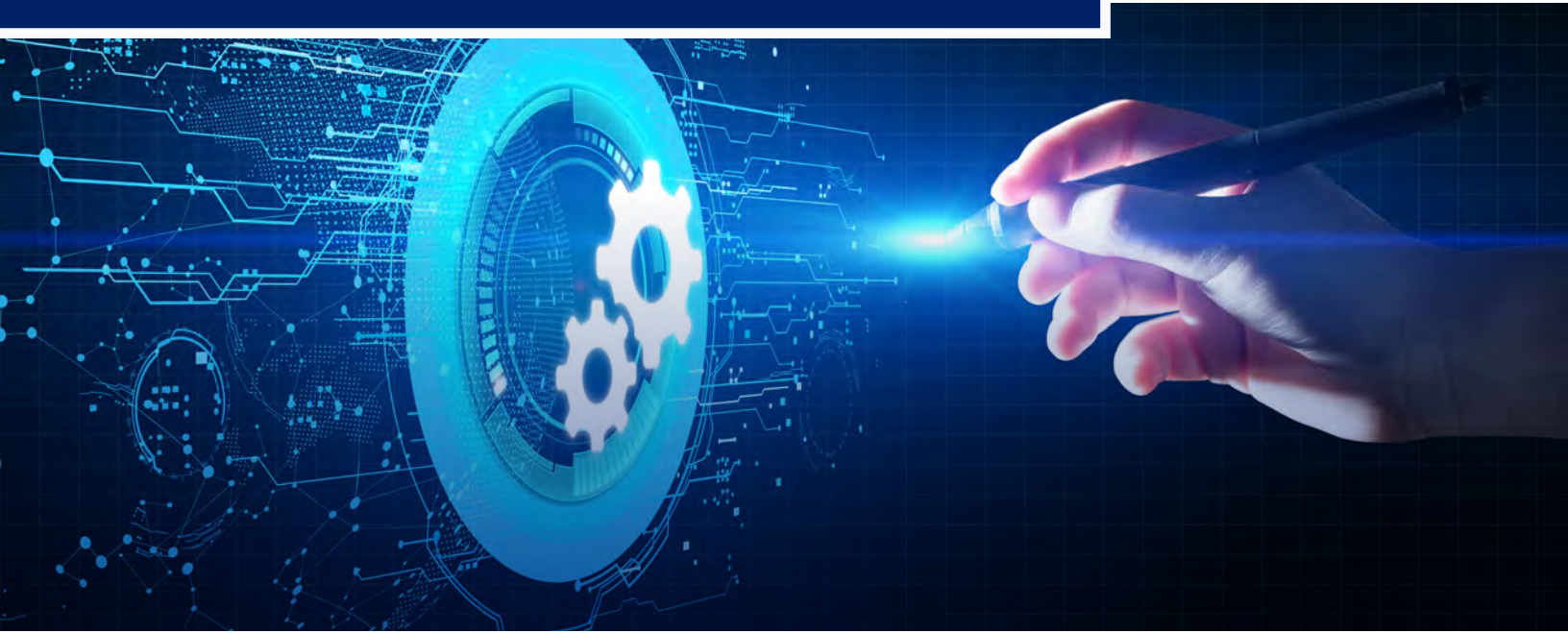
During any conversation, agents can edit the report on-the-fly, adding in unique details prospects want to consider, proving their role as a trusted advisor.



*MoxiWorks, 2021

Join the blue.
coldwellbanker.ca

CB IGNITE TOOLS | IMPRESS



CB Impress

Impress automates the creation and distribution of print, digital, and social media advertising materials in a matter of minutes.

Everything agents need to Impress

The Impress collection of services offers everything agents need to impress clients, driving new, repeat, and referral business. By leveraging the powerful automation platform of Impress, brokerages can pull away from the competition and lead the business into the future. The ability to automatically create and distribute print, digital, and social media advertising and marketing campaigns for all listings helps brokerages recruit more top talent while giving their businesses unprecedented brand consistency across all channels.

Beautifully branded, ready to deliver, and most important — impress your clients.

Marketing materials delivered automatically

When agents win a new listing, they'll automatically receive a fully-branded marketing package alongside a timely marketing guide including print, digital, and social media materials—without lifting a finger. Your marketers and admins can save time and focus on high-value projects instead of repetitive marketing tasks.

Updated throughout the life of a listing

Agents receive a fresh set of marketing materials EVERY time their listing has an important event, such as an open house or a price change. That means they'll never have to worry about missing an opportunity to promote themselves and generate new leads.

Join the blue.
coldwellbanker.ca

CB IGNITE TOOLS | PROMOTE

CB Promote

With Promote, social media marketing for real estate agents is a snap, saving time and simplifying your already busy workflow.

Grow the sphere, generate new leads, win more listings

Promote allows agents to market listings and their services on Facebook and Instagram in just three simple steps, directly from their MoxiWorks account.

Promote listings and services

Quickly create attention-grabbing ads for listings and open houses. Other ad types include listing traffic ads, lead generating ads, automated ads, always-on campaigns, and more!

As a broker, you can set up ads specifically for the listings within your office and add another feather to your recruitment hat.

How it works

Whether you're new to digital advertising or a pro, Promote gives you the tools to boost services in under 5 minutes. Customize your ad then choose from a selection of attention grabbing headlines and select your image. You've got the power of Facebook Audience Network ads and Google Display Network ads in one easy to use platform.

Promote helps you target the right people for maximum impressions helping your dollar go further.



Promote gives you the tools to create attention-grabbing ads and boost business.



Join the blue.
coldwellbanker.ca

CB IGNITE TOOLS | WEBSITES

CB Websites

Websites is a web content management system that gives agents control to create awe inspiring websites without knowing a line of code.

Easy to use

Websites is an easy-to-use website builder for brokerage, office, team, and agent websites. It enables you and your agents to build professional-looking websites in a matter of minutes. No coding skills needed!

Data, data, and MORE data

Websites is integrated with your MLS (multiple MLSs if needed, too!) pulling the most up-to-date listing information for agents and their consumers. And with the option of creating brokerage, office, and team websites as well, we're making it easy for you to establish your virtual footprint, help clients find your agents, and grow your brand.

SEO? Got it.

Websites comes with Yoast SEO plugged in to guide agents to optimize every page of their sites for great search results.



All templates and content have a responsive design that make it easy to navigate and enjoy on any size screen, from high-definition televisions to smart phone screens.



40,000+
Websites created and counting

Join the blue.
coldwellbanker.ca

CB IGNITE TOOLS | HUB

CB Hub

Hub is your brokerage's intranet. The intranet is the single place your agents go to access everything they need to run their business. Connected with the rest of the MoxiWorks open platform, brokerage employees benefit from the integration between tools.



Easily Customizable

Allows the brokerage to craft and curate beautiful intranet pages easily and add/edit content at their discretion (including rich media such as Video, Calendars and more). Choose from a pre-existing template, for a plug and play layout, or design and implement your own look and feel. You don't need to be a programmer to create a beautiful communication center for your brokerage.



Agent Resources

From training resources to brokerage-branded materials, make all of the value you bring your agents easily accessible. Agents go to your brokerage's hub for important announcements, company calendar, training resources, and much more.



Quick Access to Tools and Services

Link all of your brokerage-offered tools and services to your Hub. Agents can easily and quickly find and access all of the tools you've selected for them, from marketing to transaction management to your MLS, increasing adoption and productivity.



Roster

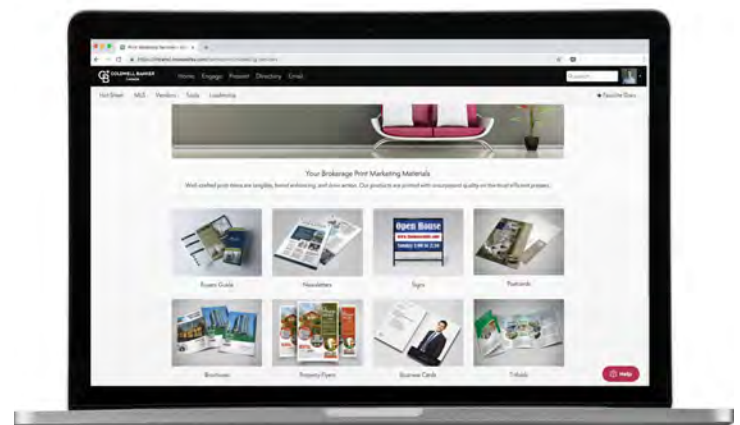
Find contact info for every agent and staff member within your brokerage. The roster allows collaboration among agents and staff and makes referrals within a brokerage very simple.



Search

Simply enter a query term, and a list of all relevant presentations, pages, and roster info is displayed.

The core of your brokerage communications.



Join the blue.
coldwellbanker.ca

CB IGNITE TOOLS | HUB



CB Hub

What it does for Agents:

- Saves time finding and using necessary brokerage resources and documents
- Allows them to better utilize tools and services that your brokerage provides
- Ensures they're always 'in the know' regarding company news
- Strengthens their relationship with your brokerage

What it does for Brokerages

- Strengthens branding
- Improves internal communications
- Attracts and retains the best agents
- Delivers ongoing training and support for agents

Join the blue.
coldwellbanker.ca

CB IGNITE

Coldwell Banker® Canada presents CB Ignite powered by MoxiWorks

Coldwell Banker Canada has invested into an all-encompassing open real estate platform for brokerages. CB Ignite powered by MoxiWorks will foster efficiency and usability that will help to increase profitability, recruitment and retention that will drive sales, marketing and productivity in our Coldwell Banker Canada Network.

MoxiEngage

Your customer relationship management (CRM) software should nurture real estate sales, not just any sales. Engage was built for real estate professionals, so it aligns with an agent's workflow, leverages property data, and encourages long-term lead nurturing. Engage helps strengthen the relationships between clients and their agents, and managers and their associates.

MoxiPresent

Present is more than a top-notch CMA tool; it's a feature-stuffed, versatile real estate presentation builder. Easy-to-use, Present gives you the power to be a trusted guide for your audience. From selling and pricing guidance to virtual open houses, Present allows endless creative opportunity!

MoxiImpress

The Impress collection of services offering a variety of marketing tools to do exactly what you've guessed- impress! We've taken real estate marketing to the next level with easy-to-use tools that save agents time and improve their productivity, all while promoting the brokerage's brand!



MoxiPromote

Promote makes it easier for you to quickly create and deploy successful social media and internet ads with our automated platform. From creating attention grabbing listing ads to lead generating ads, Promote gives you the tools to be a digital advertising pro!

MoxiWebsites

People begin their home search online, looking at properties and finding a real estate brokerage and agent to partner with. It's essential that as a broker or agent, you have a strong online presence that communicates your value proposition. Websites is an easy-to-use website builder or brokerage, office, team, and agent websites that makes putting your brand's best foot forward a simple task. It enables you to easily build a professional-looking website to help you get found, sell homes, and grow your brand.

MoxiHub

Hub operates as an intranet - your communications hub. The intranet is the central communications backbone that connects your entire brokerage. It's the single place where agents go to access everything they need to run their real estate business. Improve agent and brokerage productivity by centralizing all communications, tools, and resources.

Join the blue.
coldwellbanker.ca

COMMERCIAL REAL ESTATE



At Coldwell Banker Commercial®, we've been Pathfinders since 1906.

Our mission is to outline a path for brokers who set up businesses across the globe and enable commercial real estate professionals to guide clients to achieve outstanding outcomes.

Innovation & Support

In every facet of the industry, Coldwell Banker Commercial sets the standard for innovation, expertise and support. Our professionals are provided with specialized leading edge resources to win business and serve clients.

Trusted Network

Coldwell Banker Commercial is comprised of more than 161* independently owned and operated companies with over 3,300 professionals worldwide.

Global Footprint

With affiliate companies in 40 countries, Coldwell Banker Commercial has one of the largest geographic footprints in today's commercial real estate market.



**COLDWELL BANKER
COMMERCIAL**
CANADA

*Network statistics as of 12/31/2023

Join the blue.

coldwellbanker.ca cbcworldwide.com

©2024 Coldwell Banker. All Rights Reserved. Coldwell Banker®, Coldwell Banker Commercial® and the Coldwell Banker® and Coldwell Banker Commercial logos are trademarks of Coldwell Banker LLC. Innovate Real Estate Group of Canada Inc. has been licensed the right to use and to sublicense others the right to use the Coldwell Banker® System and trademarks in Canada. The Coldwell Banker® System in Canada is comprised of offices owned by Innovate Real Estate Group of Canada Inc., or its subsidiaries or related corporations, and franchised offices which are independently owned and operated. 052024



LUXURY REDEFINED

What does luxury mean to you?

At Coldwell Banker® Canada, luxury means turning lifestyle dreams into reality.

Welcome to a higher level of luxury

The Coldwell Banker Global Luxury® program offers a full suite of unique, targeted marketing materials, including distinct signage and a dedicated global website, coldwellbankerluxury.com, [The Edit](#) - the Global Luxury blog, and exposure in the [Home & Estates](#) magazine. The Edit is where home and lifestyle reside, offering a look into the art of living well, and *Home & Estates* is the ultimate guide to fine living around the globe.

Coldwell Banker Global Luxury® Specialist Certification

The Coldwell Banker Global Luxury certification course can help you gain the knowledge you need to successfully represent some of the most prestigious properties in your area. This certification will be the start of your journey into luxury real estate marketing, making you an influential competitor in the industry.

Becoming a Global Luxury Property Specialist will position you as a talented, experienced, and proven expert within the industry. Uncovering the expertise of the Global Luxury program will allow you to demonstrate to your clients that they are working with an experienced real estate professional.

The Global Luxury Certification course is led by professionals, including Luxury Property Specialists who will share their methods for success. Through a partnership with The Institute of Luxury Home



Marketing, this certification will truly make you a specialist in luxury real estate marketing.

This course is designed exclusively for Coldwell Banker real estate professionals. Representing luxury means you understand your buyers' dreams and desires. You are now holding the key to a lifestyle change that will amplify the human experience for both the buyer or seller. Are you ready to take your real estate career to the next level?

Join the blue.

coldwellbanker.ca coldwellbankerluxury.com

ADVANTAGEOUS ANCILLARY SERVICES

To complement the real estate services we provide, Coldwell Banker® Canada is in the midst of building various ancillary services into our business model.

These services are designed to make transactions that much easier and more convenient for our real estate professionals and their clients, while generating additional revenue for our franchise owners.

Guiding Star Mortgage Group

Coldwell Banker Canada has partnered with Dominion Lending Centres National Ltd. (DLC) to launch this national business division.

What does this mean for you?

- You and your agents are able to work directly with a Guiding Star Mortgage Group agent to enhance the mortgage approval process for your clients.
- You get direct access to the leadership of Guiding Star Mortgage Group should additional assistance of any sort be required.
- The process for your client can become much smoother by utilizing a familiar and highly accessible mortgage agent.



guidingstarmortgage.com



Join the blue.
coldwellbanker.ca

YOUR ACHIEVEMENTS DESERVE RECOGNITION

Coldwell Banker® Canada represents a brand that is home to some of the most talented real estate professionals across the globe. These talented experts strive for excellence, and we believe that excellence deserves to be celebrated.

The International Awards and Recognition program is our method of recognizing our exceptional real estate professionals who have demonstrated the meaning of the Coldwell Banker brand-awesomeness, excellence, and ingenuity. Whether it's production excellence or outstanding customer service, we want to celebrate you!

We want your accomplishments to be shared among the network along with your clients. If you're receiving an international award or special recognition from your team, it deserves recognition. We can create a variety of customizable resources including award logos, social media posts, website content and publicity materials to help you share your exciting news.



Join the blue.
coldwellbanker.ca

THE GEN BLUE EXPERIENCE



Success is a cause for celebration.

Inspiring sessions from fantastic speakers. Unparalleled networking opportunities.
Unforgettable social mixer.

The Gen Blue Canada Experience is a gathering unlike any other. It's where our network comes together to foster learning and evolution, to have fun, and to get fired up to be the best! It's a time to expand our knowledge, to celebrate our many achievements, and to envision what we can become.

At Gen Blue Canada, it's easy to see that being part of the Coldwell Banker® brand means being part of something truly special. There's a powerful spirit that runs through the Gen Blue community, through every agent, office, and broker.

We wake up inspired. Inspired to have fun. Inspired to care. Inspired to be an indispensable part of our neighbourhoods. Inspired to create something amazing for our clients and our business. Nationwide we are united by our passion, by our joy, and by our desire to do great things in real estate.

Join the blue.
coldwellbanker.ca

MESSAGE FROM THE CEO

These are exhilarating times at Coldwell Banker®, both in Canada and worldwide. Our renowned brand, embodied by the North Star trademark, has entered a new era.

Like the North Star, Coldwell Banker has been guiding people home since 1906. Our principals of integrity and trust have allowed us to expand into a global network that now spans over 40 countries and territories. Here in Canada, our network of established brokerages expands coast to coast, supported by a Canadian leadership team that understands our unique marketplace.

Coldwell Banker offers you the advantages you need to achieve your maximum potential as a real estate professional - global networking, innovative marketing, world class learning, a caring culture of giving back and an unparalleled commitment to customer satisfaction.

We have a proud history and a bright future and we invite you to be a part of it. As you discover more about Coldwell Banker, you'll learn how our global brand can be the North Star to guide your career and #leaveyourmark on the Canadian real estate industry.



Karim Kennedy, CEO
COLDWELL BANKER CANADA



Join the blue.
coldwellbanker.ca