

# Leaders On The Web

MAXIMIZING THE ONLINE PRESENCE OF YOUR HOME

More than 92%<sup>1</sup> of home shoppers use the Internet as part of their home search. To tap into these buyers, Coldwell Banker is spending \$3 million on search engine advertising this year which includes 95,000 search terms<sup>2</sup> on major sites including Yahoo and Google. In addition, Coldwell Banker's comprehensive Internet strategy includes displaying clients' homes with a detailed property description and multiple photos on the leading real estate websites, including:



Through Web syndication, your property will be featured on more than 700 websites around the country.

<sup>1</sup> 2014 National Association of REALTORS® Profile of Home Buyers and Sellers

<sup>2</sup> Based on the estimated retail value of NRT Incorporated's annual spend for national search engine advertising