

WWW.COLDWELLBANKER.IE



CHANGING THE WORLD OF ESTATE AGENCY



Coldwell Banker in Ireland.

We know that as a committed, competitive, success-orientated estate agency professional, you want a business partner that can help improve your sales and profit results by supporting you.....really supporting you. It is with this thought clearly in mind that we are developing for Ireland one of the most comprehensive, results driven, professional support systems in the industry. As the Coldwell Banker brand develops, every system, every strategic initiative we introduce must satisfy two criteria: it must add value for your customers; and it must give our franchisees a competitive advantage.

There is one reason why Coldwell Banker is one of the most successful estate agency companies in the world. We have a business strategy that puts our business partners first, because we understand that our success is entirely dependant upon your success.

Our mission in Ireland is to award franchises to outstanding estate agency entrepreneurs, and to lead them in achieving success by using and believing in the Coldwell Banker Brand. By providing the estate agency profession's best support system, and the most professional ongoing support, we enable our franchisees to achieve market dominance.

There has never been a more dynamic or exciting time for you to join a forward thinking Irish-owned franchise network backed up by one of the largest, most prestigious estate agency businesses in the world.



WWW.COLDWELLBANKER.IE



"Our partners... first"



Coldwell Banker. The Story.

The reputation of Coldwell Banker for excellence in client services stems from the system's founding in San Francisco, California. Coldwell Banker Real Estate Corporation began after the tremendous destruction caused by the 1906 San Francisco earthquake and fire. Colbert Coldwell was appalled when he saw some of his contemporaries take advantage of the tragedy by acquiring property from vulnerable sellers at unfair prices. He dedicated himself to providing an honest and knowledgeable alternative. In 1914, Benjamin Arthur Banker became a partner.

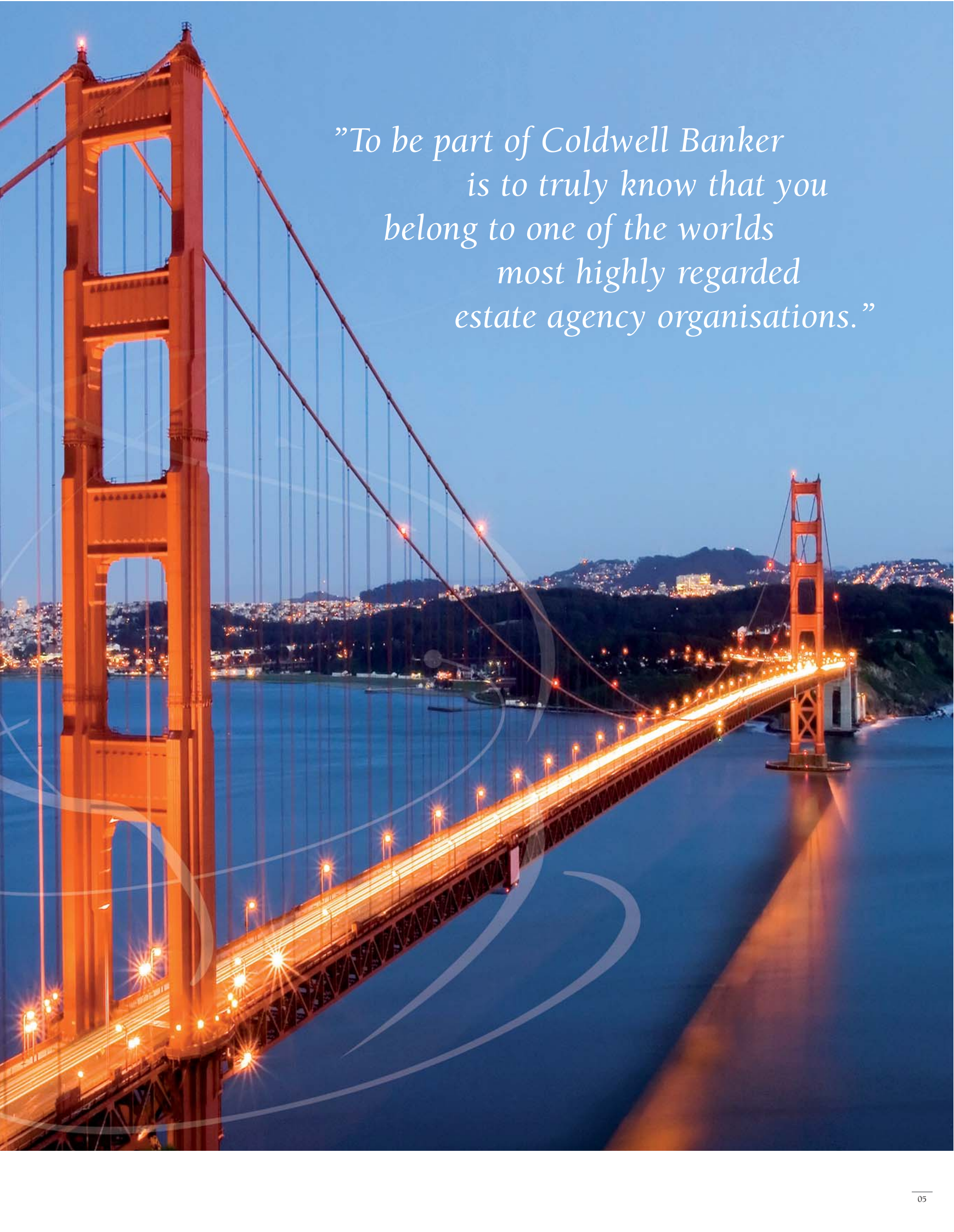
Together, they built a brand based on this philosophy: The client's best interest must be the guiding force behind all services. What began as a desire to provide honorable and professional estate agency services still holds true today, and there are now over 4,000 offices operating in over 40 countries around the world. In 2006, Franchise Times Magazine issued its annual Top 200 Franchises and ranked Coldwell Banker as the Number 1 in Estate Agency franchises. Coldwell Banker has achieved this milestone for the eighth consecutive year. We were also honored by being ranked, once again in the top 10 Best Overall Franchise Networks worldwide, in the distinguished company of multi-nationals such as McDonald's, Marriot Hotels and Blockbuster Video.

Mindful of the importance of preserving its legacy and contributing to the Evolution of Excellence, Coldwell Banker remains focused on the values that have served their clients well over the years – integrity, honesty, and uncompromising professionalism.



WWW.COLDWELLBANKER.IE



A photograph of the Golden Gate Bridge in San Francisco at dusk. The bridge's towers and suspension cables are illuminated with warm orange lights, contrasting with the deep blue twilight sky. The city lights of San Francisco are visible in the background, and the bridge's reflection is seen in the water below. The text is overlaid on the right side of the image.

*”To be part of Coldwell Banker
is to truly know that you
belong to one of the worlds
most highly regarded
estate agency organisations.”*

Around the Corner. Around the Globe.

Coldwell Banker offices in Ireland are part of a global organisation. With strong parent companies such as Coldwell Banker Real Estate Corporation and Realogy Corporation, Coldwell Banker Franchisees are part of an expansive community that provides them with connections and synergies that allow maximum exposure for their clients. Coldwell Banker in Ireland is an integral part of this community.

This way, each of our Coldwell Banker offices can offer their clients the unique mix of specialised services and the market knowledge of an independently owned and operated estate agency office, supported by the tools, systems and connections of a global organisation that, for almost 100 years, has offered the ultimate in estate agency services.

Coldwell Banker has maintained a unique breadth of market presence as it expands around the globe. Our franchisees are selected because of their distinct track record of service, creativity and success in their respective markets. With an international platform of offices, their customers can be connected to a full range of capabilities and professional expertise in every major property type; residential, prestige homes, waterfront properties, commercial and industrial, holiday homes, land and country estates, national and international project marketing and more. Coldwell Banker clients will receive full multi-market expertise in handling transactions across town, or around the world.



WWW.COLDWELLBANKER.IE





“Coldwell Banker offices in Ireland are part of a global organisation.”

Brand Power.

Coldwell Banker has a high level of brand-name respectability. Coldwell Banker possesses a powerful international reputation for professionalism. Consumers value the consistency and quality of services provided by Coldwell Banker. They have a predetermined expectation that they are engaging the services of one of the most highly respected and recognised estate agency organisations in the world.

In Ireland, our multi-level strategy for enhancing our existing Coldwell Banker brand awareness involves media campaigns; local, regional and national promotions that will be enhanced by community involvement, sponsorship and public relations events; and a commitment to quality and service that is without compromise. Coldwell Banker offices that already operate in Ireland have enjoyed impressive increases in brand awareness and potential business, some even fielding regular international enquiries. This can be attributed to both local advertising and promotion, and the timely release of value-added corporate programs and services including our national internet site; business systems such as the Seller Services Guarantee and Previews International program for prestigious homes; and the web based Golden Retriever enquiry auto management program.

Never one to rest on its laurels, Coldwell Banker will continue to strategically deliver system enhancements to the Irish marketplace. Each will present your customers with even more compelling reasons why they should choose a Coldwell Banker professional over your competitors. Together, we will change the face of estate agency in Ireland.



WWW.COLDWELLBANKER.IE



*“Coldwell Banker has a high level
of brand respectability.”*



FOR SALE

**COLDWELL
BANKER** 
IRELAND

1800 505 606
www.coldwellbanker.ie

Service Innovations.

Coldwell Banker is the biggest estate agency system in the world and it got that way by bringing innovative marketing systems and cutting edge technology into all of the markets it entered. It will be that way in Ireland also, giving Coldwell Banker Franchisees the opportunity to provide a full-spectrum of services to their customers never before seen in this country.

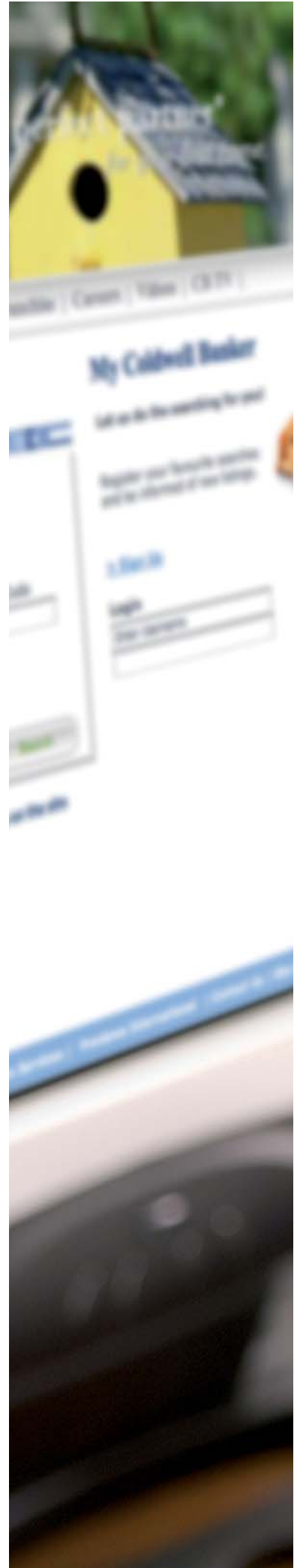
To fulfill this philosophy, we are forming strategic alliances with some of Ireland's most forward-thinking companies and suppliers. Together, our aim is to provide Coldwell Banker Franchisees with turn-key support systems that will be at the forefront of the industry.

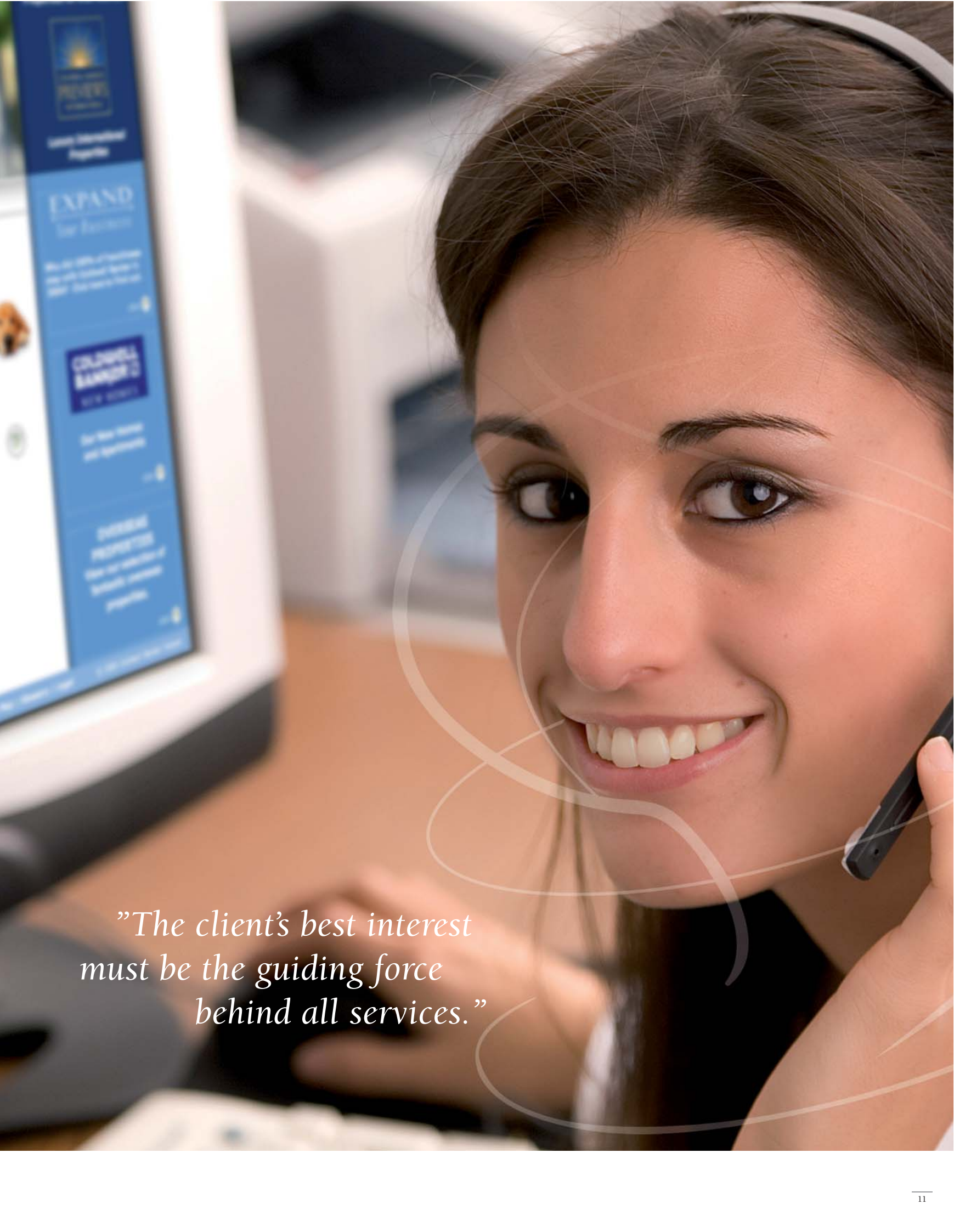
Each Coldwell Banker system has been developed only after comprehensive market research has been conducted. Strategic delivery of those systems in Ireland will mean that:

- Franchisees can effectively plan their growth and expansion strategies to correspond with new system releases;
- Training can be conducted at a pace to allow sufficient assimilation by our Franchise partners and their teams;
- Coldwell Banker's reputation for providing innovative service is conducted at a sustainable pace to ensure our image of indisputable market leader has rock-solid foundations.



WWW.COLDWELLBANKER.IE





*”The client’s best interest
must be the guiding force
behind all services.”*

Associate with Excellence.

Support - Though each Coldwell Banker office is independently owned and operated, our business partners are encouraged to draw upon the experience of one of the world's most respected estate agency organisations for advice and assistance whenever they need to. We believe support should be more of a way of life than a catchword.

Internet - Understanding that we are now in a period where whoever can get the information to the consumer first will have the competitive edge, we've put considerable resources into building cutting-edge customer contact technology into our commercial and residential internet sites. These websites are your client's gateway to the world, and are the vanguard of what can truly be a global exercise for our franchisees.

Intranet - Coldwell Banker Works, a truly extraordinary accomplishment in information transfer within the Coldwell Banker global organisation, has been enhanced further by an intranet site that is available for our Irish franchisees exclusive use. An intranet site that allows for office management modules; sales tools, training schedules, marketing letters and much, much more.



WWW.COLDWELLBANKER.IE





*“Changing the face
of Estate Agency
in Ireland.”*

Never Alone.

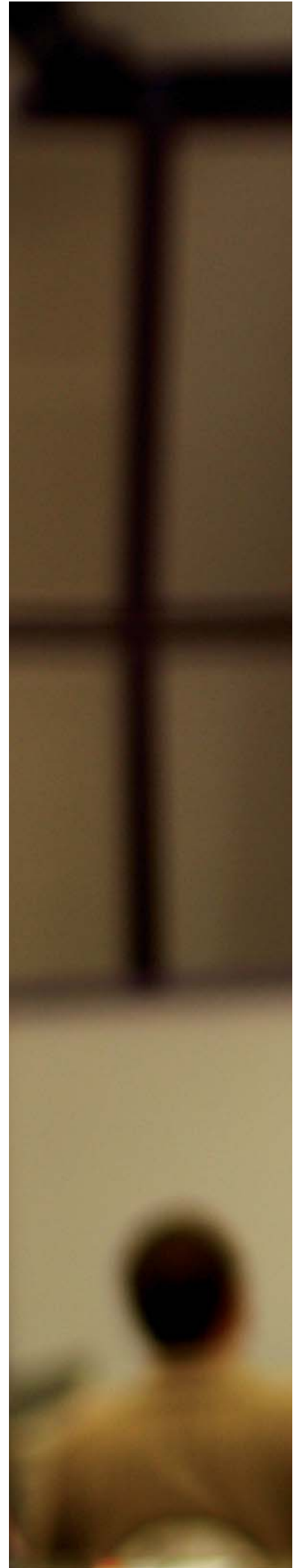
Training - Modules have been designed in Ireland to take each Coldwell Banker office through induction, intermediate and advanced training in sales and negotiation, to personal development seminars, CPD and specialised training for various Coldwell Banker systems. Even if your team can't get away from the office, we have a unique on-line learning facility available 24/7 so their skills can still be honed, without the need for down-time to do it.

Systems - One of the largest estate agency systems in the world, Coldwell Banker is able to produce proven marketing and business-enhancement strategies for almost every type of estate agency transaction imaginable: commercial, residential, luxury homes and waterfronts, investment properties, leasing, new homes, shops, development sites, industrial, land and country estates, holiday homes, golf course estates, offices, project marketing.....and more. This brochure has given you only glimpse of what lies behind the brand and its people.

Coldwell Banker is changing the way estate agency services are provided to consumers in Ireland. We look forward to traveling that very exciting road together with you.



WWW.COLDWELLBANKER.IE





“The Coldwell Banker organisation has provided its sales agents and their customers with a level of support that truly makes it an industry leader.”

W W W . C O L D W E L L B A N K E R . I E



Coldwell Banker Ireland
The Harcourt Building
Harcourt Street
Dublin 2
Ireland
Tel: + 353 (1) 411 0944
E-mail: info@coldwellbanker.ie