

COLDWELL BANKER



The **Coldwell Banker®** Brand is the trusted source of innovative real estate solutions creating exceptional experiences for all we serve.

A Story of Leadership

Coldwell Banker® is the oldest and most established residential real estate franchise system in North America, and it is known as one of the most innovative, forward-thinking real estate brands today. Its story of leadership, innovation and success dates back to San Francisco in 1906. After a devastating earthquake, a young real estate agent, Colbert Coldwell saw the need for trusted, honest and knowledgeable real estate services to help the city rebuild. A few years later, Benjamin Arthur Banker came on board and later became a partner. The founding tradition and heritage of providing professionalism and superior customer service remains the core of the **Coldwell Banker** philosophy more than 105 years later.

Today, the **Coldwell Banker** network has extended internationally. An industry pioneer for more than a century through up and down markets, **Coldwell Banker** has trailblazed new paths in real estate at every opportunity. **Coldwell Banker** was the first full-service real estate brand to launch a national website, stream listing videos online, create social media and iPad applications, design mobile-friendly sites and more. **Coldwell Banker** will "never stop moving" and will always be at the forefront of providing exemplary service and trusted counsel to home sellers and buyers, in addition to best-in-class support and educational tools for its network of real estate professionals.