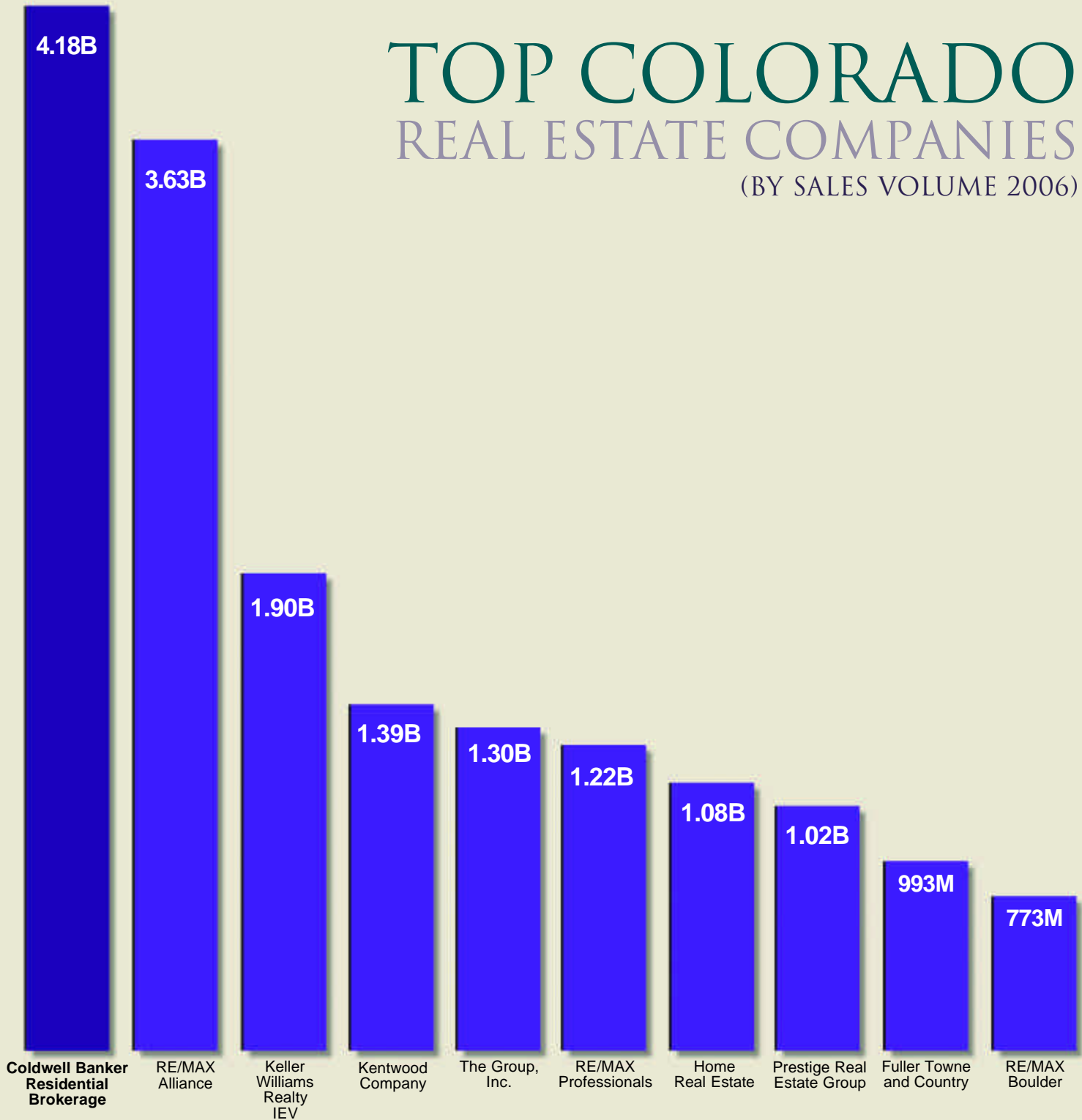


# PROUD TO BE #1 IN COLORADO... AGAIN!

## TOP COLORADO REAL ESTATE COMPANIES (BY SALES VOLUME 2006)



RESIDENTIAL BROKERAGE

Source: Denver Business Journal, May 11-17th, 2007 and Northern Colorado Business Report, February 3rd, 2007.  
All companies are independently owned and operated.

[WWW.COLORADOHOMES.COM](http://WWW.COLORADOHOMES.COM)

© 2007 Coldwell Banker Residential Brokerage. Owned and Operated by NRT Colorado LLC. Item #51-5003

# WHAT YOU SHOULD KNOW ABOUT MARKET SHARE

As a real estate professional, you're accustomed to using statistics to analyze your production and your company's position in the market. You will find on the backside of this piece we are #1 in Colorado.

But market share has become a meaningful gauge for our increasingly informed buyers and sellers, too. Here are some of the many ways people view market share today.

#### Sellers think:

They should talk to the company with the most signs in their market.

The company with the most signs must be the most knowledgeable.

The company controlling the market can probably sell their home faster.

The company with the most market share can connect them to more buyers.

They'll get more marketing exposure for their home from the company that is most active in their area.

#### Buyers think:

By working with the leading local firm, they'll get the inside scoop on hot listings.

The number one company will have the best resources to facilitate the sale.

The company doing the most business must have great agents.

#### Many Sales Associates think:

Market share makes the phone ring.

Market dominance attracts new business.

Market share is a powerful listing tool.

Market share means first access to information.

High volume offices can help sustain their personal sales consistency and momentum.

#### Real estate companies think:

Market share gives them an objective way to compare their success with their competitors. Being the number one company is a powerful image-builder.

#### At Coldwell Banker Residential Brokerage in Colorado, we think:

Market share is a reflection of your success in the local market.

Success in the market increases your resources for supporting yourself and your customers.

Our success positions us to invest in your future and ours with innovations in technology, Sales Associate support, marketing and more.

Coldwell Banker Residential Brokerage Colorado never takes our market share for granted. It gives us the resources to build on things that are even more important to us: people, careers, personal success, relationships, integrity and trust.

The greater combined market share of our merged companies gives you an even stronger platform on which to build your business – with a unique brand of exceptional service, one client at a time.

