

ColdwellBankerHomes.com

There's strength in numbers. Millions of visitors annually flock to ColdwellBankerHomes.com, where we collectively drive traffic and increase exposure for our listings.



FEBRUARY ACTIVITY

6.9 Million Visits

10.7 Million Listing Views

5,302 Saved Searches

111,134 Saved Properties

8,306 New Registrations

LAST 12 MONTHS

78.9 Million Visits

151 Million Listing Views

Where buyers are coming from

Today's homebuyer can come from just about anywhere. That's why ColdwellBankerHomes.com is optimized for search engines, which increases traffic and exposure.



HOW DO BUYERS GET TO COLDWELLBANKERHOMES.COM?

Search Engine: **4,823,254**
 Direct-to-Site: **1,020,360**
 Partner Sites: **150,378**
 Email: **494,754**
 Other: **1,058,398**



WORLDWIDE TRAFFIC

- | | |
|------------------|----------------|
| 1. United States | 6. Philippines |
| 2. Canada | 7. Mexico |
| 3. UK | 8. Australia |
| 4. India | 9. France |
| 5. Germany | 10. Brazil |

Consumers from 6 continents and 217 countries visited ColdwellBankerHomes.com 6.9 million times

Mobile friendly

More than half of ColdwellBankerHomes.com's visitors view the site from mobile and tablet devices, which is why the site was designed for screens of all sizes.

54% MOBILE



46% DESKTOP

More eyes this way...

When homebuyers are searching, we want to make sure our properties are seen. In addition to ColdwellBankerHomes.com, our listings are also on hundreds of real estate sites - including the leading industry sites which we've partnered with. Our strategy means more eyes on our listings.

- **39%** Zillow/Yahoo
- **27%** Coldwell Banker Websites
- **25%** Realtor.com
- **2%** Trulia
- **6%** Other



ADDITIONAL PROPERTY VIEWS ON PARTNER SITES

29.9 Million
9.3 Million
4.3 Million
1.6 Million

- Zillow
- YAHOO! REAL ESTATE
- realtor.com®
- trulia
- Homes.com