

A REAL ESTATE COMPANY THAT SHINES LIKE NO OTHER

EXPERIENCE THE DIFFERENCE


COLDWELL BANKER
CANADA





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Our global brand was founded in 1906 and has built a strong reputation in the real estate industry.

Mariana Cowan, Halifax, NS

LEADERSHIP 

INTRODUCING COLDWELL BANKER CANADA

We're here to make you a star; a top performer delivering the supportive real estate experience Canadians are craving. As **the #1 real estate brand in the world**, our team fuses Canadian sensibility and market insight with Coldwell Banker's leading global edge.

When you work with a globally-known brand with centralized Canadian operations, **you'll get outstanding agent-only resources**. We provide the support you need to land the deal - every time.

Like you, we stop at nothing to provide exceptional real estate experiences, which is why our professionals achieved a **98% overall customer satisfaction rating** from over 90,000 Canadian home buyers and sellers. How we accomplish this is the Coldwell Banker Way.

As a CB team member, you'll have access to a wide array of impressive **marketing resources, business training, personal wealth management, and the top real estate tech you need to take your career to the next level**. And it's proven to work. Trained agents have more listings, and close more deals at higher than average market prices.

If you're ready to commit to a successful career, connect with us to learn how the number one real estate brand in the world can benefit you.



Karim Kennedy, Chief Executive Officer
COLDWELL BANKER CANADA

THE HOME OF INNOVATION — AND HIGHLY SUCCESSFUL AGENTS

You've achieved your success through determination and hard work, but you know you can still go farther. Coldwell Banker can provide the tools, skills development and inspiration needed to help you achieve continuous progress and growth.

How? Through our four personal and career growth streams only available to Coldwell Banker agents. These are proven to help you expand your business, hone your sales skills and build personal wealth. We equip you with everything you need to deliver our signature Ultimate Service experience for your clients, designed to build your reputation for high-calibre work and exceptional customer service.

Here's how we can help you grow a flourishing career:

A REPUTATION FOR EXCELLENCE

The Coldwell Banker brand is well respected for good reason. We've continuously been ranked as the #1 brand in real estate worldwide - an accomplishment achieved by delivering memorable homebuyer experiences, trailblazing new innovations and building an awesome company culture.

PARTNERS IN YOUR GROWTH

You do your best work in the field. You're a people person. To facilitate that, we provide best-in-class broker support and automated marketing tools to get you out from behind your desk and maximize your productivity. Right from the start, we help you learn to become a leader in real estate through our exclusive training and coaching program, and will continue to support your progress through international events and mentorship. Our agents outperform with every deal: Coldwell Banker managed listings sell for 13% more than the market average.

THE TOP TOOLS RIGHT AT YOUR FINGERTIPS

As a Coldwell Banker Canada agent, you'll have all the tools you need, when you need them. Here's some examples on how we can help you shine:

Marketing your listings: Brand your listings and get on-demand design assistance

Customer Relationship Management: Nurture long-term client relationships

Social media templates: Spark interest with posts and ads that generate quality leads

Back-office tools: A curated tech stack to run your office

Learn from the best: Master running a profitable brokerage from the top names in the business


Competitive commission plans: Choose what works best for you and your team


Benefits program: Care for your family with health, retirement, insurance benefits and more


Awards program: Demonstrate excellence and grow your reputation


TRAINED TO LAND THE DEAL

We've seen agents' careers blossom thanks to our industry-leading training and development. At Coldwell Banker, you'll:

 **Network and learn** with the entire global Coldwell Banker network at Gen Blue conferences.

 **Grow and protect** your wealth, by participating in hands-on training hosted by top financial planning professionals.

 **Maximize** your Coldwell Banker arsenal of tools and resources with technical training.

 **Discover** how to run a profitable brokerage and learn best practices from other top real estate professionals.

A CULTURE THAT CELEBRATES SUCCESS

At Coldwell Banker, we are a supportive community that celebrates each other's successes. Our national Gen Blue conference is an annual highlight that brings together our wider community to foster constant learning and evolution, along with some joyous celebration. We also recognize top-performing teams and individuals with our annual agent awards.



BRAND



The supportive culture of our brokerage was something I observed with so many other Coldwell Banker brokerages

Gerald Lawrence, [Whitby, ON](#)

OUR DRIVING VALUES

Our four principles have guided us to success for more than a century. We are devoted not only to the service of our clients and their pursuit of home, but to helping our affiliated agents achieve profitable and fulfilling careers.

HOME

We're home to 96,000 exceptional real estate agents. Together, we're disruptors in our field, creating an environment that celebrates and facilitates growth so you can offer your clients unrivalled expertise and support. We offer unique competitive advantages so you can drive sales volume and revenue, all while working more efficiently. As part of Coldwell Banker, you'll have access to our global audience, world-class business education, brand name recognition, and marketing support and tools.

AWESOMENESS

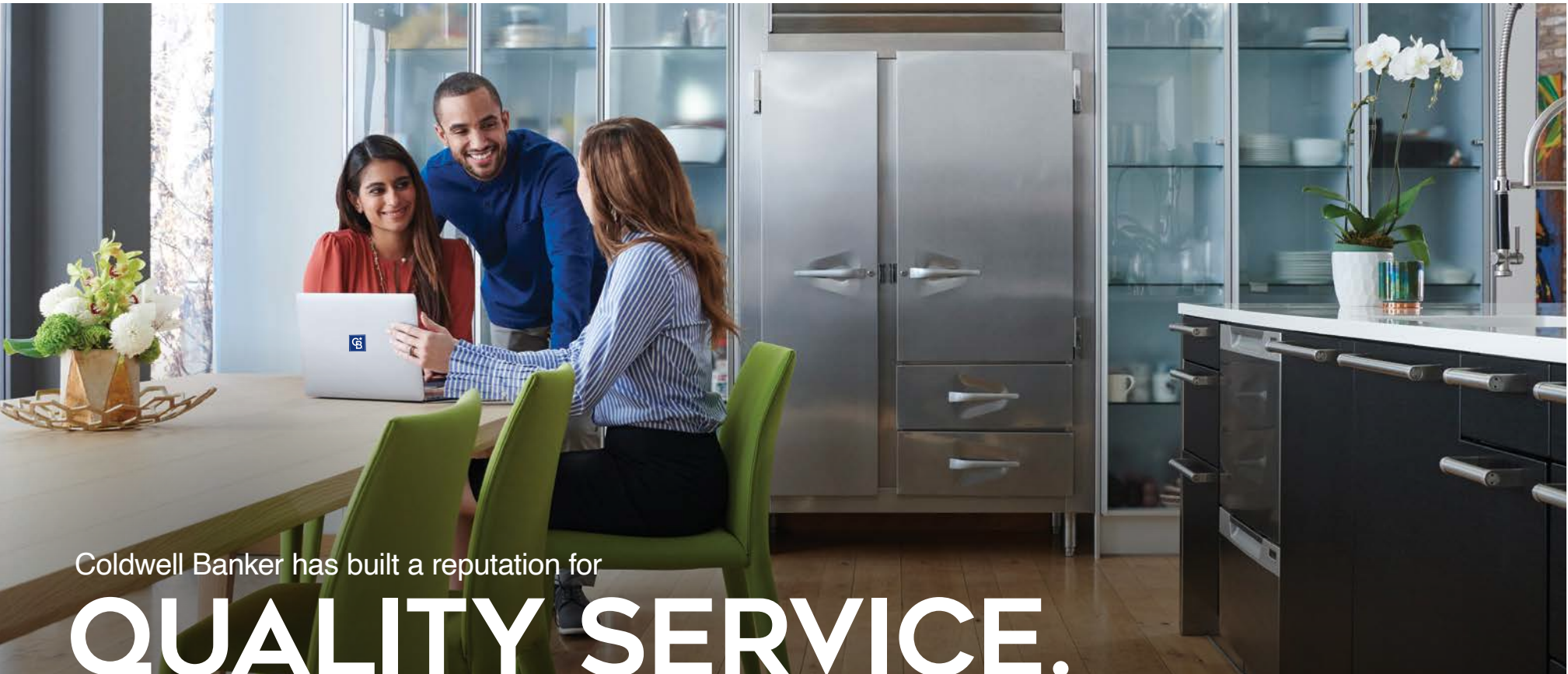
We embrace the spirit of awesomeness. It's embodied by every Coldwell Banker agent and office - a sense of fun, happiness, energy, and vitality. It's a mindset that infuses enthusiasm and optimism into every business opportunity. But most importantly, it's the inspiration for our one-of-a-kind events, community support, and worldwide network of affiliated agents joining forces to share insight and knowledge, so we can all succeed together.

INGENUITY

The world of real estate is rapidly being turned upside down, and we're at the forefront of this movement. Since our founding in 1906, we've found ingenious new ways to help our clients by pioneering industry firsts like the original real estate code of ethics and the first real estate mobile app. Our goal is to keep our agents on the cutting edge, helping move the industry forward by harnessing big data, marketing automation, on-demand learning and smart home technology. This makes our agents twice as productive, higher performing, and able to deliver the best customer experience in the world.

EXCELLENCE

Coldwell Banker is a company built on the demand for excellence. From pricing to staging to lead generation - we're here to help you conduct business to the highest possible standard. We believe going beyond the expected to deliver something sensational is the key driver for success in both the traditional and luxury real estate markets. Build, run and accelerate your real estate career with Coldwell Banker's suite of coaching and business resources.



Coldwell Banker has built a reputation for

QUALITY SERVICE.

ULTIMATE SERVICE

CLIENT SATISFACTION GROWS YOUR BUSINESS

Our agents are the best in the business because they know happy clients are the most valuable source of lead generation. Through our unique Ultimate Service program, Coldwell Banker professionals have achieved a **98% overall customer satisfaction** rating from over 90,000 Canadian home buyers and sellers. That's a standout achievement, considering only 60% of Canadian realtors received a high satisfaction rating from homebuyers.

Ultimate Service is a commitment to listen to your clients, put their needs first, and stand accountable with a written satisfaction guarantee. Coldwell Banker agents know how to create an impeccable real estate experience that guides clients to the home of their dreams.

THROUGH THIS PROGRAM, YOU CAN:

- Close deals faster and secure higher profits
- Provide a seamless experience while closing the deal
- Build long-term relationships and provide lifetime value
- Demonstrate your expertise in pricing, marketing, and effective negotiation
- Grow your business from residential to luxury real estate








THEME 

YOUR KNOCKOUT FIRST 90 DAYS

LET'S GET STARTED ON MAKING A SMOOTH TRANSITION

Joining Coldwell Banker is a monumental step in elevating your real estate career. As fellow challengers and innovators, we're focused on providing a comprehensive onboarding experience in your first 90 days to ensure your long-term success. We'll help you with:

-  **Seamless onboarding** plan with a single point of contact
-  **Quick turnaround** of email, business cards, signs, and agent branding
-  **Instant access** to our marketing and technology platforms
-  **Announcement templates** for your sphere of influence
-  **Continuous learning** through Coldwell Banker U

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Innovative marketing have been important factors in our success.

Krasowski & Miller Team,
Barrie, ON



ARE YOU READY TO LEAVE YOUR MARK?

[COLDWELLBANKER.CA/CAREERS](https://coldwellbanker.ca/careers)

