



## WEALTH BUILDER

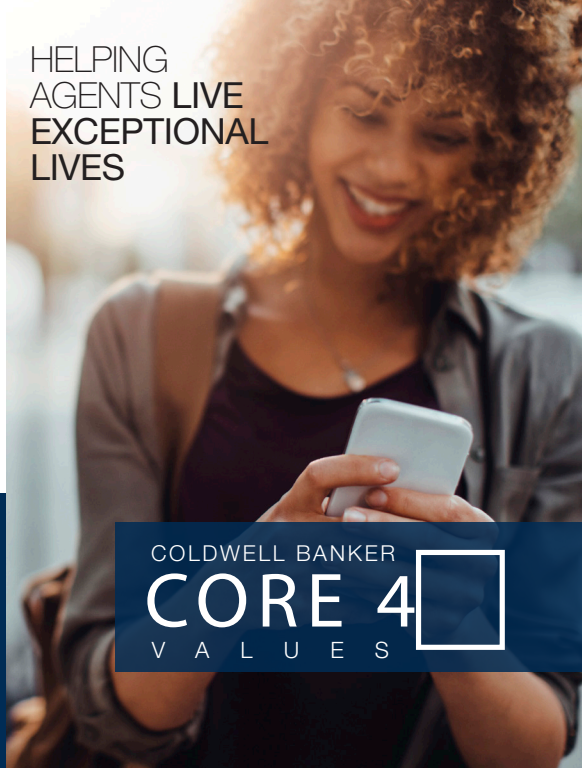
- **The Freedom Commission Schedule** – Allowing Sales Associates to make better choices with their money
- **The VIP Retirement Program** – Automatic SEP savings made easy
- **Financial Freedom** – Showing you how to run your real estate business more like a “real” business
- **Referral Rewards** – Refer a friend to any one of the NRT family of companies and earn extra cash

## THE PLACE TO BE



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HELPING  
AGENTS LIVE  
EXCEPTIONAL  
LIVES



COLDWELL BANKER  
**CORE 4**  
VALUES



## PRODUCTION POWER

- **Listing Concierge** – A comprehensive listing marketing program
- **The AVP** – Helping Sales Associates manage and connect with their sphere of influence
- **Core Tools (That Work)** – Office 365, inTouch Powered by MarketLeader (CRM, Sales Associate websites, listing alerts, robust marketing center), Market Reports, CBIONE, Cole Realty Resource (reverse directory), etc.



## CULTURE OF AWESOMENESS

- **AVP “Events”**– Designed to build deeper client relationships
- **Annual Awards Event at the Fairmont Sonoma Mission Inn** – Celebrating the very best
- **Quarterly “On Track”** – Recognizing success
- **Referral Rewards Club** – Honoring affiliated Sales Associates who help grow the company
- **International Gen Blue Sales Rally**



## COACHING TO CONFIDENCE

- **SkillBuilder** – World-class education for Sales Associates
- **Education Expos (Semi-Annual)** – High quality, results based education opportunities
- **Leader’s Edge and Business Consulting** – For Sales Associates who want to reach the top of the industry
- **Core Support (Support That Matters)** – In-office IT support, non-competing Managers, in-office Marketing Coordinators, professional administrative staff, etc.