



# Coldwell Banker Caine

## 2010 Brand Promise

*When you make a commitment to Coldwell Banker Caine,  
we make a commitment to you.*

CBC Brand Promise 1/7/10



**CAINE**

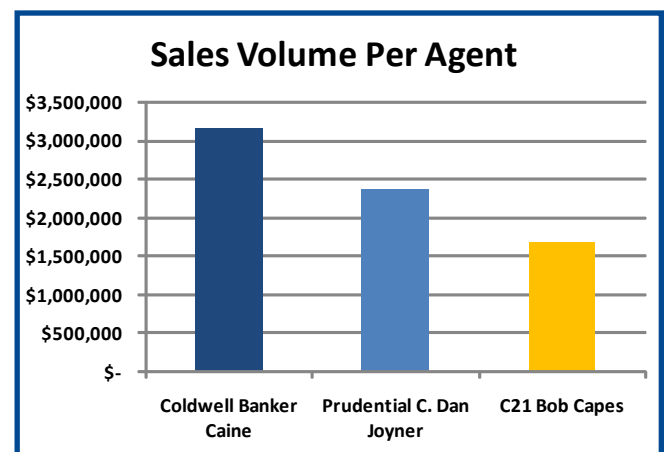
# The Caine Advantage

## Coldwell Banker Strength

- 100-year history with **96% brand awareness**<sup>1</sup>
- Global reach and resources with 3,700 offices and 117,000 sales associates
- Franchise Times **#1 Real Estate Franchise** eight years running
- Most closed sides of any real estate company<sup>2</sup>
- Coldwell Banker agents make up **25% of the 2008 REAL Trends 500 by sales volume** – this is 76% higher than the nearest competitor<sup>2</sup>
- Coldwell Banker agents **average \$373,000 per transaction** (RealTrends) which is 20% higher than industry average<sup>2</sup>
- **Coldwellbanker.com is the most visited real estate brand on the internet**<sup>3</sup>
- CBWorks.com is the #1 intranet site in the industry<sup>4</sup>
- Industry leading innovative tools on coldwellbanker.com like Home Tracker, Online Video and Satellite Mapping
- First national real estate firm to launch a home search interface for iPhone
- First real estate brand to put listings on a GPS device with its partnership with Dash Navigation
- Coldwellbanker.com offers a search platform for smartphones including Blackberry, Treo and Windows Mobile Devices
- **Two-time Inman Innovator of the Year** demonstrates commitment to online innovation leadership<sup>5</sup>
- Coldwell Banker LeadRouter lead management offers rapid response to online inquiries, resulting in more lead conversions

## The Caine Company Difference

- Full-service real estate firm established in 1933 offering Residential, Commercial, Mortgage, Property Management, Concierge, Relocation, Marketing, and New Homes/Developer Services
- 5 offices in Easley, Greenville, Greer, Seneca and Spartanburg
- 200 dedicated, full-time Sales Associates
- **All of our Managers are non-competing**
- **Among the top 6% of all Coldwell Banker firms**
- #1 Coldwell Banker Firm in South Carolina
- Coldwellbankercaine.com is a top local real estate website
- Award-winning Relocation department with \$137,000,000 in closed volume during 2008<sup>6</sup>
- Over \$503 million in residential closed sales during 2008<sup>6</sup>
- Over 2,300 closed transactions during 2008<sup>6</sup>
- According to RISMedia's 2008 Power Broker Report, Coldwell Banker Caine associates have the **highest average sales volume of any firm in South Carolina with 34.4% greater sales volume per agent than our closest local competitor**<sup>7</sup>



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<sup>1</sup>Research study conducted in July 2007 on behalf of Coldwell Banker Real Estate LLC by Brooks Rose Marketing Research LLC. <sup>2</sup>According to 2008 REAL Trends Top 500 report among brokers with greater than 500 closed sales (poll of over 700 respondents). <sup>3</sup>Nielson/Net Ratings Report for real estate Web sites, January-May 2008. <sup>4</sup>According to Nielson Norman Group's 2008 Intranet Design Annual. <sup>5</sup>In 1998 and 2007 Coldwell Banker Real Estate LLC was the recipient of the Inman Innovator of the Year award. <sup>6</sup>Coldwell Banker Corporate Reporting for 1/1/08 - 12/31/08. <sup>7</sup>RISMedia 2008 Power Broker Report.

# Brand Strength

The power of the Coldwell Banker brand is one of our greatest assets. With thousands of affiliate offices and 96% brand awareness, consumers know and trust Coldwell Banker for their real estate needs. Locally, Coldwell Banker Caine has been a leader in Upstate South Carolina real estate since 1933.

## Website

Coldwell Banker continues to blaze the online trail, providing the latest technology to both agents and consumers. **Coldwellbanker.com is the most visited real estate brand site in the nation**, and we distribute listings on top real estate websites, including Trulia.com, GoogleBase.com, frontdoor.com, Yahoo Real Estate Classifieds, AOL, and Openhouse.com. **Caine Company provides enhanced listings on Realtor.com at no charge to agents.**

## Technology

We are committed to technological innovation. **Coldwellbanker.com is formatted for mobile devices** allowing consumers to view listings anytime and anywhere. We were also the first real estate company to integrate with GPS - our partnership with DASH allows Coldwell Banker listings to be displayed live on DASH GPS systems. Coldwellbankercaine.com is a top real estate site and we are committed to maintaining dominance among our local competitors.

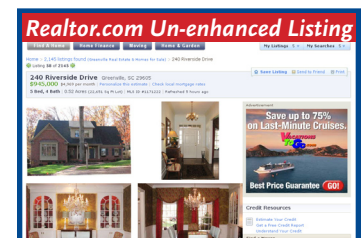
## Lead Management

To leverage the power of the internet we utilize Coldwell Banker's LeadRouter software to ensure rapid response to internet inquiries by instantly transforming internet leads into phone calls to sales agents. **Since 73% of home sellers choose the first sales associate they contact, LeadRouter positions Coldwell Banker Caine agents with a distinct advantage for capturing business.**

## Advertising

We provide high-quality advertising and marketing materials that support the Coldwell Banker brand. **Fliers, postcards and brochures are created by our marketing department and printed in-house for rapid turn-around.** Our distinctive signs have strong local and national recognition.

Local and national advertising bolsters the brand and supports sales efforts. Coldwell Banker runs 15 and 30-second television ads on major networks and cable channels and a comprehensive online advertising program on major search engines and portals like **MSN, Yahoo and Google**, along with sites that address life triggers like **Monster, The Knot and American Baby**. Locally, Coldwell Banker Caine works to build brand awareness through a combination of print, outdoor and online advertising through Google and Yahoo.



Coldwellbanker.com is formatted for Blackberry and iPhone

# Exceptional Services

Coldwell Banker Caine is truly a full-service firm offering an array of real estate services including Residential and Commercial brokerage services, Relocation, Residential and Commercial Property Management, Concierge, New Homes and Developer Services, Marketing and Mortgage - a combination of services that creates synergy, enhancing business opportunities across the board.

## Relocation & Referrals

Coldwell Banker Caine has the strongest relocation department of any Upstate real estate firm. With a dedication to community involvement and business development, plus an extensive international relocation network, we are frequently the first choice of major corporations relocating to our area.

As a Platinum Club member of the Cartus Broker Network, Coldwell Banker Caine is one of the **top 30 best-performing brokers in the country**. Cartus is the premier global relocation firm - seeking out brokers who demonstrate quality performance on behalf of transferring employees, who have a high ratio of success, and who have become visible through their actions and accomplishments. To earn this status, evaluation procedures ensure that transferring employees are working with top-notch, professional brokers helping them sell and/or find homes faster and settle into their new jobs and the community quicker.

Beyond the Cartus Network, we are a Sirva Relocation preferred broker, a member of the Employee Relocation Council (ERC) and a service provider for relocation services to 40 Third Party Relocation Companies.

**During 2008, our Relocation department processed over 1,200 leads and \$137,000,000 in closed volume.**

***The bottom line - Coldwell Banker Caine's relocation and referral network brings more potential buyers for our sellers and expands our agents' business opportunities.***

## Residential Property Management

With a portfolio of the area's highest-quality rental homes, Coldwell Banker Caine's Residential Property Management group provides top quality leasing and management services to local owners and renters. Our Property Management resources allow us to conveniently provide temporary housing for individuals relocating and in search of a home and for sellers who are awaiting the completion of a new home.

### Principle Broker – Cartus Network

Cartus Platinum Club Member  
2007 Cartus Cup Finalist - awarded to four U.S. brokers for exceeding relocation goals and providing excellent service

### Preferred Broker – Sirva Relocation

Relocation Service Provider to 40  
Third Party Relocation Companies

### Member ERC, Employee Relocation Council

Partnership with 1500 national and international corporations as well as associated relocation companies and vendors.

### Designated Certified Relocation Professional (CRP)

### Business Development

Upstate Alliance  
SC Economic Development Association  
Greenville Area Development Corporation  
Spartanburg Chamber of Commerce  
Greater Greenville Chamber of Commerce  
Advantage Greenville

  
**CARTUS**  
Broker Network

  
**SIRVA**  
Relocation

***Cartus is the world's largest relocation company, handling 32.7% of all moves in 2008.***

***SIRVA, the next closest competitor, was responsible for 12.8% of moves.***

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## Concierge

Coldwell Banker Caine agents, buyers and sellers have access to a complimentary referral service some of the area's best licensed and insured vendors. Our Concierge Director helps clients find the right vendors for home-related projects, saving time and stress. All of our vendors are licensed and insured and are committed to meeting the needs of our clients in a timely and professional manner. Concierge Service is unique to Coldwell Banker Caine, offering added value to anyone buying or selling their home with us and allowing us to continue our relationships with clients long after the transaction has closed.

## Marketing

From company branding to new homes marketing to property fliers and agent support, our dedicated Marketing Department strives to provide marketing materials that consistently outshine our competition. Our centralized team of professionals provides company-wide services including research, strategy and planning, copywriting, graphic design, website design, creation of collateral materials, advertising design and placement and event planning. Coldwell Banker Caine's marketing department has been recognized two years in a row with **The National Association of Home Builders' (NAHB) Nationals Silver Award for *The Elements* and *The Field House at West End* collateral materials.**

## Mortgage

Coldwell Banker Mortgage offers quality loan products and exceptional customer service. **Not only is a local mortgage advisor available to assist agents and customers, but Coldwell Banker Mortgage also has a convenient technology platform that allows customers to be pre-approved by phone or online.** They provide same-day loan decisions and are committed to giving customers an outstanding experience and meeting closing dates.

## New Homes/Developer Services

Coldwell Banker Caine's New Homes and Developer Services department provides consultation and sales services to developers of new single- and multi-family communities throughout the Upstate. Consultative services include market research, proforma analysis, site selection, product mix, sales strategy and marketing strategy. Our New Homes sales force consists of agents who have earned the New Homes Specialist certification.

## Commercial Real Estate

With a team of seasoned agents, Coldwell Banker Commercial Caine handles the lease and sale of land, office, industrial, retail and investment properties across the Upstate. Our Commercial Property Management team manages over 1 million square feet of space, with clients including Poinsett Plaza, Lewis Plaza, McBee Station, 200 East Broad Street and Falls Place.

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## Our Licensed & Insured Concierge Vendors Include:

Landscapers  
Plumbers  
Contractors  
Cleaning services  
Handymen  
Movers  
Flooring services  
HVAC services  
Interior designers  
Painters  
Electricians  
Chimney cleaners  
Exterminators  
Appliance repair

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## New Homes Clients





# The Support You Need

on the  
*Market*

123 Main Street, Subdivision Name

Price: \$500,000 • MLS# 123456

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Sales & Marketing by:  
AGENT ACENT / nonconos  
Mobile: 864.000.0000 • Office: 864.000.0000  
Fax: 864.000.0000 • Toll free: 800.000.0000  
Agent@coldwellbankercaine.com

| ROOM DIMENSIONS |         |
|-----------------|---------|
| Living Room     | 22 X 34 |
| Dining Room     | 10 X 15 |
| Kitchen/Isle    | 10 X 12 |
| sun room/deo    | 12 X 15 |
| bouas           | 21 X 24 |
| basar           | 14 X 18 |
| bedroom 2       | 11 X 14 |
| bedroom 3       | 11 X 14 |
| bedroom 4       | 11 X 14 |

LOT DIMENSIONS  
12 x 250 x 123 x 200

SCHOOLS  
Augusta Circle Elementary  
Hughes Middle  
Greenview High

2005 TAXES: \$000

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JUST SOLD!

123 Address, Subdivision

www.coldwellbankercaine.com

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**Coldwell Banker Caine's EASI Team provides Fliers and Just Sold cards free of charge.**

**CBWorks provides access to Coldwell Banker resources, including e-marketing and business planning tools.**

## Support Services

Our mission is to provide our agents with the best possible services and support to enable them to sell more effectively. Each office has support staff on site to manage office traffic, provide administrative support and assist agents in their daily activities. Coldwell Banker Caine office managers have years of administrative real estate experience and are an excellent resource to both new and experienced agents.

Coldwell Banker Caine also has a centralized team of professionals to process listings and closings and create marketing materials. Our Exceptional Agent Services Initiative (EASI) team provides consistent and exceptional services to all of our offices. By leveraging a team approach, we ensure seamless service and rapid response. **Listing paperwork submitted by 4 p.m. is guaranteed for entry into MLS that day and fliers submitted by noon guarantee a same-day proof.**



## Infrastructure

With five offices across the Upstate, Coldwell Banker Caine has the infrastructure needed to support the way you do business. All offices have high-speed internet and agents have direct phone numbers with VOIP routing of phones, and we provide full Blackberry support through a Blackberry Enterprise Server. We offer both traditional and flex office space to accommodate a variety of working styles. Traditional offices allow an agent to work solely out of one location, while flex space allows agents to work out of any of our locations and receive access to phone, internet, supplies and support staff.

For added accessibility, Coldwell Banker Caine utilizes Microsoft Webmail - allowing you to have access to your email from any computer with an internet connection. A number of online tools are also available to agents. CBWorks, Coldwell Banker's award-winning intranet, provides a central location for marketing, sales and educational resources. **Agents can log in - anytime and anywhere - for access to personal websites, e-marketing tools and business planning tools.** Company forms and other reference information can be accessed through CaineNet.com, our local intranet.



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## Management



### **Frank Halter, Chairman**

Frank Halter heads our third-generation company. During his more than 55 years in real estate he has been instrumental in numerous developments, including three major malls in Greenville, Columbia and Myrtle Beach. He has shared his leadership with community organizations including the Greenville Chamber of Commerce (President 1974), Greenville County Planning Commission, Greenville Hospital System (Trustee/Chairman 1984 - 86), United Way (Palmetto Society Director), YMCA, The Peace Center for Performing Arts (Director 1994 - 2000) and the Furman University Advisory Board.



### **Brad Halter, GRI, CRB - President**

Brad is president of Coldwell Banker Caine. Licensed in 1978, he holds a BS in Finance from the University of South Carolina. Brad is active in the Greater Greenville Association of Realtors, having served as Director, President of the Association's MLS and Chairman of the Professional Standards Committee. He is currently director of Bank Greenville, president of the Downtown Area Partnership, a past member of the South Carolina Association of Realtors Board of Directors, the Greenville Hospital System Advisory Board and the Greenville Convention and Visitors Bureau board of directors.



### **Fritzi Barbour, CRB, CRS, GRI - Vice President, Broker-in-Charge**

Manager of the firm's Downtown Greenville office, Fritzi is one of only a few brokers in the area holding the Certified Residential Brokerage Manager, Certified Residential Specialist and Graduate, REALTORS Institute designations. With strong training experience she is focused on keeping agents ahead of market trends, and the complex nature of real estate transactions in this age of technology, disclosure and discovery. As a result, she is a four-time recipient of the Coldwell Banker National Office Managers Award of Excellence.



### **Susan Clary, ePro, GRI - Vice President, Broker-in-Charge**

Susan is Manager of the Spartanburg and Greer offices and has been active in real estate since 1988. Her outstanding leadership earned her the Coldwell Banker National Office Managers Award of Excellence for two consecutive years. She has served on the Spartanburg Board of Realtors, the Friends Board of Brookgreen Gardens, Ballet Spartanburg, and the Middle Tyger Community Center. Susan was also a member of the Board of Visitors for the Spartanburg Regional Medical Center and Leadership Spartanburg Class of 1998. Currently she serves on the MLS Board of Directors and the Spartanburg County Commission for Higher Education.



### **Alan Abshire, Broker-in-Charge**

Alan Abshire is Manager of Coldwell Banker Caine's Easley and Seneca offices. Alan is focused on growing business in Pickens and Oconee counties and is dedicated to the local community. His background as a real estate sales agents allows him to help agents better serve their clients. Alan holds a Bachelor's Degree in Christian Ministries from Southern Wesleyan University.

# The Value to You

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Coldwell Banker Caine provides the following items and services to agents at ***no additional cost***:

## Training

- **New Agent Orientation** - extensive training in company departments and systems, along with classes on contracts, insurance, objection handling and prospecting and promotion, among other topics
- **CB Works Online Education** - many free and self-paced courses with topics including project management, real estate topics and tutorials on computing and software
- Ongoing education sessions and training

## Management

- Management support and leadership
- **Non-Competing Managers**

## Marketing

- MLS and advertising input
- **Creation of all fliers and brochures**
- Company paid marketing program
- Just Sold postcards mailed on your behalf
- Virtual tours for qualified properties
- In-house creative services
- Yard signs, open house and directional signs
- Sign riders (first set)
- Marketing and prospecting materials
- **Enhanced Realtor.com listings**
- Profile page on coldwellbankercaine.com
- Listing distribution to multiple partner sites

## Infrastructure

- Traditional or Flex office space
- Use of company computers, software, copiers and faxes
- MLS lock boxes
- Long distance calls
- Voicemail system
- Basic office supplies
- Basic business postage
- Company-provided email
- Intranet access to forms, marketing materials and resources through CBWorks and CaineNet
- Full Blackberry infrastructure and support

## Compensation

Coldwell Banker Caine offers five competitive compensation plans to help you achieve your business goals and earn to your highest potential.

## Business Systems

- Errors and Omissions Insurance with shared deductible
- **Relocation and referral service**
- **LeadRouter** instant notification of online leads
- Concierge service
- Appointment Center
- Floor duty opportunity
- Awards program

## Agent Expenses

Agent expenses include real estate related licensing, education and dues, business cards, personal marketing postage and special advertising.

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