



LeadRouter™
The Right Agent... Right NOW!

Responding Faster.

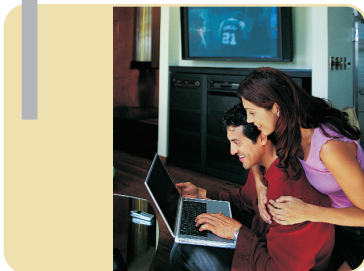
CAPTURING BUYERS ON THE INTERNET.

74% of potential home buyers use the Internet as part of their home search¹. With Coldwell Banker Residential Brokerage's LeadRouter® software, your agent can capture online inquiries and respond immediately.

CLICK. CALL. CONNECT.

After generating the greatest exposure for your property at cbmove.com, coldwellbanker.com and REALTOR.com®, we follow it up with the most knowledgeable and responsive customer service in the business. Coldwell Banker Residential Brokerage's innovative LeadRouter® technology gives our sales associates the ability to respond to consumers faster than other real estate brokers.

1



When an interested buyer emails an inquiry about your property, it is automatically entered into our LeadRouter® system.

2



LeadRouter® immediately converts the potential buyer's inquiry into a voice message and sends a call to your sales associate's cell phone.

3



Your sales associate is notified within seconds, giving them the ability to respond at the moment the potential buyer's interest has peaked.

SELLING IN WAYS THE OTHERS CAN'T!

Today's savvy home buyers expect a response to their online inquiries within 15 minutes. If they do not hear back, they move onto the next property of interest. With LeadRouter, your Coldwell Banker Residential Brokerage sales associate will receive the inquiry and can respond immediately—before the potential home buyer loses interest in your property. Your buyer can now reach the agent who best knows your home and its unique selling features—your Coldwell Banker Residential Brokerage agent.



www.cbmove.com



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1. 2004 National Association of REALTORS® Profile of Home Buyers and Sellers.