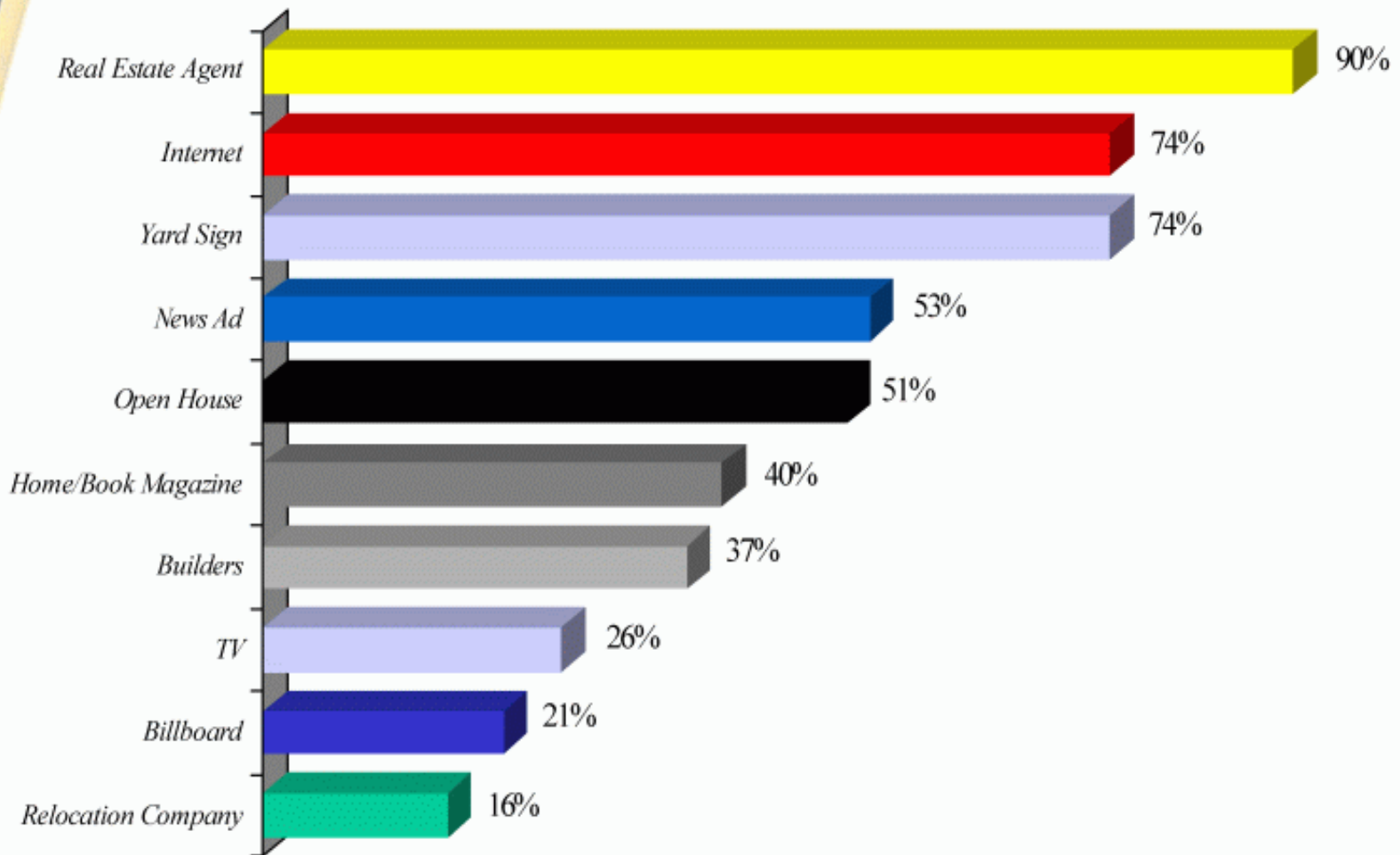


Information Sources Used By Buyers In Home Search

Real estate agents are the primary resource used by buyers in a home search.



Your **Coldwell Banker®** Sales Associate is an educated and experienced real estate expert and your primary information source throughout the home selling process.

Coldwell Banker Sales Associates market properties uniquely. We combine the power of our national television, radio and print advertising with our local newspaper efforts and local promotions to offer every listed property unparalleled exposure.

coldwellbanker.com, our award-winning Web site, recorded more than 1 million visitors* per month in 2002 alone. No other marketing vehicle can offer your listing more global exposure.

Coldwell Banker yard signs are highly recognizable and convey high expectations about property quality. Yard signs can be customized to provide immediate information, like agent phone numbers and Open House opportunities.



**Shooltz
Realty**

Source: The 2002 National Association of Realtors® Profile of Home Buyers and Sellers.

*not unique