

Accelerating the Future





In the world of commercial real estate, few names resonate as strongly as Coldwell Banker Commercial®.

Since 1906, we have set the industry standard— in service, in professional integrity, and in market expertise. Throughout our history, we have built upon each of our successes, growing from a humble, two-person firm, into a global real estate services powerhouse network of over 4,000 professionals, boasting what is perhaps the most recognized name in commercial real estate.

Each office across the globe is empowered to provide clients with information, support and key decisions independently. And everyday our associates harness the strength of this model, bringing buyers and sellers together, providing answers and insight—in short, representing the definitive resource for all our clients' commercial real estate needs. Backed by the **Coldwell Banker Commercial** name, our network of offices represents a nimble, united force that is nothing short of awesome.

The single greatest concentration of professional talent in the industry. A unified network of offices that respond to client needs with speed and precision. A globally-recognized organization that supports and defines each of our endeavors.

Accelerating the Future of Commercial Real Estate.

“An international commercial real estate services company built upon a closely united team of entrepreneurially- and institutionally-owned offices that speak to and move within the industry as a unified organization. This is the future of Coldwell Banker Commercial.”

– RICK DAVIDSON, President and COO, Coldwell Banker Commercial Affiliates, Inc.

Moving beyond growth

Coldwell Banker Commercial[®] has never settled for anything less than excellence. The principles that have guided us through to our present course—constant self-improvement, an absolute passion for our profession, and a relentless drive toward leadership—continue to fuel our success and move us forward. And the results speak for themselves.

The strength and efficiency of our business platform and global network of offices is revered throughout the industry. Our marketing tools and technologies are cutting-edge, and our overall service delivery is solid, helping us achieve consistent, year-over-year sales growth. Coldwell Banker Commercial has accomplished remarkable things, and we are poised to accomplish many more.

Within the framework of five key areas—existing office growth, primary market presence, international market growth, new service lines and unified service delivery under the Coldwell Banker Commercial brand—we will build upon existing footholds and areas of strength to achieve a new level of success, embodied in three key measurements:

- \$2 billion in gross commission income
- Leading industry position
- The continued enhancement of the Coldwell Banker Commercial brand



EXISTING OFFICE GROWTH

Founded and operated by highly-trained and experienced real estate professionals, and backed by a historically powerful organization, our offices can provide clients with what they need to know—when they need it.

Undeniably, the growth of our existing offices is key to our growth as an organization, and we have implemented programs that will perpetuate their continued strength.

Supporting our Professionals' Success:

- Helping individual professionals gain clients based on a proven track record and superior market knowledge
- Providing our professionals with the tools, resources, and continuing education they require to be the best possible practitioners of real estate
- Through our proactive Business Development team, providing client solutions on a global platform
- Marketing our successes through a network handling over 30,000 transactions per year
- Developing and maintaining a training program that addresses the unique challenges of an ever-changing marketplace
- Assisting our affiliated offices in managing their businesses in the key areas of Planning, Organizing, Training, Recruiting and Controls, and addressing their needs to help them reach the highest levels possible



PRIMARY MARKET PRESENCE

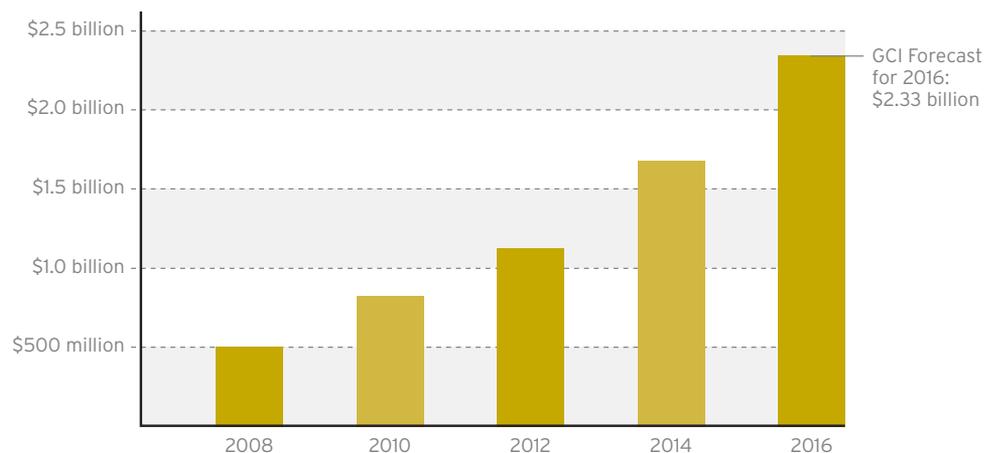
Maintaining a position of leadership within our industry

requires a dominant presence in major markets throughout the country. While we diligently grow our current market position, we will continue to expand aggressively within primary market areas.

Currently, **Coldwell Banker Commercial**® holds the largest secondary and tertiary footprint of any commercial real estate services provider, allowing us to benefit from national recognition and a vast network of interconnected resources.

Our growth in primary markets will position **Coldwell Banker Commercial** affiliated professionals to complete assignments of increasing size and complexity, which raises our industry presence and brand equity, while driving further growth and development throughout our organization.

Growing Consistently. . .



EXISTING OFFICE GROWTH
and strong, focused expansion within primary and international market footholds are necessary drivers of current and future growth.

INTERNATIONAL MARKET GROWTH

Domestic success goes hand in hand with success abroad, and we continue to develop our strong presence in overseas markets. Globally, commercial real estate activity is vibrant, and economic growth is taking hold in EMEA (Europe, the Middle East and Africa), Asia Pacific and other major international markets. As market indicators continue pointing to an overall positive international commercial real estate environment, **Coldwell Banker Commercial** is there, leveraging our existing relationships in these markets for maximum potential. Specifically, we will focus on major metropolitan centers, strengthening our partnerships with regional **Coldwell Banker**® affiliates, pooling resources to propel growth, and underscoring our position as an organization of global reach.

...Across the Globe



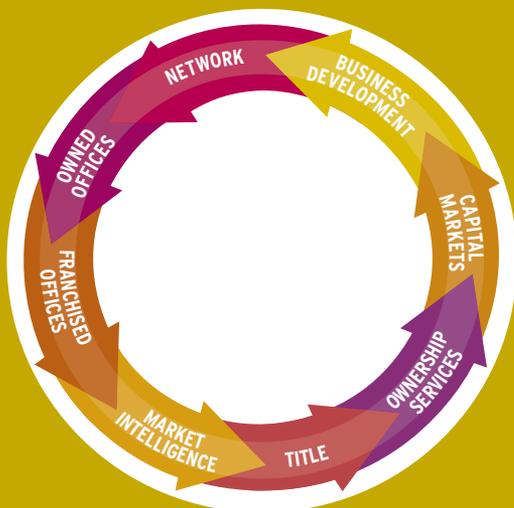
“An organization can benefit greatly under the Coldwell Banker Commercial name—it truly does get you in the door—bringing you a level of credibility and recognition with potential clients that you wouldn’t typically receive.”

– GARLAND WARREN, Coldwell Banker Commercial Scalzo Group, Bethel, CT

NEW SERVICES LINES

In a competitive industry, only a comprehensive commercial real estate services provider—one that is fully in touch with its clients’ needs—can achieve true success. This entails not only delivering the level of outstanding service that clients have come to expect, but providing clients with value throughout the entire real estate transaction.

Going forward, Coldwell Banker Commercial® will continue to cement its position as a fully integrated commercial real estate organization. Our goal for the near future will be the incorporation of several new business lines into our already impressive real estate services model, offering our clients precisely what they need to maximize their real estate decisions.



Value Circle of Ownership & User Services

The addition of these services marks an exciting time in our company’s growth. While maintaining our nimble, entrepreneurial structure, we will be offering customers a full suite of professional real estate tools, and the opportunity to address all of their real estate needs through one office. At the same time, we will be enabling our associates to become full-service professionals, and providing our clients with the most comprehensive service available.

DELIVERING AS ONE

The strength of the Coldwell Banker Commercial name has always played a major role in our company's success, providing our offices with instant recognition, and helping each associate reach beyond their local market. Accordingly, continual brand enhancement remains a critical component in all of our efforts.

Historically, three core principles have guided the development of the **Coldwell Banker Commercial** strategy. These simple, focused actions underscore every step we take as an organization, creating opportunities for success, and perpetually raising our presence among our peers and competitors.



The Coldwell Banker Commercial Model:

AFFILIATING the highest quality companies in our industry

ASSOCIATING the most talented and capable professionals in our field

TRANSACTING business of a quality and scope that is consistent with our growth objectives and that will underscore our increasing prominence within the industry

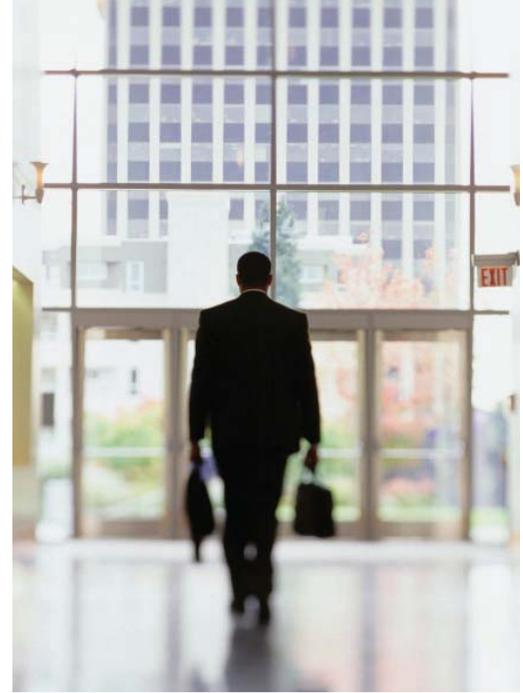
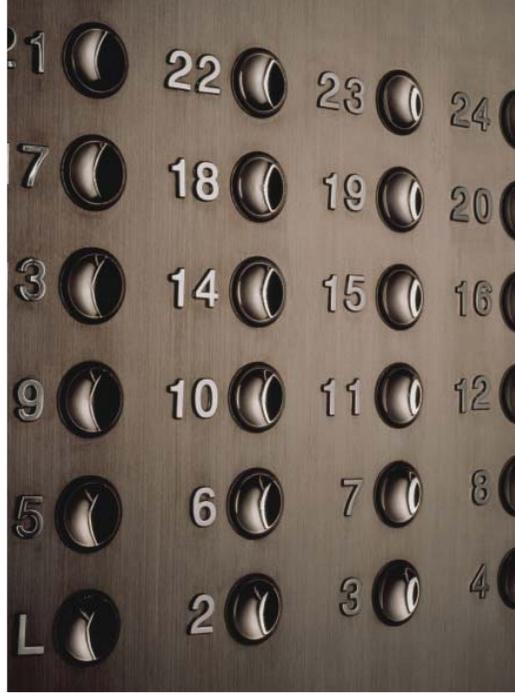


Exceeding expectations

The hallmark of a truly great company is not simply whether or not it achieves its financial goals, but how far it goes in surpassing its own notions of success. At **Coldwell Banker Commercial**[®], we have always sought a level of achievement beyond what our industry and our peers have come to expect.

Core office growth, an increasing primary and international market presence, an extensive roster of cutting-edge client services, all combined together under the strength of the **Coldwell Banker Commercial** brand name—these are the areas upon which we will move forward and from which we will draw strength.

As our affiliate offices join us in our mission, we will develop an unstoppable momentum, progressing as a unified, dynamic team that is able to constantly improve, and continually reach new heights.



www.ColdwellBankerCommercial.com

1-800-222-2162

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