

Coldwell Banker Schmitt Real Estate Co.

Our Mission:

To build on our heritage as the area's oldest and largest, full-service Real Estate Company providing unparalleled service, with resulting profits to our company, associates, customers and clients, while steadfastly maintaining the highest ethical standards necessary to remain...
"The Most Trusted Name in Florida Keys Real Estate"

Coldwell Banker Schmitt Real Estate (CBSREC) brings a market-leading combination of resources to each partnership that is both unique and invaluable, providing sales leadership, marketing structure, depth of knowledge, better than 51 years of experience, and the ability to make things happen.

CBSREC is the number-one real estate company across The Florida Keys in:

- **Longevity**
 - ✓ We are a 51-year old company with a strong heritage, and long-term view and commitment to the real estate business. No other real estate company has been around for nearly as long.
- **Market Share**
 - ✓ Our market share exceeds the number-two company by 60 percent and the number-three company by 275 percent. **
- **Sales**
 - ✓ \$674 million sales volume in 2005 is 43 percent greater than the second-ranking company.*
- **Listings**
 - ✓ 96 percent more listings than the second-ranking company**
- **Listings sold**
 - ✓ We've sold double the number of properties of the number-two firm, 280 percent more than number-three, and 400 percent more than number-four.**
- **Luxury property listings and sales**
 - ✓ CBSREC sales associates sell more properties priced at \$1 million+ than any other agents; 50 percent more than the second-ranking company.**
- **Office Productivity**
 - ✓ All five CBSREC offices rank in the Top Nine offices for sales among 239 offices Keys-wide**
- **Agent Productivity**
 - ✓ We have fewer than 10 percent of all agents, yet they do 20+ percent of all business Keys-wide.
 - ✓ We have the most agents in the Top 250 of 1,400+ agents Keys-wide, with double the number in the Top 100 and 48% more in the Top 250 than the number-two company
- **Giving Back To Our Community**
 - ✓ Our Charitable Foundation has raised nearly \$300,000 over the last three years to support people and programs exclusively in the Florida Keys

Coldwell Banker is the number-one name in real estate globally, and participates in one out of every nine sales in the United States. CBSREC is a highly productive organization even by worldwide Coldwell Banker standards:

- We are the number-two Coldwell Banker company in Florida, second only to a company with 24 sales offices.
- We are ranked at number 32 out of 1,279 Coldwell Banker companies worldwide for sales production.

* as of December 31, 2005

** as of May 31, 2006

Other key elements contributing to our success:

Our presence from Key Largo to Key West enables us to focus our resources wherever and whenever necessary.

- Five modern, state-of-the-art offices strategically located in the five major markets of The Keys that rank within the Top 9 of 239 offices and 145 companies Keys-wide:

Office	Keys-wide rank	Primary Market Area ranking
Key West	#5	#1 in Key West
Big Pine Key	#2	#1 in the Lower Keys
Marathon	#1	#1 in all The Keys
Islamorada	#3	#1 in the Upper Keys
Key Largo	#9	#4 in the Upper Keys

- We provide seven-day-a-week access to buyers and clients.
 - ✓ Our offices offer extended hours
 - ✓ We will shortly be adding live Site Greeters with real-time chat capability to our website

The Coldwell Banker Previews International® program is specifically tailored for residences qualifying among the market’s top 10 percent.

- Each CBSREC sales associate completes a special course with continuing training, plus they must have specific experience in listing and selling the finest residences, and a superlative record for customer service prior to designation as a “Previews International” agent.
- With our luxury home expertise and our sales success, CBSREC Previews agents can bring your project to the direct attention of a substantial database of Keys luxury property buyers and prospects.

Our “Premier Real Estate Success System” (PRESS) is a network of the most advanced Business Generating Systems and Programs allowing our agents to provide the highest level of service to achieve your real estate goals, and is enabled in-house by a sophisticated marketing capability, leading edge information technology, and a thoroughly professional training facility.

We believe our adoption of Single Agency as the preferred manner for working with sellers and buyers has been a significant factor in the market-leading success of our agents. We consider Single Agency a clear differentiator for choosing a Coldwell Banker Schmitt Agent to represent your interest when selling or buying real estate.

These points of difference pay off in measurable results and provide the foundation and guiding principles for management, staff and agents to rely upon in order to achieve ever-increasing levels of success for themselves, our buyers, our sellers, and you.

