COLDWELL BANKER RESIDENTIAL REAL ESTATE

Reaching Buyers Around the World

Florida – #1 U.S. Destination for Foreign Home Buyers

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COLDWELL BANKER PREVIEWS INTERNATIONAL

Why Do International Home Buyers Choose Florida?

23% of all international home buyers who bought a U.S. home chose Florida, the top destination in 2013, according to the National Association of Realtors®*.

Secure

- Buying Florida real estate is often seen as a desirable, profitable and secure investment, particularly with favorable exchange rates. Florida properties are considered a good investment value, as prices are higher for comparable properties in many other countries.

Ease of Ownership

- It is easy to buy a home in the U.S, as there are no government restrictions on foreigners purchasing real estate in this country. Anyone is eligible to apply for conventional mortgage financing and FHA foreign national home loans (FHALoanPros.com).

Location

- Direct flights from many countries worldwide provide easy access to Florida's international airports, including Fort Lauderdale-Hollywood (FLL), Miami (MIA), Orlando (MCO), Palm Beach (PBI), Sarasota/Bradenton (SRQ), St. Petersburg-Clearwater (PIE), Southwest Florida (RSW) and Tampa (TPA).

Lifestyle

- Home buyers and visitors enjoy an endless outdoor lifestyle, world-famous attractions and theme parks, and an incredible variety of culture and fine arts. Florida's communities are home to world-class health and medical facilities, art shows and local festivals, many within walking distance of local residences.

Why Choose Coldwell Banker Residential Real Estate?

Global Network

More than 4,800 sales associates help buyers find Florida properties that match their residential, investment, rental and vacation needs. Collectively, the Coldwell Banker® independent sales associates at more than 75 statewide offices speak nearly 100 foreign languages and connect with 85,000 sales professionals at 3,100 offices in more than 50 countries.

Argentina
Aruba
Australia
Bahamas
Belize
Bermuda
Bolivia
Brazil
Canada
Cayman Islands
China
Colombia
Costa Rica
Czech Republic
Dominican Republic
Ecuador
Egypt
France
Greece
Guatemala
Guyana
Honduras
India (Mumbai only)
Indonesia
Ireland
Italy
Jamaica
Japan
Kenya
Kuwait
Lebanon
Malta
Mexico
Monaco
Nicaragua
Nigeria
Oman
Panama
Peru
Puerto Rico
Romania
Saudi Arabia
Singapore
Spain
St. Kitts/Nevis
St. Martin
Switzerland
Turkey
Turks & Caicos
United Arab Emirates
Uraguay
U.S.
Venezuela
Virgin Islands (British)
Virgin Islands (U.S.)

A Global Network of Distinction

*National Association of Realtors® 2013 Profile of International Home Buying Activity.

Marketing Properties Internationally, Connected 24/7

The combined global audience for the more than 725 websites on which your property will be marketed exceeds 16 million visitors daily, and continues to grow.

FloridaMoves.com

- 7.1 million annual visitors[1] view properties using affordability and lifestyle tools to search for homes.
- Unrivaled U.S. search engine presence and 63,000 search terms drive buyers to the listings.
- Internet search on Google.uk (U.K.), Google.ca (Canada), Google.de (Germany) and Google Latin America (representing 23 countries) attracts buyers from 177 countries.
- International visitors from 215 countries visited FloridaMoves.com in 2013[1], viewing properties in 19 languages, including Arabic, Chinese, Czech, Dutch, French, German, Hebrew, Hindi, Italian, Japanese, Korean, Portuguese, Russian, Spanish, Turkish and Vietnamese.
- Top three countries for FloridaMoves.com visitors: Canada, the U.K. and Germany.

coldwellbanker.com
This national Coldwell Banker® website attracts 2.83 million monthly visitors[1] — the most online visits of all national real estate brands in 2013[2] — and was the first to offer iPhone®, iPad® and Android apps.

coldwellbankerpreviews.com
This award-winning site features exceptional home inventory that attracts affluent buyers worldwide. In fact, 27% of the traffic that coldwellbankerpreviews.com receives is from international visitors[3].

cbpluxury.com
This multilingual micro-website promotes Previews® luxury properties to buyers in Brazil, China, Russia and United Arab Emirates in their native languages, driving traffic to listings on coldwellbankerpreviews.com.

cn.wsj.com (China) and PropGOLuxury.com
Since 12% of international buyers purchasing U.S. homes are from China[4], Coldwell Banker's $1 million-plus Previews listings are now featured on the Chinese edition of *The Wall Street Journal* and its host, PropGOLuxury.com.

FrontDoor.com™
Coldwell Banker properties are featured on HGTV's real estate website, which receives 4.1 million monthly visitors[5] and is part of the powerful Zillow® network.

Hamptons-International.com
All Coldwell Banker Residential Real Estate properties are displayed on this website of leading U.K. real estate company Hamptons International.

Homes.com®
Each month, more than 10.6 million consumers[5] visit Homes.com® to search for real estate by location or property features.

hotpads.com™
Powered by Zillow, this search engine allows users to search for rental properties and homes for sale on an interactive map.

JamesEdition.com®
All Previews listings are displayed on JamesEdition.com, which receives more than 660,000 monthly visits[3] from ultra-affluent consumers in more than 200 countries.

ListGlobally.com
ListGlobally syndicates all Previews properties to 100 leading real estate portals worldwide, reaching a potential audience of 140 million viewers.

LuxuryRealEstate.com
All $500K+ listings reach affluent visitors worldwide on this invitation-only site, associated with *Who's Who in Luxury Real Estate* and *Luxury Real Estate* magazine.

MSN® Real Estate
Offering real estate listings, news and advice, this popular site receives 38.1 million monthly visitors[5].

NYTimes.com
As a partner with NYTimes.com, the #1 newspaper website in the world, all Coldwell Banker properties are displayed in the real estate section.

PrimeLocation.com and Zoopla.co.uk
These sister U.K. property websites display $1 million-plus Previews properties as well as guides and advice on buying, selling or renting a prime property in the U.K. or overseas.

RealEstate.AOL.com
Your property will benefit from featured placement on this site, which receives more than 3.7 million monthly visitors[5].

realtor.com®
All Coldwell Banker properties are showcase enhanced on this National Association of Realtors® website, which receives more than 41.5 million visits per month[5].

RobbReport.com
All Previews properties are featured in the *Robb Report's* family of websites, including RobbReport.com and RobbReportCollection.com.

Trulia.com
Your property listing will be featured on Trulia.com and exposed to 42.7 million monthly visitors[5].

UniqueHomes.com
All $1 million-plus Previews properties are displayed on this website for the premier real estate magazine *Unique Homes*, which targets affluent consumers in more than 80 countries.

WorldProperties.com
Translated into 19 languages and 55 currencies, Coldwell Banker Residential Real Estate properties are displayed on worldproperties.com, our Proxio global real estate network partner.

WSJ.com
All listings over $500,000 are delivered to WSJ.com, the Web's leading provider of business and financial news.

Yahoo!® Homes
Coldwell Banker properties are featured on Yahoo!® Homes, reaching 31.4 million monthly visitors[5].

Zillow.com®
Your property will benefit from featured property placement on Zillow.com, which is one of the most popular real estate websites and averages 92.6 million monthly visits[5].

1. Google Analytics January, 2014. 2. Nielsen NetRatings, Jan.-Dec. 2013. 3. Google Analytics January–December, 2013. 4. 2013 National Association of Realtors® Profile of International Home Buying Activity. 5. comScore, 2013.

International Affiliations

Coldwell Banker Residential Real Estate offers an international presence competitors can't match. In addition to the Coldwell Banker® network, your property will receive worldwide exposure to home buyers who are interested in relocating through the company's powerful international relocation services and global affiliations.

- **Cartus**, an affiliated third-party relocation management company, serves 50% of the Fortune 50 companies and assisted more than 165,000 transfers with their relocation needs in 2013.
- Through **FIABCI**, the world's original international real estate organization, Coldwell Banker Residential Real Estate sales associates are connected with 3,000 real estate professionals in 60 countries. FIABCI has five official languages — English, French, German, Japanese and Spanish.
- The **Relocation Agent Network** is comprised of nearly 600 European estate agents providing coverage throughout the U.K. and beyond.
- Coldwell Banker's affiliation with **Proxio** gives sellers a distinct marketing advantage by connecting sales professionals with its global network of real estate agents and large audience of international buyers.
- Through an exclusive partnership, properties are featured on the websites of **Hamptons International**, a leading London-based residential real estate company with 85 offices throughout the United Kingdom and beyond.

Proxio · FIABCI · listglobally · Unique Homes · Robb Report · Wall Street Journal

Fast Facts

Snapshot of International Buyers Purchasing Homes in Florida[1]

84% pay cash for a home

Top 3 Points of Origin[1]

1. Latin America/Caribbean 32.1%
2. Canada 29.6%
3. Europe 26.6%

Top 3 U.S. Destinations[2]

1. Florida 23%
2. California 17%
3. Arizona/Texas 9%

Top 8 Florida Destinations[1]

1. Miami – Miami Beach 21.1%
2. Orlando – Kissimmee 13.5%
3. Fort Lauderdale 8.5%
4. Cape Coral – Fort Myers 6.7%
5. Naples – Marco Island 6.3%
6. Sarasota – Bradenton – Venice 5.8%
7. Tampa – St. Petersburg – Clearwater 5.8%
8. Palm Beach 5.2%

Why They are Buying[1]

1. Vacation homes 35%
2. Investment and rental 26%
3. Vacation and investment 22%
4. Retirement home 4%

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Showcase Your Home to the World!

Contact a Coldwell Banker Independent Sales Associate Today at **FloridaMoves**.com.

1. National Association of Realtors® 2013 Profile of International Home Buyers in Florida. 2. National Association of Realtors® 2013 Profile of International Home Buying Activity. Real estate agents affiliated with Coldwell Banker are independent contractor sales associates and are not employees of Coldwell Banker. ©2014 Coldwell Banker Real Estate LLC. Coldwell Banker is a registered service mark licensed to Coldwell Banker Real Estate LLC. An Equal Opportunity Company. Equal Housing Opportunity. Operated by a subsidiary of NRT LLC. 8390FL_5/14