



COLDWELL BANKER
REALTY

Coldwell Banker Global Luxury® Program



DALYS KEITH



When the prestige of the Coldwell Banker® name aligns with the expertise of today's leading luxury real estate masters and the reach of an international network in 41 countries and territories, the extraordinary is possible.

BRAND POWER

GLOBAL CONNECTIONS

A LEADER IN LUXURY

MARKETING MASTERS

MARKET EVALUATION

EXPERIENCED REPRESENTATION

This is the Coldwell Banker Global Luxury® program at its essence.





BRAND POWER

A name that commands instant respect and trust the world over



A CENTURY OF “FIRSTS”

The Coldwell Banker® brand has always lived on the cutting edge of luxury, cemented by more than a century of innovation. This pioneering spirit can be traced from San Francisco's Financial District in 1906, to Manhattan's prestigious Madison Avenue in 1933 as luxury real estate marketing was revolutionized by capturing fine estate homes on film, to our worldwide presence today as a trailblazer in video, mobile, social media and smart home technology.

In 2020, we unveiled an exciting change to the Coldwell Banker Global Luxury® program – with the much-anticipated debut of a new look. The redesigned and reimagined Coldwell Banker Global Luxury logo elegantly reflects the exceptional nature of the program's Luxury Property Specialists and my distinguished clientele.

- 1906 — Two visionaries establish Coldwell Banker on the foundation of ethical business practices in the real estate industry, a first for its time.
- 1933 — For the first time, prized estates are marketed through motion-picture technology.
- 2010 — Coldwell Banker Real Estate becomes the first national real estate company to launch a YouTube channel.
- 2017 — A new era of luxury real estate begins with the Coldwell Banker Global Luxury program.
- 2018 — The *Homes & Estates* publication wins Gold at the 2018 Astra Awards from New Jersey Communications, Advertising and Marketing Association (NJCAMA).
- 2020 — Coldwell Banker Global Luxury launches elegant new logo and design style.
- 2021 — The "Craftsmanship" campaign showcases the exclusive Global Luxury certification process as well as the expertise of the program's esteemed Luxury Property Specialists.



GLOBAL CONNECTIONS

Crossing oceans, continents and language barriers

POWER IN NUMBERS

The Coldwell Banker® brand is a true global force, with the power to showcase exceptional properties and reach affluent buyers around the world. Through a master franchise network located in 41 countries, we offer unmatched services in their local languages.



100,000+

AGENTS

2,900

OFFICES

41

COUNTRIES & TERRITORIES

*Andorra
Argentina
Aruba
Bahamas
Bermuda
British Virgin Islands
Cambodia*

*Canada
Cayman Islands
Chile
Costa Rica
Curaçao
Cyprus
Dominica*

*Dominican Republic
Egypt
England
France
Grenada
India
Indonesia*

*Ireland
Italy
Jamaica
Luxembourg
Malta
Mexico
Monaco*

*Netherlands
Portugal
Singapore
Sint Maarten
Spain
St. Kitts & Nevis
Thailand*

*Turkey
Turks & Caicos
United Arab Emirates
United States
Uruguay
U.S. Virgin Islands
(St. Croix & St. Thomas)*



A LEADER IN LUXURY

Exceeding expectations and creating exceptional experiences

SUCCESS BY THE NUMBERS

As a Luxury Property Specialist with the Coldwell Banker Global Luxury® program, I am a master at my profession, exceeding expectations and creating exceptional experiences for my discerning clients every day. In 2021, Coldwell Banker® affiliated agents achieved tremendous results:

\$267

MILLION

in \$1 MILLION+ sales
each day*
(59% year-over-year growth)

\$1.9

MILLION

average sales price of
\$1 MILLION+
transaction sides*

50,353

SIDES

\$1 MILLION+
transaction sides*



*Data based on closed and recorded buyer and/or seller transaction sides of homes sold for \$1 million or more as reported by affiliates of the U.S. Coldwell Banker franchise system for the calendar year of 2021. USD\$



LANDMARK SALES AND LISTINGS

A history of selling distinctive real estate

2014

PALAZZO D'AMORE
Beverly Hills
Listed at \$195 million

2016

PLAYBOY MANSION
Holmby Hills
Private sale

CAROLWOOD DRIVE ESTATE
Holmby Hills
Listed at \$150 million

2017

THE MALIBU CASTLE
Malibu
Listed at \$85 million

VILLA SWALETINA
Roquebrune Cap-Martin, France
Listed at \$84 million

2018

THE BEVERLY HOUSE
Beverly Hills
Listed at \$135 million

2019

THE ONE
Bel Air
Listed at \$500 million

CHARTWELL MANSION
Los Angeles
Listed at \$195 million

THE BUBBLE PALACE
Cannes, France
Listed at \$390 million

THE MANOR
Holmby Hills
Sold for \$120 million

2020

DEL MAR ESTATE
Newport Coast
Sold for \$61 million

THE PROMONTORY
Beverly Hills
Listed at \$46.75 million

2021

8 9 STAR ISLAND
Miami Beach
Listed at \$80 million

901 N. ALPINE
Beverly Hills
Listed at \$73 million



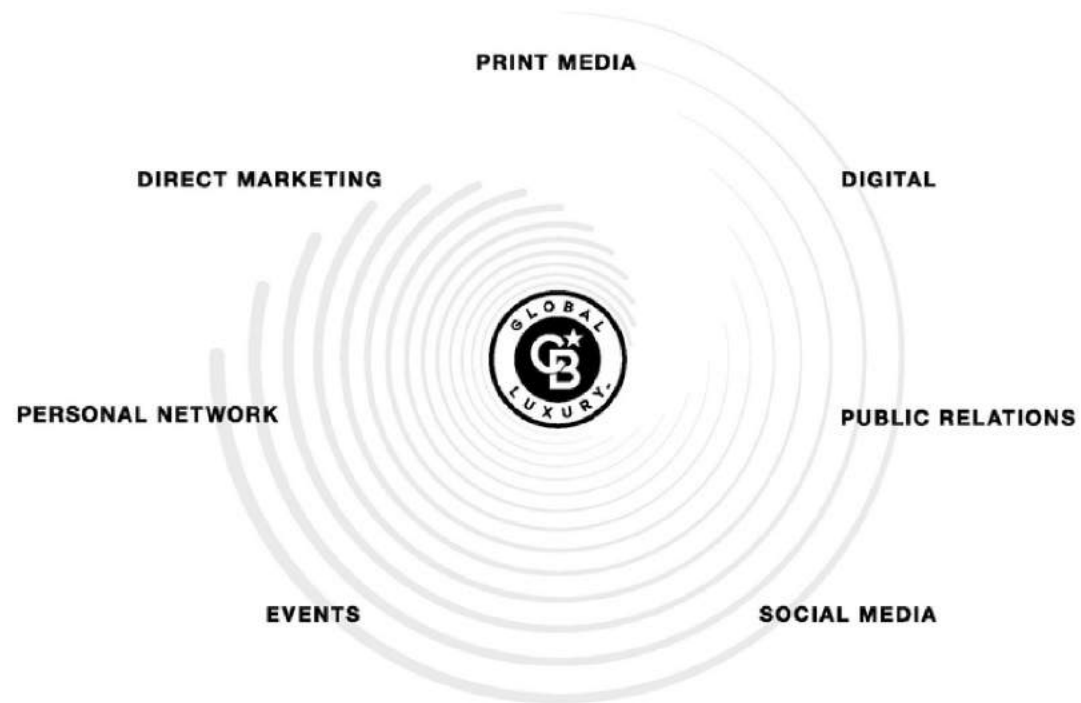


MARKETING MASTERS

*Setting a new standard by which many of the world's
finest estates are bought and sold*

360° MARKETING APPROACH

We offer an impressive global stage from which to showcase your home. With the Coldwell Banker Global Luxury® program, I am truly borderless and come armed with a complete suite of tools designed to share the beauty of your home with an affluent audience at all times, no matter where they happen to be in the world.



EXPANSIVE ONLINE SYNDICATION

Finding a discerning buyer for a one-of-a-kind property takes ingenuity — and an expert command of today's online arena. The Coldwell Banker Global Luxury® program has mastered the art of digital marketing, ensuring your property is seen by the widest possible audience of qualified buyers. Luxury properties that are marketed through the program will enjoy immediate syndication through a comprehensive network of prominent real estate websites, including WSJ.com, JamesEdition.com, RobbReport.com, UniqueHomes.com and international websites through ListHub Global*.



coldwellbankerluxury.com

Coldwell Banker® automatically syndicates listings to hundreds of the real estate industry's most visited websites.

*JamesEdition, Barron's, Mansion Global and Penta display properties priced at \$1M+. ListHub Global displays properties priced at \$2M+.

JAMES EDITION

Robb Report

Homes.com

MANSION GLOBAL

UNIQUE HOMES

THE WALL STREET JOURNAL

ListHub Global

HomeFinder.com

PENTA

BARRON'S

MarketWatch

ELITE INTERNATIONAL SYNDICATION

The Coldwell Banker Global Luxury® program has joined forces with some of the world's most exclusive and high-performance real estate syndication websites to maximize the global exposure of your luxury home.

92+

PORTALS

57+

COUNTRIES

116.18

MILLION
POTENTIAL BUYERS*

16

LANGUAGE
TRANSLATIONS



THE LARGEST INTERNATIONAL REAL ESTATE ADVERTISING NETWORK

ListHub Global automatically publishes \$2 million+ property listings to leading real estate sites around the world, such as China's Anjuke, the United Kingdom's Properstar UK and India's 99acres.

*Number provided is an approximation due to frequent changes to the syndication.



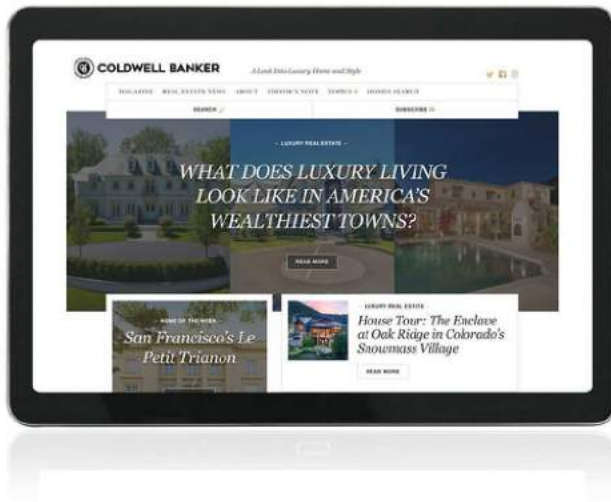
COLDWELLBANKERLUXURY.COM

The Coldwell Banker Global Luxury® website connects an affluent audience to some of the world's finest homes. From golf course properties to wine country estates, the website's cutting-edge lifestyle search allows potential buyers to select properties according to their passions. Multiple language translations and currency conversion tools also allow international buyers to tailor their user experience. A built-in referral network for Luxury Property Specialists' exclusive use links me to other high-end real estate professionals locally and around the world.



COLDWELL BANKER GLOBAL LUXURY® BLOG

The Coldwell Banker Global Luxury blog offers an international look into luxury and style through the eyes of some of today's leading voices, visionaries and style-setters.



265

THOUSAND+ PAGE VIEWS IN 2021¹

100

THOUSAND+ AFFLUENT
SUBSCRIBERS TO GLOBAL LUXURY
CURATED NEWSLETTER²

1. Google Analytics, Jan.-Dec. 2021. 2. Zeta Global 2021. Approximation due to frequent fluctuation.

EXPANDED ONLINE REACH

Your property will be displayed on the national consumer website ColdwellBankerHomes.com, which attracted more than 151.43 million site visits in 2021*. Additionally, the website recorded over 221 million property views last year*, boosting exposure for luxury listings and attracting home buyers from across the U.S. and throughout the world.

Coldwell Banker Global Luxury® properties enjoy an expanded international reach on coldwellbankerluxury.com. Enhanced with a multilingual microsite – USLuxuryEstates.com – the site is designed to direct potential buyers in Brazil, China, Russia and the United Arab Emirates to coldwellbankerluxury.com. USLuxuryEstates.com features photo links to a selection of exceptional properties across the U.S. on coldwellbankerluxury.com.

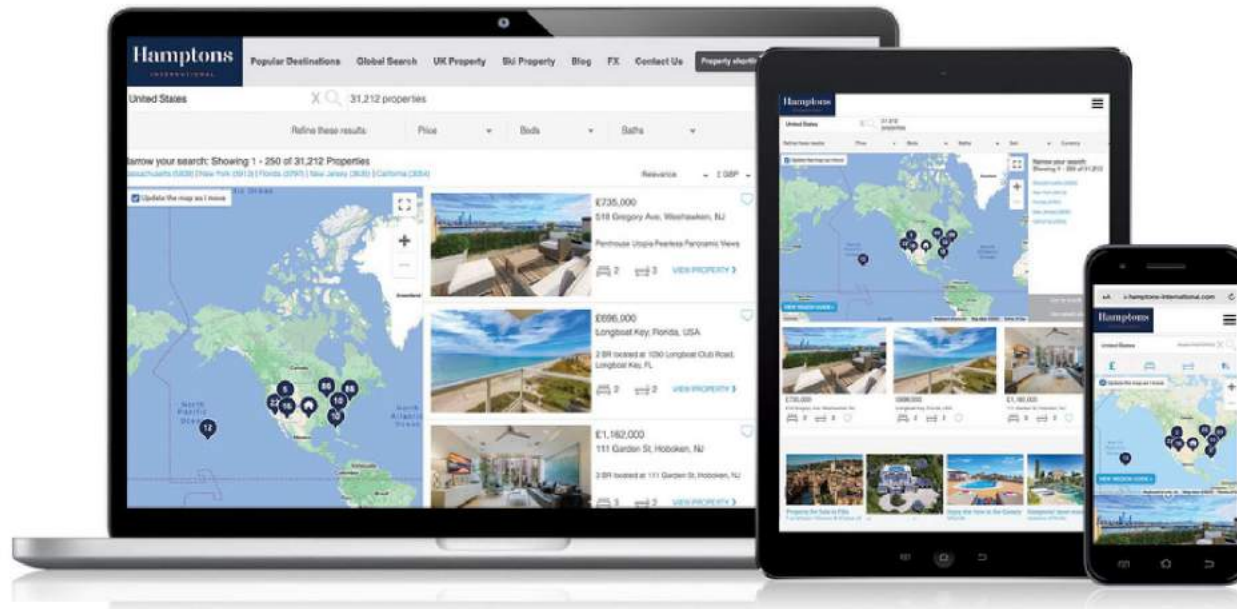


*Google Analytics, Jan. 1-Dec. 31, 2021.



HAMPTONS INTERNATIONAL

Through the Coldwell Banker Global Luxury® program, your property will be featured on Hamptons-International.com – which offers an extensive portfolio of UK and international properties – and marketed via their 90 offices. Established more than 150 years ago, Hamptons International is a leading residential real estate brand in the UK with a strong commitment to industry innovation, exceptional customer service and enhanced services for luxury clientele. It is part of Connells Group, the largest and most successful estate agency network and property services provider in the UK.



SOCIAL MEDIA

The social media landscape is yet another global stage where the beauty of your home may be put on display. Powered by a dedicated and expert social content team, the networks under the Coldwell Banker Global Luxury® banner are among the most widely used sites today, delivering a unique perspective on fine living and fine homes all over the world.

284

MILLION+

Impressions¹



17.6

MILLION+

Engagements¹



8.5

MILLION+

Link clicks from social
to a Coldwell Banker®
website¹



142

MILLION+

Lifetime video views²



1. Sprout Social. 2. YouTube Analytics



HOMES & ESTATES

There is something special about capturing the essence of a property in print. The intricate details, the design, the art, the craftsmanship, the light of a home — all of it lives in a state of permanence through classic storytelling and beautiful photography in *Homes & Estates*, the proprietary publication of the Coldwell Banker Global Luxury® program.

Distributed four times a year and paired with two leading publications, *Unique Homes* and *The Wall Street Journal*, *Homes & Estates* offers stories of lifestyle inspiration in a range of luxury pursuits, including real estate, architecture, design, art, fashion, culture and travel.



HOMES & ESTATES READERSHIP

UNIQUE
HOMES

H&E
HOMES & ESTATES

THE WALL STREET JOURNAL.

Total Annual Reach*
2.2 million

HOMES & ESTATES
55,000+ PER ISSUE

DIGITAL
100,000+ PER ISSUE

- Direct-mail distribution to the WealthEngine® Demi-Billionaire List of individuals with a minimum net worth of \$500 million. Plus, distribution to the top clients of Coldwell Banker Global Luxury® agents, and Coldwell Banker Realty offices worldwide.

- Digital editions are emailed to a targeted group of affluent consumers and subscribers of the Coldwell Banker Global Luxury blog

UNIQUE HOMES MAGAZINE
100,000+ PER ISSUE

- *Homes & Estates* magazine is inserted into *Unique Homes*, which is distributed worldwide and has been published for more than 50 years

THE WALL STREET JOURNAL
300,000+ PER ISSUE

- Insertion into subscriber copies of the Friday edition of *The Wall Street Journal* in top ZIP codes in major metropolitan areas

*Combined print and digital publications.



VIEW

Our proprietary publication, VIEW magazine, showcases Coldwell Banker® properties on a vast regional level monthly. I will place a property ad in the special Coldwell Banker Global Luxury® section of VIEW, which runs nationally, to give it exposure in all of the publications – with a total combined distribution reaching over one million readers across 11 states monthly.

Properties advertised in VIEW are also featured on CBView.com, the online companion to VIEW magazine.



STRATEGIC MEDIA AFFILIATIONS

From *The New York Times* to *Condé Nast Traveler*, the Coldwell Banker Global Luxury® program encompasses a distinguished portfolio of media affiliations to ensure your property's exposure to affluent readers the world over.



FINANCIAL & NEWS
 BLOOMBERG
 FINANCIAL TIMES
 THE DAILY TELEGRAPH
 THE NEW YORK TIMES
 THE WALL STREET JOURNAL
 MANSION GLOBAL

LUXURY LIFESTYLE
 DREAMER
 DWELL
 ELITE TRAVELER
 JAMES EDITION
 OCEAN HOME
 ROBB REPORT

BOATING
 BOAT INTERNATIONAL
 CRUISING WORLD
 SAILING WORLD
 YACHTS & YACHTING

EQUESTRIAN
 THE CHRONICLE OF THE HORSE
 EQUESTRIAN LIVING
 HORSE & RIDER
 THE PLAID HORSE
 PRACTICAL HORSEMAN

CONDE NAST
 LUXURY GROUP
 ARCHITECTURAL DIGEST
 BON APPETIT
 CONDE NAST TRAVELER
 GOLF DIGEST
 GQ
 THE NEW YORKER
 VANITY FAIR
 VOGUE
 WIRED

CITY LIFESTYLE &
 SPECIFIC INTEREST
 MODERN LUXURY
 THE REAL DEAL
 UNIQUE HOMES

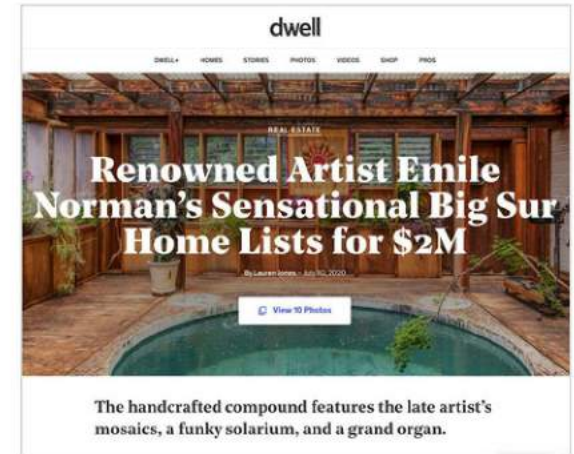
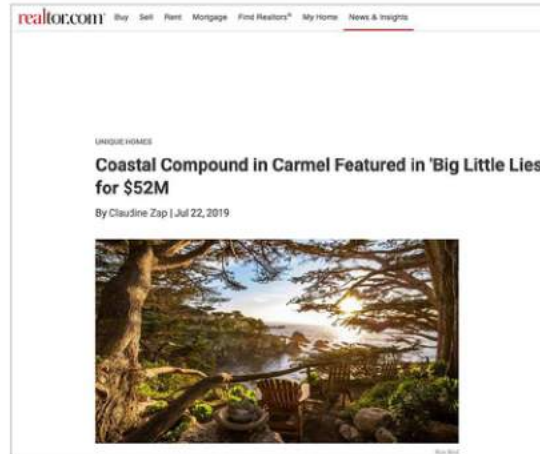
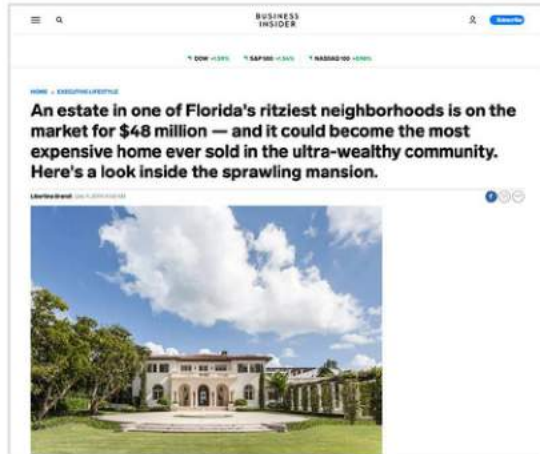
FARM & RANCH
 LAND.COM
 THE LAND REPORT

INTERNATIONAL
 CONDE NAST UK REAL ESTATE
 HONG KONG TATLER
 JUWAI
 PROPGOLUXURY
 SIMPLY ABU DHABI

MEDIA RELATIONS

Guided by the belief that each home has a story to tell, the Coldwell Banker Global Luxury® program offers elite clients the opportunity to share their homes' unique narratives through the media.

As part of a bespoke marketing plan, I may work closely with regional marketing teams to leverage strategic media relationships in order to showcase your home to the widest possible affluent audience. Harnessing the global influence of these key media players has historically generated exposure for our most notable listings in top-tier outlets such as *The Wall Street Journal*, *Forbes* and *CNBC*.



BROKER-TO-BROKER NETWORKING

EXCLUSIVE LOOK

With this powerful online marketing platform, I can showcase your extraordinary property to brokers within our company in minutes for greater exposure, before it even hits the MLS.

BROKER PREVIEW

Your property may be registered as part of a weekly preview inviting the area's top brokers to tour your property for an agreed-upon period of time.

BROKER OPEN HOUSE

To ensure that your property is front and center in the local real estate community, top-performing brokers will be invited to a private reception at your home.

DISTRIBUTION OF MATERIALS

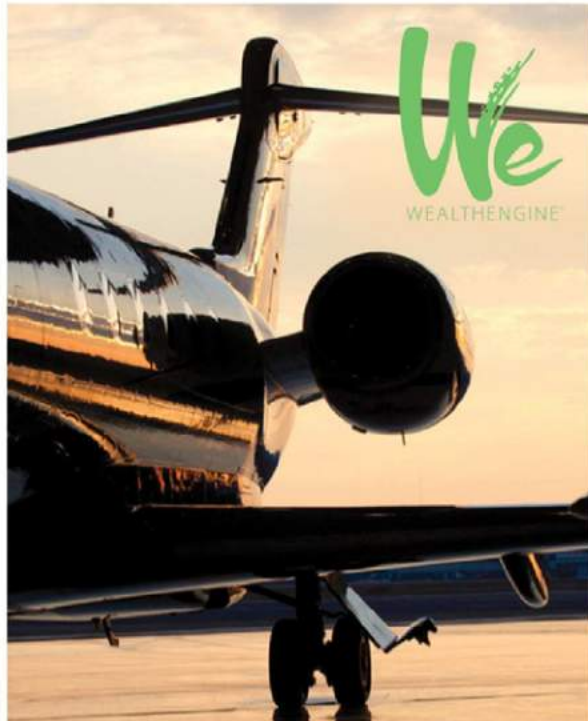
Property marketing materials, including but not limited to postcards, flyers and brochures, will be distributed through the Coldwell Banker Global Luxury® network to keep the broker community informed.



TARGETED MARKETING

The Coldwell Banker Global Luxury® program enables me to identify and target the right affluent clientele for your exceptional home. Our relationship with WealthEngine® gives me access to the largest database of high-net-worth individuals in existence, elevating direct marketing for some of the most exclusive properties to a new level. By curating the data based on lifestyle, interests and net worth, the precise audience of affluent buyers most likely to purchase your home can be targeted.

Our relationship with Supreme Auctions® allows me to represent your home with America's foremost luxury real estate auction firm to create a sense of urgency to promote buyer interest action. With a stellar reputation and a client satisfaction rating that is second to none, their proprietary accelerated marketing service showcases luxury real estate to qualified buyers to help me sell your home expediently at market value.



SPOTLIGHT MARKETING

With my expertise and the power of an exclusive, award-winning property spotlight marketing plan, your home will be showcased for exceptional and far-reaching exposure.



Professional Photography



TV and Online Promotion



Property Tour



Area REALTOR® Notification



Single-Property Website



Silver Envelope Home Announcement



Just Listed eFlyer



Targeted Online Advertising



Property Brochures



Print Advertising



DIGITAL FOOTPRINT

My personal network comprises leading affiliated agents and affluent clients all over the world. As my client, you will have privileged access to this exclusive database through targeted email marketing efforts and social media campaigns for the duration of your property's time on the market.

JANEDOE.COM

20,000 average monthly visits
16,500 average unique visitors
67,000 average number page views

SOCIAL MEDIA

Facebook - 632 Likes
Twitter - 678 Followers
LinkedIn - 500+ Connections
YouTube™ - 161 Subscribers
Instagram - 570 Followers

EMAIL MARKETING

Sent weekly
Total distribution - 10,000 to a
proprietary affluent
consumer database





MARKET EVALUATION

A strategy based on unparalleled expertise and an intimate knowledge of current industry trends

STRATEGIC PRICING ANALYSIS

A strategic pricing analysis, or SPA, is a report that pulls data from the multiple listing service (MLS) based on buyer and seller activity in your area.

Information in your SPA includes:

**HIGH-END PROPERTIES IN
YOUR AREA THAT RECENTLY SOLD**

**HIGH-END PROPERTIES IN
YOUR AREA THAT FAILED TO SELL**

**PENDING SALES
IN YOUR AREA**

**HIGH-END ACTIVE LISTINGS
IN YOUR AREA**

I will use this information to develop a pricing and positioning strategy that creates a perception of value, makes your property competitive and generates excitement among buyers.



MARKET EVALUATION

The best price obtainable for your home will ultimately be determined by the dynamics of the market, including factors such as:

1. LOCATION

2. BUYER DEMAND

3. FINANCING

If the asking price of a property increases beyond fair market value, the pool of potential buyers decreases the number of showings and the percentage of qualified buyers viewing your home.

PERCENTAGE OF THE MARKET THE PROPERTY APPEALS TO





EXPERIENCED REPRESENTATION





Bolstered by over two decades of experience as a member of the National Association of REALTORS®, serving communities throughout Maryland and Washington, D.C., Dalys understands that buying or selling a home is one of the biggest decisions in our lives. Having worked as a caseworker advocating for adolescents and subsequently becoming a media marketing executive for radio and television stations before pursuing a career in real estate, her unparalleled experience in sales, marketing, and expert negotiation are skills used daily to deliver personal service and winning results.

Honesty, responsiveness, and attention to detail are hallmarks of her business model and just some of the characteristics that have propelled Dalys as an award-winning and highly credentialed luxury agent.

As a Certified Luxury Home Marketing Specialist, Certified International Property Specialist, Military Relocation Professional, and member of the Institute for Luxury Home Marketing, she ranks among the top 5% of all agents worldwide.

Respected throughout the industry as a smart, savvy, & sophisticated professional, Dalys maintains an ongoing relationship with her clients, making certain their needs continue to be met long after the transaction is closed.



EXPERT REPRESENTATION

“ What I appreciated most about Dalys is that she listens deeply to your needs and is completely service orientated. You never feel that she has anything other than your best interests at heart. Dalys has supported my family and I with both a home purchase and a subsequent sale. Professionalism, knowledge and integrity are what come to mind when I think of Dalys. I cannot recommend her highly enough - you are in safe hands.

Andrew Flynn, Seller & Buyer

“ Dalys Keith is the epitome of what a realtor should be. She demonstrated complete professionalism and always made time to address my questions and concerns. When we walked into what is now my new home for the first time, we both knew this was the one. That's because Dalys cares and she listens. During my home search I never once felt I was being pushed into making any decisions. She guided me with perfect precision. Golden!!!

Vivi S, Buyer



STEP BY STEP

Backed by an exclusive and comprehensive suite of luxury marketing support and resources, I have the expertise to guide you through every step of the home selling process.

STEP 1 - PRICING

- Prepare a strategic pricing analysis (SPA)
- Review market conditions
- Review other homes on the market
- Discuss your home-sale goals
- Determine the optimal listing price

STEP 3 - MARKETING

- Install distinctive Coldwell Banker Global Luxury® yard sign
- Promote your home on the MLS
- Syndicate your home's listing to real estate websites nationally and internationally
- Implement your customized property marketing plan
- Respond to online buyer inquiries
- Arrange showings
- Communicate feedback
- Provide market updates

STEP 2 - PREPARING

- Remove clutter and organize
- Clean and make repairs
- Stage your home for sale
- Consider a home protection plan
- Complete listing documents and disclosures

STEP 4 - CLOSING

- Evaluate offers and negotiate best price and terms
- Facilitate inspections
- Coordinate closing date, time, location and contacts
- Monitor buyer financing and home appraisal
- Follow up on details
- Review closing statement
- Close the sale
- Provide copies of all closing documents





COLDWELL BANKER | REALTY



DALYS KEITH

Your extraordinary home deserves representation of an equally extraordinary caliber.

Experience the superior levels of local expertise, personal attention and utmost discretion that come with the power of Coldwell Banker Global Luxury®.

Affiliated real estate agents are independent contractor sales associates, not employees. The property information herein is derived from various sources that may include, but not be limited to, county records and the Multiple Listing Service, and it may include approximations. Although the information is believed to be accurate, it is not warranted and you should not rely upon it without personal verification. ©2022 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Realty Brokerage Group LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. 22CYX7_CBR_4/22