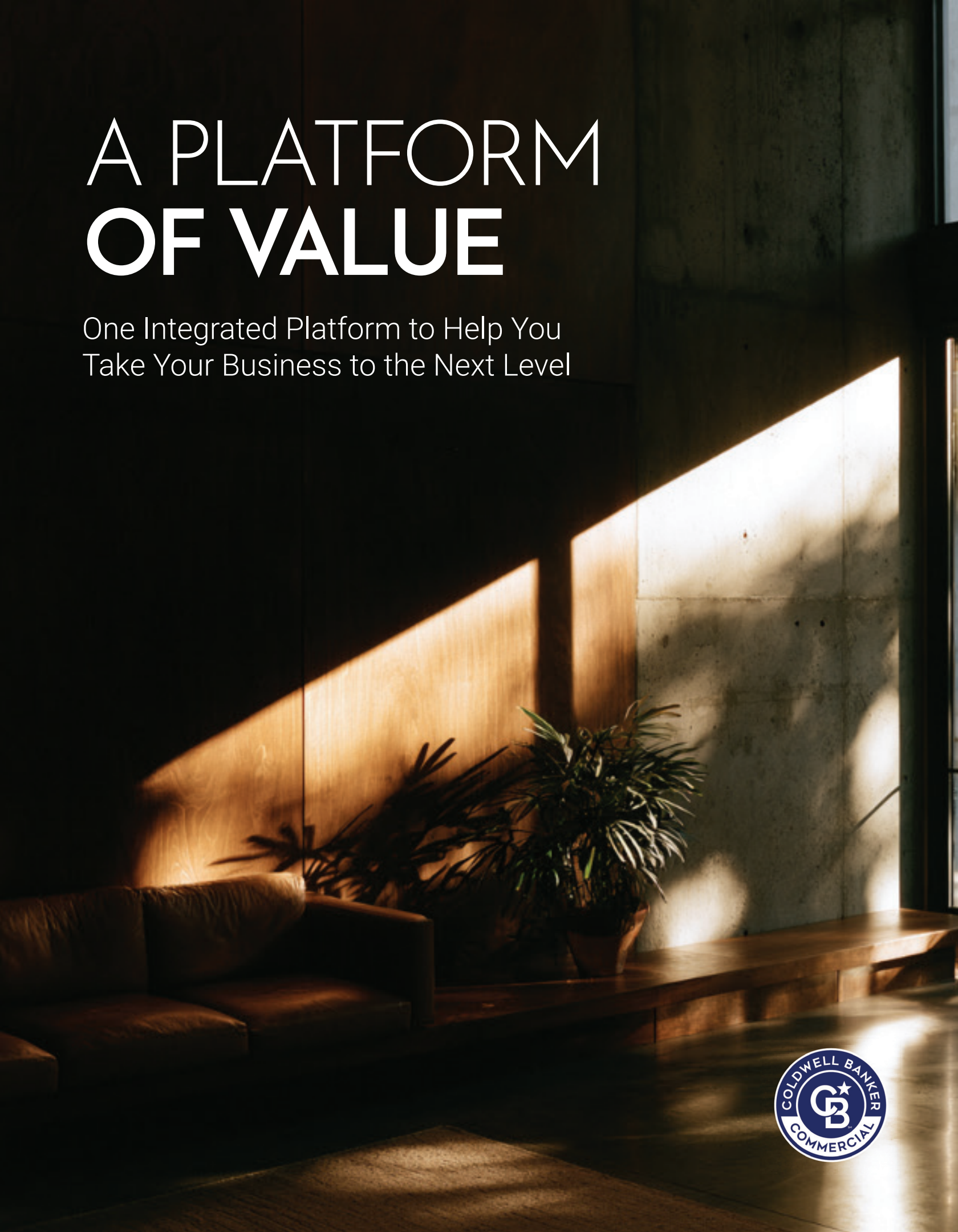
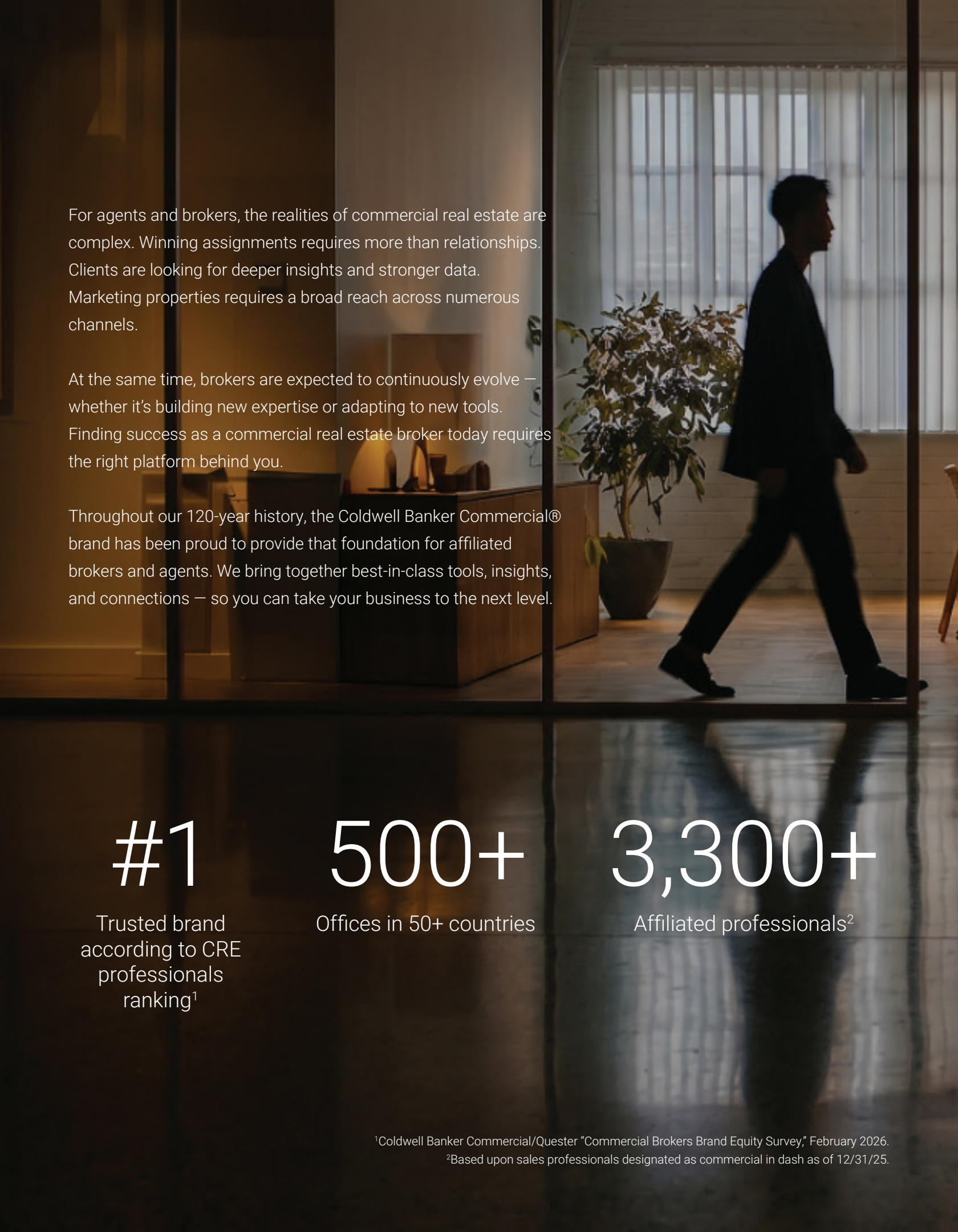


A PLATFORM **OF VALUE**

One Integrated Platform to Help You
Take Your Business to the Next Level

COLDWELL BANKER COMMERCIAL



For agents and brokers, the realities of commercial real estate are complex. Winning assignments requires more than relationships. Clients are looking for deeper insights and stronger data. Marketing properties requires a broad reach across numerous channels.

At the same time, brokers are expected to continuously evolve — whether it's building new expertise or adapting to new tools. Finding success as a commercial real estate broker today requires the right platform behind you.

Throughout our 120-year history, the Coldwell Banker Commercial® brand has been proud to provide that foundation for affiliated brokers and agents. We bring together best-in-class tools, insights, and connections — so you can take your business to the next level.

#1

Trusted brand according to CRE professionals ranking[1]

500+

Offices in 50+ countries

3,300+

Affiliated professionals[2]

[1]Coldwell Banker Commercial/Quester "Commercial Brokers Brand Equity Survey," February 2026.
[2]Based upon sales professionals designated as commercial in dash as of 12/31/25.

EXPLORE HOW THE CBC® BRAND UNLOCKS **VALUE FOR YOUR BUSINESS**

The Platform of Value is intentionally built to support each and every stage of your business. With powerful property marketing tools, business analytics, lead generation resources, and unmatched support, CBC equips entrepreneurial professionals with tools and resources needed to help thrive in competitive commercial real estate markets.

Across our platform, we focus on three core pillars to support you:

TURN INSIGHTS **INTO STRATEGY**

Access to data is just one part of the equation. Knowing when and how to use it is what creates a competitive advantage for you as a broker. Preparing a strong presentation means translating information into meaningful insights.

The CBC® brand is your powerful access point to research and prospecting intelligence, helping you unlock new opportunities with more confidence.

ENHANCE YOUR DATA

Access to comprehensive market data including transaction activity, ownership insights, and market trends from CompStak, D&B Hoovers, Esri, Siteseer, and Placer.ai equips you with the insights you need to understand your market and make recommendations with confidence.

- All commercial sales transactions, construction stats, entity-level changes, cap rates, and price per square foot.
- Ownership details across REITs, private investors, debt funds, and institutional investors.
- Comprehensive buy/sell activity, portfolio holdings, and joint venture partnerships.
- Contact information, including emails and phone numbers of stakeholders.
- Debt data, including private bank loans, CMBS, and loan maturities.

MSCI Real Capital Analytics

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ACCESS MARKET TRENDS & THOUGHT LEADERSHIP

Stay ahead of shifting market conditions with timely trends, key KPIs, and professional insights. Access outlook reports, historical cap rates, NOI and vacancy trends, and more—plus CBC® podcasts, blogs, and industry interviews that provide deeper insights to help you understand the market and make confident decisions.

> We do a lot of tenant representation work, so Placer.ai is a tool we use quite a bit.

— Todd Payne, SIOR, Managing Director,
Coldwell Banker Commercial Realty

DRIVE EFFICIENCY **AND EXPERTISE**

The world of commercial real estate is ever-evolving. The CBC® brand empowers brokers with the right suite of tools to make it easy to accomplish daily tasks, execute transactions efficiently, and close deals with confidence.

BOOST YOUR MARKETING PRESENCE

With our self-service marketing platform, explore customizable CBC-branded templates to market properties and develop your business on cbcworldwide.com. From brochures to social posts, customize Buildout and Canva templates to maintain a polished presence.

STREAMLINE TRANSACTIONS AND DAILY PRODUCTIVITY

Explore integrated marketing and productivity tools to stay engaged with prospects throughout the deal lifecycle — from closed investor networks like Brevitas to mainstays such as CREXi. All brokers have access to AIR CRE contracts and forms, a library of attorney-reviewed contracts, lease agreements, and forms to simplify the process from start to finish.

Constant Contact

buildout

Canva

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REACH PROSPECTS

Maximize visibility and attract interest — all without extra work. Our listing syndication service sends listings to: CREXi, Brevitas, LandWatch, RPR, ICSC, Land.com, CommercialEdge, LandBroker Co-Op. Plus, brokers retain control over the listings with enhanced editing capabilities and comprehensive reporting.

BUILD MEANINGFUL RELATIONSHIPS

Make the most of your education by connecting with CRE influencers and thought leaders. Through engagements with CCIM Institute, gain the credibility and connections to help take your business to the next level.

LEARN ON YOUR OWN TERMS

Learn on your own time, in your own way. The CBC® brand provides our exclusive CRE Win, an 8-week virtual productivity course. We also connect brokers with external on-demand learning providers like LinkedIn Learning Access and Lipsey On-Demand Courses to help you strengthen your sales skills.

> I thought the class was great and it gives you education on all aspects of "selling a deal," but I feel the best thing I got was connecting with others in different markets that could lead to potential deals in the future.

— Graham Mitchell, Associate, Coldwell Banker Commercial® Atlantic

CONNECT WITH A **DYNAMIC AND ENGAGED CULTURE**

Some brokers operate within limited networks, making it challenging to unlock new opportunities or build referral pipelines.

The CBC® brand connects you with a highly engaged national network of professionals who are actively collaborating with one another. Through individual events and conferences, explore new ways to drive your business forward.

GLOBAL CONFERENCE

Each year, the CBC Global Conference unites commercial real estate professionals to help grow their networks, enhance their skills and position themselves to lead through the next real estate cycle.

INDUSTRY EVENTS

CBC® maintains an active presence at industry events across the country, including SIOR's Spring and Fall Events, The CCIM Institute Fall Forum, ICSC Las Vegas, ICSC regional events, and more.

WOMEN OF CBC®

Women of CBC is dedicated to fostering leadership, visibility, and connection for women across the CBC network. Join us for quarterly events, peer recognition, and professional development opportunities.

NATIONAL ASSET SPECIALTY GROUPS

Asset-focused virtual specialty groups such as Land and Retail, designed to help our qualified members* grow production through specialty networking, sharing best practices, and tackling common challenges together.

*Qualified members will have an active profile on CBCWorldwide.com a minimum AGC of 100k in previous year, a minimum of two years focused on the specialty, and currently have an active listing or closed transaction for the specialty type in the last 12 months.

THE 1906 CLUB™

The 1906 Club™ is an exclusive membership awarded to the best people in the CBC brand. We believe in supporting the hard work and dedication of our team members, and giving back is in our DNA.

EXPLORE ALL THAT
THE CBC® BRAND HAS TO OFFER

Affiliating with the CBC brand unlocks a complete platform, uniquely designed to support commercial real estate professionals at every stage of their business. From developing your expertise to tapping into new strategies for listings and deal-making, CBC helps you operate more effectively in a competitive market.

/company/cbcworldwide

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CBCWORLDWIDE.COM

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Each franchisee uses its own business judgment to make independent decisions regarding agent recruitment, qualifications, eligibility, policies, and the tools or programs offered to affiliated agents. If you become an independent sales associate affiliated with a Coldwell Banker Commercial franchised office, you will have access to a variety of tools, technologies, materials, programs, educational opportunities and other resources that are completely voluntary for your use if they fit your business needs. No resource described herein is intended to imply or create an employment relationship with any Coldwell Banker Commercial franchisee or with Coldwell Banker Real Estate LLC.