



Media Inquiries: Heather Roberts  
**Coldwell Banker Real Estate LLC**  
973.407.5590  
Heather.Roberts@coldwellbanker.com

Meredith Topalanchik  
**CooperKatz for Coldwell Banker**  
917.595.3036  
mtopalanchik@cooperkatz.com

**COLDWELL BANKER REAL ESTATE LAUNCHES FIRST-OF-ITS-KIND  
INTERNATIONAL HOME SEARCH APPLICATION FOR  
IPHONE AND ANDROID DEVICES**

*First National Real Estate Brand to Offer Automatic Notifications of New Listings Through a  
Mobile Application*

**PARSIPPANY, N.J. – August 20, 2009** – [Coldwell Banker Real Estate LLC](#) today announced the launch of the first-ever international home search application for iPhone™ and Android™-powered devices. The Coldwell Banker Real Estate mobile application enables users to easily search for property listings and recent home sales in 28 countries in North America, Europe, Central America, Caribbean, Australia and South America. The results of these searches as well as the search itself can be saved in a personalized ‘My Coldwell Banker’ account newly created from the user’s smartphone or added to an existing account with [coldwellbanker.com](#) by logging into the site directly from the handheld device. Unique to the Coldwell Banker application, searches that are saved to an app-created ‘My Coldwell Banker’ account will automatically generate notifications of new properties and open houses, alerting the user to updated results right on the device’s homepage.

Coldwell Banker Real Estate continues to raise the bar on the traditional home search. In October 2008, Coldwell Banker Real Estate set out to reach the masses by becoming the first full-service national real estate brand to optimize its Web site for use on all mobile devices. By early 2009, international Coldwell Banker Real Estate listings in 28 countries became accessible via the Coldwell Banker brand Web site on the iPhone, Blackberry and other smartphones. To date, more than 200,000 users have viewed Coldwell Banker Real Estate listings from the convenience of their handheld devices. Building upon this success, the **Coldwell Banker** brand is taking the next step in providing consumers with greater flexibility when searching for a home by designing a mobile application that is intuitive, quick and convenient.

“While the desktop computer remains a proven screen, **Coldwell Banker** recognizes that today’s technologically savvy consumers are also using smartphones to access information on-the-go,” said Michael Fischer, senior vice president of marketing for Coldwell Banker Real Estate LLC. “We are committed to improving the consumer experience and will continue to introduce innovative technology such as this mobile application to provide our customers with up-to-date home data the moment they want it and to wherever they may be.”

Features of the new application include:

- GPS-based search to locate nearby homes for sale, open houses and recent homes sold
- Ability to sort recently sold properties by location, price and sale date
- Option to view search results in list form or on a variety of maps including street, hybrid and satellite that are marked with “clickable” Coldwell Banker Real Estate icons
- Detailed property listings that include images and a slideshow view
- Direct dial and e-mail functions from the user’s mobile handset to the local Coldwell Banker Real Estate listing agent associated with each property

- Real-time notifications of new properties and open houses identified through the user's customized saved searches

A video demonstration of the Coldwell Banker brand mobile application can be viewed at:

<http://www.youtube.com/watch?v=bSUpuHbPXhE>

Bootstrap Software was responsible for developing and building the Coldwell Banker Real Estate mobile application.

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Android is a trademark of Google Inc. Use of this trademark is subject to [Google Permissions](#).

#### **About Coldwell Banker Real Estate**

Since 1906, the **Coldwell Banker**<sup>®</sup> organization has been a premier full-service real estate provider. In 2008, *Franchise Times* magazine's prestigious Top 200 issue ranked the **Coldwell Banker** system No. 1 in real estate for the ninth straight year and 12th among franchisors in all industries. The **Coldwell Banker** System has approximately 3,500 residential real estate offices and more than 101,000 sales associates in 47 countries and territories. The **Coldwell Banker** System is a leader in the industry in residential and commercial real estate, and in niche markets such as resort, new home and luxury property through its **Coldwell Banker Previews International**<sup>®</sup> division. It is a pioneer in consumer services with its **Coldwell Banker Concierge**<sup>®</sup> Service Program and award-winning Web site, [www.coldwellbanker.com](http://www.coldwellbanker.com). Coldwell Banker Real Estate LLC is a subsidiary of Realogy Corporation, a global provider of real estate and relocation services. **Coldwell Banker**<sup>®</sup> is a registered trademark licensed to Coldwell Banker Real Estate LLC. Each office is independently owned and operated.

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