

MAXIMUM LISTING SYNDICATION

Reaching Buyers Wherever They Are



MAXimum Online Marketing

Since 95% of home buyers use the internet in their home search*, Coldwell Banker Residential Brokerage has developed a powerful marketing platform designed to reach the highest number of potential buyers, wherever they are. With the MAXimum program, you'll get:

MAXimum Branding

Your home will be displayed with multiple photos and key information on four of the most-visited real estate websites: Zillow®, Trulia®, realtor.com® and Homes.com®. Your sales associate's name and contact information will be shown next to your property, so interested buyers can easily reach your agent directly.

MAXimum Exposure

In addition to the four sites noted above, your home will be shown on as many as 900 websites, including all powered-by-Zillow sites and the ever-expanding ListHub and HomeFinder.com networks. On top of that, all luxury listings are distributed to 60+ additional sites targeting high-net-worth individuals.

MAXimum Leads

Online inquiries from buyers interested in your home are routed directly to your sales associate's cell phone for immediate response. This helps ensure that no potential buyer for your home is missed.

* NAR Home Buyer and Seller Generational Trends Report 2017 & 2016 Profile of Home Buyers and Sellers.