

## **The Importance of Market Share**

Luxury home sellers have a number of options in choosing a brokerage firm for the marketing and sale of their property. Coldwell Banker, the leading real estate brokerage in all of Southern California, is pleased to partner with the many competing firms whose agents frequently work with our agents in co-brokerage relationships, bringing sellers and buyers together for the successful sales of so many luxury homes.

But, In considering which agent and firm should be trusted with the important job of listing, positioning, marketing, and negotiating the successful sale of your luxury home, it is possible to be confused by carefully manipulated market share results frequently used by smaller firms, and falsely claiming leadership in the rarified space of luxury home marketing in Los Angeles. We choose to let the facts speak for themselves.

Coldwell Banker is pleased to share these facts with you about our proven successes in your local market. You are encouraged to review these objective performance statistics for 2010, and to consider our performance compared to that of other firms. We are confident that our experience with so many satisfied sellers will result in the successful marketing and sale of your luxury home, too.