

All Things CBD

“How To” Tips to Navigate Various CBD Systems & Tools

**COLDWELL
BANKER**
DANFORTH

**COLDWELL
BANKER
COMMERCIAL**
DANFORTH

PROPERTY MANAGEMENT
COMMERCIAL | RESIDENTIAL
**COLDWELL
BANKER
COMMERCIAL**

**COLDWELL
BANKER**
DANFORTH
IN THE COMMUNITY

Table of Contents

(search document by clicking “control + f” and typing in search bar)

| | | |
|-----|---|---|
| 1. | Advertising Guidelines - DOL | 4 |
| 2. | Broker's Banter (Current)..... | 4 |
| 3. | Broker Referral Form | 4 |
| 4. | Business Advantage Program..... | 4 |
| 5. | Business Card Options..... | 4 |
| 6. | Business Planning - "The Business Why Plan"..... | 4 |
| 7. | Clock Hour Discounts | 4 |
| 8. | CMA Assets | 4 |
| 9. | Concierge | 4 |
| 10. | Correspondence Archival..... | 4 |
| 11. | Danforth App..... | 4 |
| 12. | Email User Manual (for ColdwellBanker.com)..... | 5 |
| 13. | Flyer Creation Program: Through CloudCMA | 5 |
| 14. | Flyer Template | 5 |
| 15. | HUD Broker Information | 5 |
| 16. | Legal Clauses and Notices | 5 |
| 17. | Legal Insights (Laws and Forms)..... | 5 |
| 18. | Logos available for download | 5 |
| 19. | Lonewolf/Transaction Uploads | 5 |
| 20. | Marketing and Technology Class Recap (2015) | 5 |
| 21. | Marketing Materials – Our logos and standards are available on the following sites: | 5 |
| 22. | Multiple Offers Insight | 6 |
| 23. | NAR Do Not Call Information | 6 |
| 24. | NWMLS Computation of Time | 6 |
| 25. | Neighborhood Video’s (Full Playlist)..... | 6 |
| 26. | Office Functions | 6 |
| 27. | Online Presence | 6 |
| 28. | Password Tracking Sheet | 6 |
| 29. | Phone List..... | 6 |
| 30. | Photographer Release..... | 6 |
| 31. | Policy and Procedure Manuals..... | 6 |
| 32. | Previews (CB’s Luxury Platform) | 7 |
| 33. | Relocation Template for Clients..... | 7 |
| 34. | Set up your Agent Profile | 7 |
| 35. | Sign Post and Sign Companies with our approved logos and standards | 7 |

36. Strategic Partners..... 7

37. “TLC” Transaction Light Coordinator Flyer..... 7

38. Webinars (CBD Training)..... 7

39. Wheel of Resources (Links to all Real Estate Websites) 7

40. Who to Contact if you have Questions 7

41. ZAP 7

All Things CBDanforth

Tips on How to Navigate Various CBD Systems and Tools

1. [Advertising Guidelines - DOL](#)
2. [Broker's Banter \(Current\)](#)
3. [Broker Referral Form](#)
4. [Business Advantage Program](#)
Discounts available to Coldwell Banker Brokers
5. [Business Card Options](#)
A list of companies that have our approved logos and standards
6. Business Planning - ["The Business Why Plan"](#)
7. Clock Hour Discounts
 - a. [CB Continuing Education Shop](#)
Check on CB Works for the appropriate discount code. 15-20% discounts possible on clock hour classes.
 - b. [Rockwell Institute](#)
Username: 1311 Password: cbda795
8. CMA Assets
 - a. CloudCMA
 - i. Link to sign up and create account - [CMA Signup](#)
 - ii. [CloudCMA](#) Link to login AFTER you are signed up
 - iii. [To register for training](#)
 1. [How to generate leads through](#) "What's my House Worth"
 - iv. How to set up ["What's my House Worth"](#)
 - b. Other CMA assets and inserts available in LoneWolf under "Office Links"
 - i. [CMA PDF](#)
 - ii. [CMA Word](#)
 - iii. [CMA PowerPoint](#)
9. [Concierge](#)
A list of vendors that have been vetted by our staff to ensure they are licensed, bonded and insured
10. [Correspondence Archival](#)
11. Danforth App
Direct access to CB Danforth website, CB Danforth Concierge, Mortgage Calculator, LoneWolf/Loading Docs, Call CBD office, Call Weekend Manager, CBD Events and Email Broker questions
 - a. iPhone
 - b. Access the App Store on your iPhone and search for CB Danforth Broker App
 - i. Follow the directions to install the application
 - c. Android Device
 - i. Access the Play Store on your Android device and search for CB Danforth Broker App
 - ii. Follow the directions to install the application

12. [Email User Manual \(for ColdwellBanker.com\)](#)

To sign up for either option below, login to CB Exchange and click on the email icon on the homepage

- i. Free email address is available as a forward only account
- ii. Coldwell Banker stand-alone email available for \$20-35 per year.
Coldwell Banker Help Desk at 877-263-6589 Monday – Friday from 6am – 1am and Saturday and Sunday 7am – Midnight (all times Eastern Time)

13. Flyer Creation Program: [Through CloudCMA](#)

14. Flyer Template

- a. [PowerPoint](#)
- b. [Publisher](#)
- c. [Word](#)

15. [HUD Broker Information](#)

16. Legal Clauses and Notices

- a. [Examples of Non-Refundable Deposit](#)
- b. [Buyer Notice Regarding Removing Contingencies](#)
- c. Flyer Disclaimer: “The information on this flyer is to the best of the seller’s knowledge only. Its accuracy is not guaranteed. **IF IT IS IMPORTANT, CHECK IT!**”

17. [Legal Insights \(Laws and Forms\)](#)

18. [Logos](#) available for download

19. [LoneWolf/Transaction Uploads](#)

- a. [LoneWolf Training Links](#) - Your resource guide for LoneWolf questions
- b. [Company Wide Email](#)
- c. “Office Links”
Document storage to include copies of Broker Banter Newsletters, Logo’s, CMA information and many other documents for CB Danforth Brokers use

20. Marketing and Technology Class Recap (2015)

- a. [Cloud CMA](#)
- b. [CB National](#)
- c. [CBD Marketing Update](#)
- d. [CBD Tech Update](#)
- e. [LoneWolf](#)

21. Marketing Materials – Our logos and standards are available on the following sites:



- 22. Multiple Offers Insight
 - a. [Excerpt from Broker's Banter](#)
 - b. [Multi-Offer Seller Spreadsheet](#)

23. NAR Do Not Call Information

24. [NWMLS Computation of Time](#)

25. [Neighborhood Video's \(Full Playlist\)](#)

[Ballard](#)

[Bellevue East](#)

[Bellevue South](#)

[Bellevue West](#)

[Burien](#)

[Capitol Hill](#)

[Edmonds](#)

[Federal Way](#)

[Green Lake](#)

[Issaquah](#)

[Kirkland](#)

[Magnolia](#)

[Maple Valley](#)

[Mercer Island](#)

[Redmond](#)

[Seattle Downtown](#)

[Shoreline](#)

[Tacoma Downtown](#)

[West Seattle](#)

26. Office Functions

- a. [Door Code and Alarm Processes](#)
- b. [Copy and Fax Machine Instructions](#)

27. Online Presence

Social Media

- i. [Coldwell Banker Social Media Policy](#)
- ii. [The New Age of Real Estate Communication](#)
- iii. [Becoming Social White Paper](#)
- iv. [Why You Should Care About Pinterest](#)
- v. [Fascinating Pinterest Tools Worth Checking Out](#)
- vi. [Facebook 101](#)



- vii. [Twitter 101](#)



28. [Password Tracking Sheet](#)

One central location to store necessary login and password information

29. [Phone List](#)

The most current CBDanforth Broker contact list. This includes each broker's home city and zip code to use as a CBD referral source.

30. Photographer Release

- a. [Photographers with signed Release Forms](#)
- b. Visit NWMLS to get blank release Form 13A or 13B

31. Policy and Procedure Manuals

- a. [Residential](#)
- b. [Commercial](#)
- c. [Property Management](#)

32. [Previews](#) (CB's Luxury Platform)
 - a. [What Homes Qualify?](#) Previews Properties must be priced at, or above, the minimum price threshold established by the CB International Headquarters; thresholds may be found on CB Exchange. In addition, the property should be of exceptional quality and style, and reflect the prestige image of the CB International Program.
 - b. [Threshold Lookup](#)
 - c. [How to Become a Preview Specialist](#)
 - d. For more information, type "Previews" in the CB Exchange Search Bar

33. [Relocation Template for Clients](#)
Have your clients use this template if they are being directed to another real estate company by a relocation referral company.

34. Set up your Agent Profile
 - a. CB Danforth website - Send a brief biography and a photo to support@cbdanforth.com
 - b. Coldwell Banker website
 - i. [Instructions](#)
 - ii. Login to [CB Exchange](#) to begin set up
 - iii. [CB Personal Profile Upload Instructions](#)

35. [Sign Post and Sign Companies](#) with our approved logos and standards

36. Strategic Partners
 - a. [Absolute Mortgage](#)
 - b. [GPS Escrow](#)

37. ["TLC" Transaction Light Coordinator Flyer](#)
 - a. [TLC Listing Form](#)
 - b. [TLC Sale Form](#)
 - c. [TLC Client Contact Services Form](#)

38. [Webinars \(CBD Training\)](#)

39. [Wheel of Resources](#) (Links to all Real Estate Websites)
Save this as a favorite or as your homepage on your PC or tablet

40. [Who to Contact if you have Questions](#)
 - a. [Weekend Manager](#)
 - b. [How to Email Managing Broker Questions](#)
 - c. [General CBD IT Questions about LoneWolf or Office Computers](#)
 - d. LoneWolf support email agents@lewolf.com or call 866-279-9653 (M – F 6am – 5pm)
 - e. Coldwell Banker Email call 877-263-6589
 - f. CB Exchange Help Desk call 877-426-5393 (For questions on listings on CB.com)
 - g. [Commercial Real Estate](#)
 - h. [Property Management](#)
 - i. [Comprehensive Staff Contact List](#)

41. ZAP
 - a. [Manage your Personal page](#)
 - b. [Resources and Help](#)