

Hi CBD Brokers,

Below is the 2nd part of our 5 part recap of our marketing class in June. Part 2 is on what CB National presented at our class. There is some great info here, so check it out!

Part 2: Coldwell Banker National Marketing:

Cindy Spencley Regional Director of Marketing, presented all the newest and greatest that CB is offering.

e-Marketing: CB National has hired a local Seattle firm called Imprev. With CB eMarketing, you will be able to manage your contacts, send branded eCards and eNewsletters and automate your marketing activities. Rebuilt from the ground up, it is now easier than ever to manage your contacts and create, send and optimize your email campaigns in one central location.

To Access CB's eMarketing: Go to CBWorks click on the "eMarketing" button on the home page.

CBX: One of the coolest new features CB has come up with is a system called CBX. This uses "Big Data" (information pulled from census and other web based sources) and gives the seller additional information on potential buyers. The reports are extremely high quality and should be impressive to any seller.

To Access CBX: Go to CBWorks and type in "CBX" in the search bar to get the tutorial.

Battling for full commissions: Cindy talked about making sure your clients know your worth for the commission fees you are charging. Using all the power of our brand no doubt helps with this conversation. If you are forced or feel compelled to drop your commission from what is considered a full commission, think about telling your clients you will give them a 5 or 10% discount off your commission. Too often we talk in half or full points with clients and I think they would be happy knowing you were willing to give something. A 5% or 10% discount may do the trick. Cindy also played this video talking about negotiating for a full commission, this is great food for thought. <https://realogy.box.com/s/sdmbktw46boe0e9bozj38d6bwjdnjftu>,

CB Marketing Reference Guide: Here is a pdf of Cindy's tips of CB Marketing tools that was handed out at the class: http://cbdanforth.com/docs/Marketing_Reference_Guide.pdf

Gen Blue-Chicago: If you are looking for a great conference to get ideas for 2016, join me and thousands of other CB Brokers from across the U.S. and World at Gen Blue this September:

http://cbdanforth.com/docs/CB_Gen_Blue_Chicago_2015.pdf

If you missed the email earlier this week for Part 1 Recap...here it is: [Part 1 Marketing Recap](#)

Thanks and have a great day,

Dave Danforth

Broker/Owner

Coldwell Banker Danforth

206-212-2200 North

253-952-3100 South