ALL THINGS CBD

Tips & Resources to Navigate All the CB Danforth Tools & Systems
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All Things CBDanforth

*Tips on How to Navigate Various CBD Systems and Tools*

1. **Advertising Guidelines - DOL**

2. **Brokers Banter** (Archive)
   a. **Current Monthly Newsletters**

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


7. **CBx + Moxi Present (CB CMA)**
   Comprehensive listing/marketing CMA tool

8. **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**
      Contact your Coldwell Banker Danforth office for login and password to receive discount.

9. **CMA Assets**
   a. **CloudCMA**
      i. Link to sign up and create account - [CMA Signup](link)
      ii. [CloudCMA](link) 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” (will be direct download)
      i. **CMA PDF**  **CMA Luxury PDF**
      ii. **CMA Word**  **CMA Luxury Word**  (Word & PowerPoint will be direct downloads)
      iii. **CMA PowerPoint**  **CMA Luxury PowerPoint**

10. **Concierge**
    A list of vendors that have been vetted by our staff to ensure they are licensed, bonded and insured

11. **Correspondence Archival**
    Instructions on saving Texts and Emails to PDF
12. **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
   - iPhone
   - Access the App Store on your iPhone and search for CB Danforth Broker App
     - Follow the directions to install the application
   - Android Device
     - Access the Play Store on your Android device and search for CB Danforth Broker App
     - Follow the directions to install the application

13. **Design Concierge**
    Brand building with our tools and professional creative staff.

14. **Desk**
    Your new place to find everything related to the CB brand!
    - Introduction - Getting Started
    - Training Deck
    - FAQs

15. **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
    - Free email address is available as a forward only account
    - 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)

16. **Flyer Creation Program: Through CloudCMA**

17. **Flyer Template**
    - PowerPoint
    - Publisher
    - Word

18. **HUD Broker Information**

19. **Legal Clauses and Notices**
    - Examples of Non-Refundable Deposit
    - Buyer Notice Regarding Removing Contingencies
    - 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!”

20. **Legal Insights (Laws and Forms)**

21. **Listing Concierge**
    A comprehensive listing marketing program.

22. **Logos** available for download
23. Marketing and Technology Class Recap (2015)
   a. Cloud CMA
   b. CB National
   c. CBD Marketing Update
   d. CBD Tech Update
   e. LoneWolf

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

25. Multiple Offers Insight
   a. Excerpt from Broker’s Banter
   b. Multi-Offer Seller Spreadsheet

26. NAR Do Not Call Information

27. NWMLS Computation of Time

28. Neighborhood Video’s (Full Playlist)

29. Office Functions
   a. Door Code and Alarm Processes
   b. Copy and Fax Machine Instructions

30. 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
31. Photographer Release
   a. Photographers with signed Release Forms
   b. Visit NWMLS to get blank release Form 13A or 13B

32. Policy and Procedure Manuals
   a. Residential
   b. Commercial
   c. Property Management

33. 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

34. Prospect Square
   Automated Email Marketing for your Sphere

35. RealVitalize
   CB program assisting sellers with costs of improving their home before listing
   a. READ THIS FIRST
   b. Pre-Application Form – Submit to Dave
   c. Program Overview
   d. Training Video – March 2021
   e. Participation Agreement
   f. Customer Brochure

36. 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.

37. 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

38. Signpost and Sign Companies with our approved logos and standards

39. Strategic Partners
   a. Absolute Mortgage
   b. Shannon Escrow

40. “TLC” Transaction Light Coordinator Flyer
   a. TLC Listing Form
   b. TLC Sale Form
   c. TLC Client Contact Services Form
41. **Webinars and Virtual Events**

42. **Wheel of Resources**  (Links to all Real Estate Websites)
   Save this as a favorite or as your homepage on your PC or tablet

43. **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. Coldwell Banker Email call 877-263-6589
   e. CB Exchange Help Desk call 877-426-5393 (For questions on listings on CB.com)
   f. **Commercial Real Estate**
   g. **Property Management**

44. **ZAP**
   a. **Manage your Personal page**
   b. **Resources and Help**