



NATION'S LARGEST RESIDENTIAL BROKERAGE, NRT LLC, COMPLETES ROLL-OUT OF NEW COLDWELL BANKER-BRANDED CONSUMER WEBSITE

COLDWELLBANKERHOMES.COM COMBINES 17 REGIONAL BROKERAGE WEBSITES

MADISON, N.J., Aug. 17, 2015 /PRNewswire/ -- NRT LLC, the largest residential real estate brokerage company in the United States and a subsidiary of Realogy Holdings Corp. (NYSE: [RLGY](#)), announced the completion of the roll-out of [ColdwellBankerHomes.com](#), a new consumer website featuring all available MLS property listings in the regions the company serves with its company-owned Coldwell Banker brokerage operations.

This innovative brokerage site unifies 17 websites that served more than 50 of the largest 100 metropolitan areas in the United States. This newly combined site complements [ColdwellBanker.com](#), the national site of the Coldwell Banker® franchise brand, which continues to be the No. 1 real estate brand online.*

"While NRT is the largest residential real estate brokerage in the nation, our Coldwell Banker online presence was spread across many regional websites," said [Bruce Zipf](#), president and chief executive officer of NRT LLC. "By focusing our resources, traffic generation, search engine optimization, and unique content into one consumer site, we expect to fully capitalize on the volume of Web traffic we are generating and harness the power of NRT's Coldwell Banker presence into one single brokerage website used by all of our company-owned Coldwell Banker operations. We fully anticipate that [ColdwellBankerHomes.com](#) will become a leading real estate website that consumers turn to for their real estate needs in the markets in which we operate as Coldwell Banker."

"When designing [ColdwellBankerHomes.com](#), we set out to ensure that consumers are able to easily access the information that is most important to them on whatever device they prefer," said [Dan Barnett](#), senior vice president of marketing of NRT LLC. "We created a mobile-first experience that effortlessly converts to desktop, mobile, and tablet formats while retaining the features that made our local sites popular and introducing new functions that enhance the user's experience."

The responsive-design site offers virtual tours, photos, property videos, community profiles, city and school reports, interactive maps, tips for buying and selling a home, and Coldwell Banker/NRT property management and rental listings. Consumers can also request a report on their home's value in today's market.

Agents affiliated with Coldwell Banker/NRT receive a free personal profile page, and have the ability to upload a video profile, unlimited photos for each property, and send automatic email alerts on new properties, price reductions and open houses to customers who opt-in.

Leads on properties listed by a Coldwell Banker/NRT affiliated agent will be sent directly to the agent through HomeBase InTouch, NRT's customer relationship management system.

About NRT LLC

[NRT LLC](#) is the nation's largest residential real estate brokerage firm. NRT owns and operates companies in more than 50 of the 100 largest metropolitan areas in the United States, with approximately 780 offices and approximately 46,700 independent sales associates. NRT is the subsidiary of Realogy (NYSE: [RLGY](#)) that operates all company-owned real estate brokerage offices under Realogy's Coldwell Banker, Coldwell Banker Commercial® Sotheby's International Realty®, and ZipRealty® brands, as well as powerful regional and local brands, The Corcoran Group® and Citi Habitats.

*According to Neilson NetRankings Jan-Dec 2014

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