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COLDWELL BANKER REAL ESTATE ANNOUNCES FIRST-OF-ITS-KIND SMART HOME EDUCATION CURRICULUM EXCLUSIVELY FOR THE COLDWELL BANKER NETWORK

MADISON, N.J. (May 17, 2016) - [Coldwell Banker Real Estate LLC](#), the original Silicon Valley real estate start-up founded in 1906, announced today the launch of a smart home curriculum available exclusively for the **Coldwell Banker®** brand and its affiliated franchised brokers and agents. The curriculum, a real estate industry first, was created in partnership with CEDIA, the global trade association for the home technology market, and is available to all members of the Coldwell Banker network. It will be offered by a CEDIA instructor through Coldwell Banker University.

“Smart home technology is becoming a source of convenience, security and comfort in homes across the United States, with almost half of all Americans owning or planning to invest in smart home technology by the end of 2016, according to the Coldwell Banker Smart Home Marketplace Survey,” said Budge Huskey, president and chief executive officer of Coldwell Banker Real Estate, LLC. “We believe it is our responsibility to ensure that our affiliated agents are the foremost experts in every aspect of the home. As ambassadors to the home, it is imperative for our affiliated agents to learn about smart home products and provide exceptional advice for homebuyers interested in smart home integration.”

Developed by CEDIA, the Coldwell Banker curriculum will provide an extensive look into the evolution of home technology and recent rise of the smart home with a focus on how smart home products are changing the way we live in and interact with our homes. This program will equip attendees with the skills needed to advise buyers looking to invest in a smart home and sellers looking to stage and showcase their smart homes. Upon completion of the optional course, the participants will receive a certificate of completion.

“CEDIA is at the forefront of home technology design and installation, so it made sense for us to join forces with the leading smart home real estate company to create this curriculum,” said Vin Bruno, CEDIA CEO. “This education will give Coldwell Banker affiliated agents a tremendous advantage, providing them insight into the most up-to-date smart home developments and how technology can benefit their clients to live their best lives at home. Agents who complete this program will have a better ability to market listings more effectively and provide valuable information to the communities they serve.”

About Coldwell Banker Real Estate LLC

Since 1906, the Coldwell Banker® organization has been a premier provider of full-service residential and commercial real estate brokerage services. Coldwell Banker Real Estate is the oldest national real estate brand and franchisor in the United States, and today has a global network of approximately 3,000 independently owned and operated franchised broker offices in 47 countries and territories with almost 85,000 affiliated sales professionals. The Coldwell Banker brand is known for creating innovative consumer services as recently seen by taking a leadership role in the smart home space, being the first national real estate brand with an iPad app, the first to augment its website www.coldwellbanker.com for smart phones, the first to create an iPhone application with international listings, the first to develop an iPad application (CBx) to easily bring big data into home listing presentations, and the first to fully harness the power of video in real estate listings, news and information through its Coldwell Banker On LocationSM YouTube channel. Coldwell Banker is a leader in niche markets such as resort, new homes and luxury properties through its Coldwell Banker Previews International® marketing program delivering exceptional experiences for all consumers served.

About CEDIA

CEDIA is the international trade association and central touch point for 3,700 member companies who design, manufacture, and install technology for the home. CEDIA is committed to helping members at every level set a pathway to prosperity by offering industry-leading education, training, and certification; delivering market intelligence through proprietary research; providing opportunities to foster community within the channel, and cultivating awareness with industry partners and consumers. CEDIA founded the largest annual residential technology show, now in its 27th year, and co-owns Integrated Systems Europe, the worlds' largest AV and systems integration exhibition. CEDIA members deliver technology solutions that allow people to have their best moments in life from the comfort of their own home. Life Lived Best at Home™. To learn more about CEDIA, visit www.cedia.net.

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