

## Why List with Corcoran?

**A unique selling philosophy** - Inclusive is better than exclusive. At Corcoran we believe that optimal exposure comes through co-brokering or "inclusive marketing." When you list with us your property not only receives exposure to our own real estate professionals, but also to a worldwide co-broker network.

**Exceptional service experience** - From the moment you list with Corcoran your agent takes ownership of the selling process, managing every detail of your sale from marketing your property to coordinating open houses.

**We feature your property on the hardest working website in real estate** - Corcoran.com gives buyers instant access to custom search criteria, detailed descriptions, full color photography and floor plans. That means a compelling showcase for your property that's simple to find. With millions of unique visitors a month, award-winning corcoran.com drives the most traffic to your listing. Corcoran.com outperforms the competition as one of the most visited, user friendly and innovative real estate websites in the business.

**Extensive referral base** - Eighty percent of our buyers are personal referrals or come to us by our national corporate partner, Cartus Mobility, the nation's largest provider of relocation services. Combine that with Corcoran's own outstanding Relocation and Corporate Services Division and you have access to thousands of potential sellers across the globe.

**We get the news out fast** - Within minutes every Corcoran agent will know that your property is on the market. Within an hour your property will be listed on corcoran.com, exposing it to more than 100,000 daily visitors. Moreover, every Corcoran listing is featured on nytimes.com and is accessible through key search engines such as Google and Yahoo.

**Expertise in pricing** - We share your goal of achieving the maximum price and selling quickly and efficiently. At The Corcoran Group our agents average 20 years working in their respective local markets, and they leverage the largest database of prices and sales information available. This experience, access and intelligence helps us formulate the most accurate pricing for your property.

**Our agents and the "Live who you are" mission** - We understand that buying or selling a home is a very emotional and personal decision. So our agents are dedicated to finding you the right property for who you are and how you live. It's not just the beds and baths but the hopes and dreams that count. And if you're a seller, our agents focus on finding buyers that are precision-matched to your property.

**High profile advertising, marketing and public relations** - Selling your property means the careful orchestration of advertising, marketing and public relations. We reach precisely the right target audience through key local, national and international print, televised and online media outlets and with unrivaled brand presence. No other real estate company comes close.

**Unsurpassed industry leader** - We boast the largest market share in New York, the East End of Long Island and South Florida, making us the unrivaled industry leader on the East Coast. With Corcoran agents generating up to \$18 billion in total company sales every year and averaging one home sale every hour, nothing speaks louder than our results.

