

BROWSING FOR HOUSING THIS WINTER *Tech Tools to Make Real Estate Shopping Easy*

NORTHBROOK, Ill. (October 12, 2009) – When the weather outside is frightful, hunting for a new home can get downright chilly. Fortunately, a wealth of online and mobile tools enables buyers to shop for real estate without stepping outside.

“We know that at least 87 percent of buyers use the Internet to search for a home, confirming that buyers today are testing the real estate waters online before diving into their home search,” said Fran Broude, president and COO of Coldwell Banker Residential Brokerage. “National sites and localized options make it simple for buyers to see what’s out there before pounding the pavement, especially in wintry weather.”

- **Simple search tools, advanced results.** Real estate Web sites such as www.coldwellbankeronline.com are always developing more direct search mechanisms, making it easier to sort listings of interest based on criteria as specific as the size of the garage and whether the home features a fireplace.
- **Picture perfect.** If you want to peek inside without having to venture outside, seek out homes that offer multiple photos and virtual tours with 360 degree views. Video sources, like Coldwell Banker's “On Location” YouTube channel, also provide information and visuals on homes, communities and real estate topics nationwide.
- **Community information.** Comprehensive real estate sites are now including perspective on everything from local shopping to public transportation to area school reports. Mapping tools also give consumers real-time visuals on the home and its surroundings.
- **Going mobile.** Even sophisticated mobile devices are delivering real estate information. Coldwell Banker offers a specially formatted version of its Web site for iPhone and Blackberry users and recently introduced a special international home search application for iPhone users.

Coldwell Banker Residential Brokerage, a leading residential real estate brokerage company serving Chicagoland, Northwest Indiana, Southeast Wisconsin and Southwest Michigan, operates 58 offices with more than 3,800 sales associates. Coldwell Banker Residential Brokerage is part of NRT LLC, the nation’s largest residential real estate brokerage company. NRT, a subsidiary of Realogy Corporation, operates Realogy’s company-owned real estate brokerage offices. For more information, please visit www.coldwellbankeronline.com.