

*The* ART & STRATEGY  
*of* SELLING  
YOUR HOME

*The Coldwell Banker Global Luxury® Program*



**COLDWELL BANKER**

Presented by  
MEGAN BELL



# Entrust Your Legacy *With Ours.*

WE SET  
THE STANDARD  
IN LUXURY  
REAL ESTATE  
MARKETING.

Ever since the first estates were captured on film in 1933, the **Coldwell Banker Global Luxury®** program has been revolutionizing how fine properties are marketed. That legacy continues today through a one-of-a-kind platform powered by an elite network of top-performing agents, cutting-edge tools, and exclusive services

Our purpose has never wavered: to present your home with vision and deliver a selling experience as extraordinary as the property itself.





# Luxury Marketing That *Moves People* – AND DRIVES RESULTS

I leverage a highly curated set of marketing assets available exclusively through the **Coldwell Banker Global Luxury®** program to ensure your home is positioned with precision and distinction. From striking visuals to wealth-targeted outreach, every element is designed to spark desire and generate the strongest possible offers.

- World-Class Marketing Materials
- Exclusive Pre-Market Access
- Premium Listing Syndication
- Luxury Advertising & Proprietary Media
- High-Impact Social Media Exposure
- PR & Editorial Coverage
- Targeted Wealth Marketing
- Concierge Auctions for Accelerated Sales



## INTERNATIONAL SYNDICATION

75+  
PORTALS

41+  
COUNTRIES

135.79M  
POTENTIAL BUYERS\*

\*Number provided is an approximation due to frequent changes to the syndication.

## PRESENT YOUR HOME LIKE A MASTERPIECE

### *World-Class Marketing Materials*

With access to expert design and marketing resources, I ensure your home is showcased at the highest level through professionally crafted brochures, postcards, video, social media and a search-optimized property website.

## GAIN UNPARALLELED ACCESS

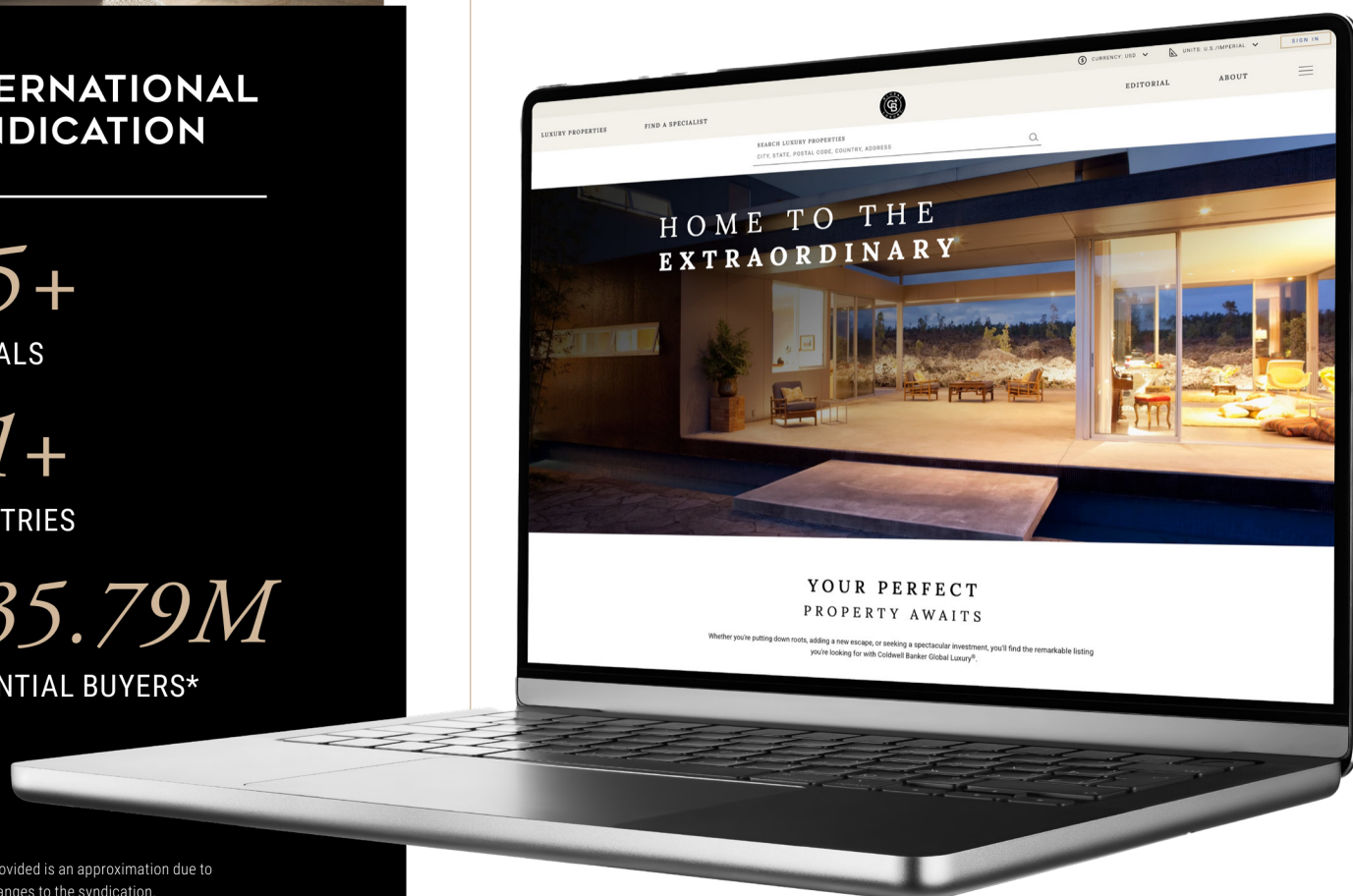
### *Coldwell Banker Exclusive Look*

With this powerful online marketing platform, Coldwell Banker® Exclusive Look, I can showcase your extraordinary property to brokers within our company in minutes for greater exposure, before it even hits the MLS.

## SHOWCASE YOUR HOME ON A GLOBAL STAGE

### *Premium Listing Syndication*

Through ColdwellBankerLuxury.com and our syndication partnerships, your property will be featured on elite platforms such as *The Wall Street Journal*, *Robb Report* and *Unique Homes* – all frequented by affluent buyers searching for homes just like yours.





877M+  
IMPRESSIONS\*

1.2M+  
FOLLOWERS REACHED GLOBALLY\*

\*Sprout Social Reporting 1/1/24-12/31/24.

## REACH AFFLUENT BUYERS WHERE THEY ARE

### *Luxury Advertising & Proprietary Media*

Through our luxury advertising program, I can feature your home in premier publications like *The Wall Street Journal*, *The New York Times* and *Condé Nast Traveler* — all at pre-negotiated rates secured by the Coldwell Banker Global Luxury® program. I may also leverage the Coldwell Banker® brand's proprietary editorial platforms to further amplify your property's story across print and digital.

## TURN LIKES INTO LEADS

### *High-Impact Social Media Exposure*

In addition to my personal social channels, your home will be featured in targeted digital campaigns on Facebook, Instagram and top-tier websites\*. Your listing could also be promoted across the Coldwell Banker brand's global social media channels.

\*JamesEdition, Barron's, Mansion Global and Penta display properties priced at \$1M+. ListHub Global, powered by Properstar, displays properties priced at \$2M+.







## CREATE THE RIGHT KIND OF HEADLINES

### *PR & Editorial Coverage*

If your home has unique qualities or media appeal, I can collaborate with the award-winning Coldwell Banker® PR team to generate press that reaches high-net-worth individuals, decision-makers and luxury consumers.

**131+**  
MEDIA MENTIONS PER DAY\*

**\$108M**  
EARNED AD VALUE\*

**4.2B**  
CONSUMER IMPRESSIONS\*

\*Cision, a media monitoring company, 2024.

## ENGAGE QUALIFIED BUYERS – ONE-TO-ONE

### *Targeted Wealth Marketing*

I have access to advanced wealth intelligence that helps me identify high-net-worth individuals most likely to purchase your home. This precision allows me to move beyond broad marketing and engage in personal, one-to-one outreach with qualified prospects.

## TAP INTO COMPETITIVE BIDDING POWER

### *Concierge Auctions for Accelerated Sales*

For properties that demand a different approach, I can leverage Concierge Auctions – a premier global auction platform for high-end real estate. This process drives transparent competitive bidding and often closes in 60 days, frequently exceeding the market reserve price.





# The Right Buyer *Could Be Anywhere.*

## WE KNOW WHERE TO FIND THEM.

As a certified Luxury Property Specialist affiliated with the **Coldwell Banker®** brand, I offer more than expertise and specialized training. I offer access. Leveraging my connections and resources, I can strategically place your property in front of the most qualified buyers, wherever they may be.

### 96,000+

COLDWELL BANKER AFFILIATED SALES PROFESSIONALS WORLDWIDE\*

### 9,000+

CERTIFIED LUXURY PROPERTY SPECIALISTS\*

### 45

COUNTRIES ACROSS THE GLOBE\*

\*As of 12/31/2024.



*Luxury Property Specialists have a 70% higher average sales price compared to non-Luxury Property Specialists<sup>1</sup>*

## Extraordinary Is *Our Everyday.*

With the power of the Coldwell Banker Global Luxury® name behind me – a program trusted to represent some of the world's most exceptional properties – I can deliver results that consistently outperform the market.

### \$220

MILLION

In Daily  
Luxury Sales<sup>2</sup>

### \$1.9

MILLION

Average Sales Price  
in \$1M+ Category<sup>3</sup>

### 41,369

TRANSACTION SIDES

in \$1M+ Category<sup>2</sup>

### 258

TRANSACTION SIDES

in \$10M+ Category<sup>4</sup>

1. Based on 2024 U.S. closed transactions reported by Coldwell Banker. Results not guaranteed. Luxury Property Specialists must be commissioned real estate agents with a minimum of three luxury home sales and have completed a training course co-produced with Coldwell Banker and the Institute for Luxury Home Marketing. 2. Data based on closed and recorded buyer and/or seller transaction sides of homes sold for \$1 million or more as reported by affiliates of the U.S. Coldwell Banker franchise system for calendar year 2024. USD\$. 3. Data based on closed and recorded buyer and/or seller transactions sides of homes \$1M and over in the 2024 calendar year. 4. Data based on closed and recorded buyer and/or seller transaction sides of homes sold for \$10 million or more as reported by affiliates of the U.S. Coldwell Banker franchise system for the calendar year of 2024. USD\$.

Extraordinary homes deserve nothing less than extraordinary representation. Let's bring your home to market with the legacy, expertise and style it deserves.


*Contact me today to  
begin the journey.*



**COLDWELL BANKER**

HOME *to the* EXTRAORDINARY

MEGAN BELL  
614-531-7264  
[www.megansbell.com](http://www.megansbell.com)

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