

A tropical beach scene at sunset. Two palm trees frame a white lifeguard stand on a sandy beach. The ocean is visible in the background with a few ships on the horizon. The sky is filled with colorful clouds in shades of orange, pink, and blue.

# The Power Of Corcoran

LIVE WHO YOU ARE

*corcoran*





# Why the Corcoran<sup>®</sup> brand? Glad you asked.

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## We Live Where We Work

We have more than 4,500 affiliated sales associates across New York City, The Hamptons, Westchester, Hudson Valley, New Jersey, Florida, California, Chicago, Hawaii, Denver, Charlotte, the British Virgin Islands, St Barth, the Bahamas, Puerto Rico, Greater Houston, Georgia, Greenwich, the Cayman Islands, Seattle, Nashville, Turks & Caicos, Charleston, Italy, Ontario, Bucks County, Boston, Portland, Raleigh, Los Cabos, D.C., Virginia, Maryland, and West Virginia.

As of November 19, 2024.

## We're Attention-Getters

Corcoran.com is the top 1.45% of real estate websites and top 0.03% of all active websites globally.

Similarweb.com 2024

## We're International

After launching our first national franchisees in 2020, we marked our one year anniversary with a global debut in the Caribbean and continue our expansion with the launch of our first European affiliate this past year.

## We're New Development Leaders

Corcoran Sunshine and Corcoran New Development represents 6 out of the 10 top-selling developments currently on the market in 2024.

The REBNY RLS, Attorney General filings, ACRIS, Streeteasy, Corcoran Sunshine Internal Sales Data

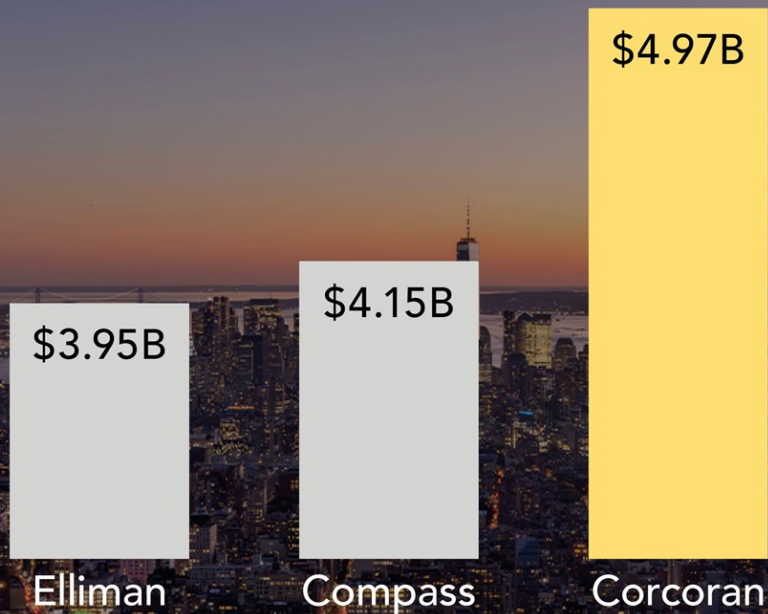
## We're Relocation Pros

We relocate thousands of people through our in-house relocation team, many of whom are personal referrals. They help put moves into motion by matching our clients to one of our many Corcoran affiliated agents.

# The view from up here never gets old.

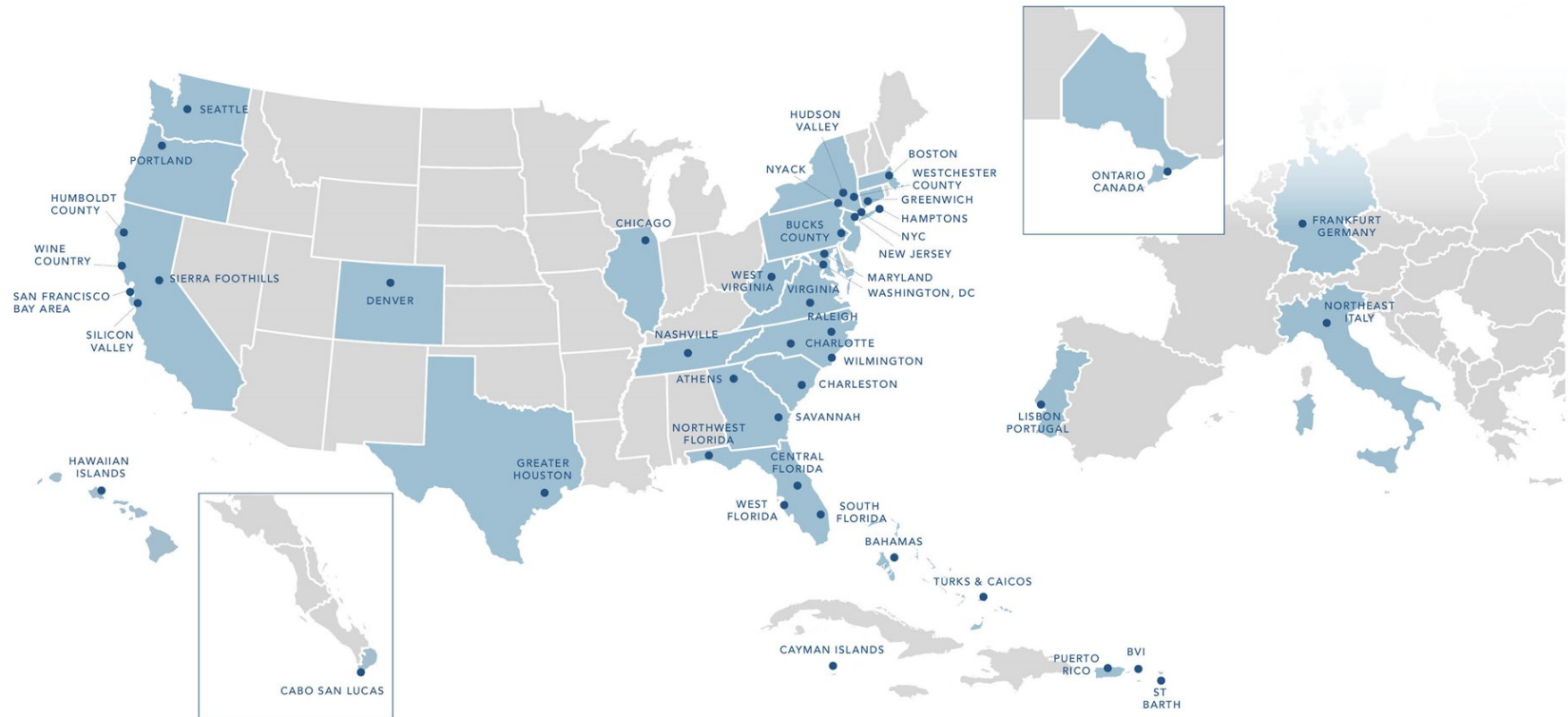
**For the fifth year in a row, The Corcoran Group secured the top spot as the #1 real estate brokerage in Manhattan.**

We have a proven track record of successfully closing more sales than our competitors, giving your property a competitive advantage with maximum exposure and specialized guidance.



Source: *The Real Deal*, NYC Top Broker Ranking 2024

# The Corcoran<sup>®</sup> Network



As of August 7, 2025. Includes all Corcoran owned and affiliate locations.



We're part of the Anywhere<sup>SM</sup>  
family, a global leader in residential  
real estate services.

18,000

TOTAL OFFICES  
NATIONWIDE

120

COUNTRIES  
AND TERRITORIES

300,000

REAL ESTATE ASSOCIATES  
WORLDWIDE

\*Anywhere Brands Finance, 6/30/25;

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# We are real estate's gold standard.

**Anywhere has been named to the Ethisphere Institute's annual list of the World's Most Ethical Companies — for fourteen straight years.**

The corporate-ethics thinktank's annual ranking, which looks at companies in 44 industries in 19 countries around the world — reflects such factors as corporate citizenship, transparency, and trustworthiness. And companies aren't measured in a vacuum; they're weighed against their competitors. Anywhere joins only a quarter of companies to earn the designation for 14 years, and is the only residential real estate company represented on the list.

We pride ourselves on the importance of integrity in business, especially in a business as personal as real estate, where earning — and keeping — our clients' trust is our top priority.

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A horizontal bar with a rainbow gradient, transitioning from blue on the left to red on the right.



# The whole world. One address.



Corcoran.com is in the top 1.45% of real estate websites and top 0.03% of all active websites globally.

SimilarWeb 2024



Corcoran.com logs over 9.9 million website users, generating more than 47.1 million page views annually.

Google Analytics 2024



Corcoran social media accounts have a combined following that's fully 15% larger than our closest rival.

Rival IQ 2024. compared to Serhant, Elliman, Compass, and BHS Facebook, Instagram, Twitter, YouTube, and TikTok



Corcoran.com sends an estimated 156,400 company-generated leads to our affiliated agents each year, with a response time measured in minutes.

Leads Engine, Trello, the Hub, and Google Analytics 2024

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# This is the digital difference.

We drive millions of potential buyers to your Corcoran.com listing with our proprietary formula of paid search, retargeting, and search engine optimization.

30.6M

Corcoran.com page views driven by paid and organic search in the last 12 months

Google Analytics 2024

20%

Percentage of corcoran.com visitors actively searching for a home

Google Analytics 2024

17%

Percentage of web searches containing the word "rent" for which Corcoran is a top result

Bullseye 2024

156K+

Estimated leads generated in the last 12 months

Leads Engine, LeadsRouter, the Hub, and Google Analytics 2024

275M

Display impressions overall to corcoran.com

Google Search Console 2024

5.4M

Web clicks specifically related to listings on corcoran.com

Google Search Console 2024

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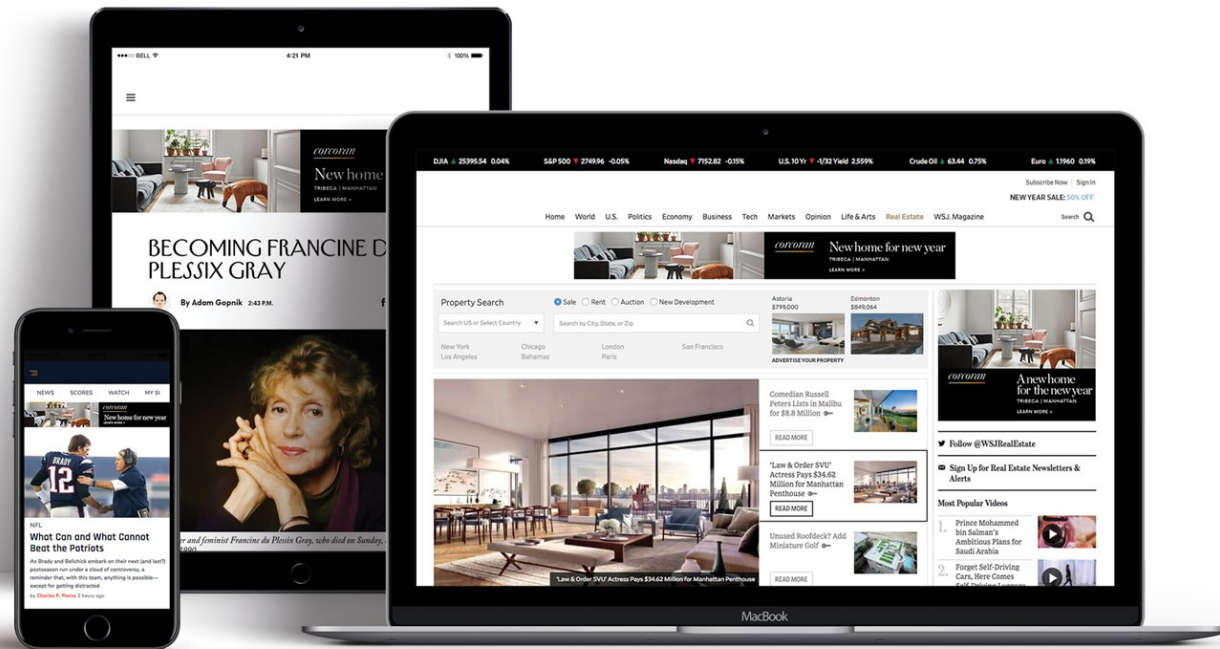
# We're a marketing powerhouse.

The real difference about the Corcoran® brand is simple. We focus on people and their individual needs. Our vision sets the Corcoran brand apart and keeps us first in consumers' minds. From our critically acclaimed brand campaigns to the marketing created for your listing, we make sure to connect with the consumer on a deeper level.

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# We'll build a tailored digital campaign for your home.



**We maximize your listing's exposure with custom targeted digital advertising.** Rather than casting a wide net, your listing ad will only target qualified consumers and will appear to those consumers on the hundreds of sites they already frequent.

Participants can opt into this program using their ad budgets. None of the named companies are affiliated with or endorse Corcoran. Whether a specific listing is included on any site can vary depending on region, property type, availability, and other criteria. These publishers are just a sampling of the hundreds of sites to which property ads may be served.

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We help you  
track and optimize  
your listing's digital presence.

Leverage real-time data to generate detailed reports on your listing's activity on corcoran.com, and work with your agent to devise an effective digital strategy to get more eyes on your home.

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corcoran × **FLOWCODE**

# Dedicated High-Impact Exposure

Corcoran is the first real estate brand to partner at an enterprise level with Flowcode, a leader in QR-code technology. We're disrupting the print marketing world by bringing the most effective print campaigns to life in today's digital world instantly.



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Indisputable Modernism

Web# 5555 \$4,500,000 Beds: 3 Baths: 4.5

John Agent

Licensed Associate RE Broker  
212.555.5555 (toll)  
john-agent@corcoran.com

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# Social media ads, supercharged by AI.

The cutting-edge Realforce, Social AI Ad Engine, can put your property in front of the right buyers at the right moment on Facebook and Instagram.

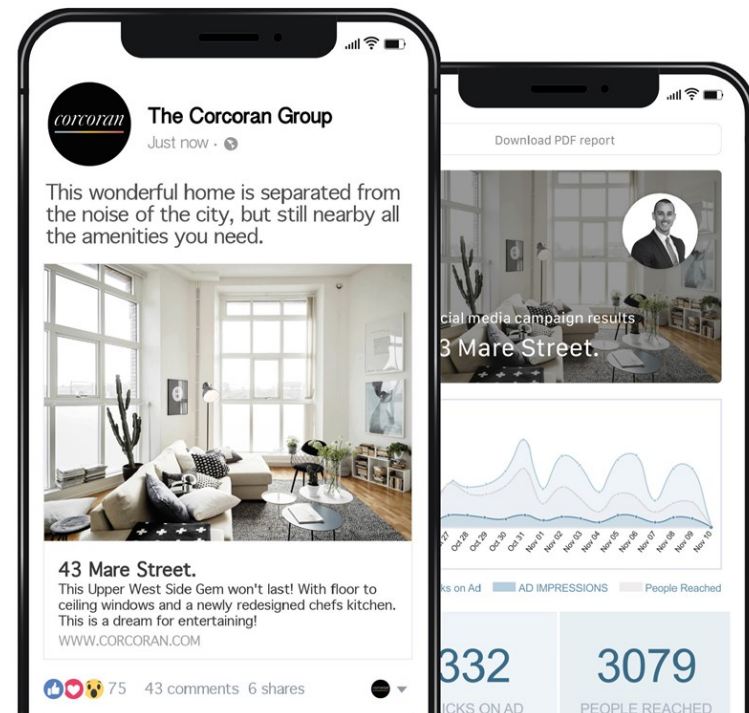
9x Higher Ad  
Performance than the  
Industry Average\*

273%+ Increase in  
Traffic to Listing Pages\*\*

Realforce, Social AI Ad Engine, uses artificial intelligence and big data to identify people who are searching for your type of property. It collects and analyzes data in real time so we can show your property to the people most likely to buy it, right now.

Realforce and Narrative BI 2024  
\*Based on the industry average of CTR 0.99% for Facebook ads.  
\*\*Compared to listings not advertised with Realforce.

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# Where we go, people follow.

Millions of potential buyers engage with our curated content.



INSTAGRAM

231K  
followers



TWITTER

32K  
followers



YOUTUBE

19.6K  
subscribers



LINKEDIN

46K  
followers



INHABIT

35K  
readers



TIKTOK

316K  
followers



PINTEREST

7.6K  
followers



FACEBOOK

253K  
followers

As of January 2025. Data for Inhabit (a corcoran.com blog) is based on average monthly views. None of the other named companies are affiliated with or endorse Corcoran. Whether a specific listing is included on any site can vary depending on region, property type, availability, and other criteria.

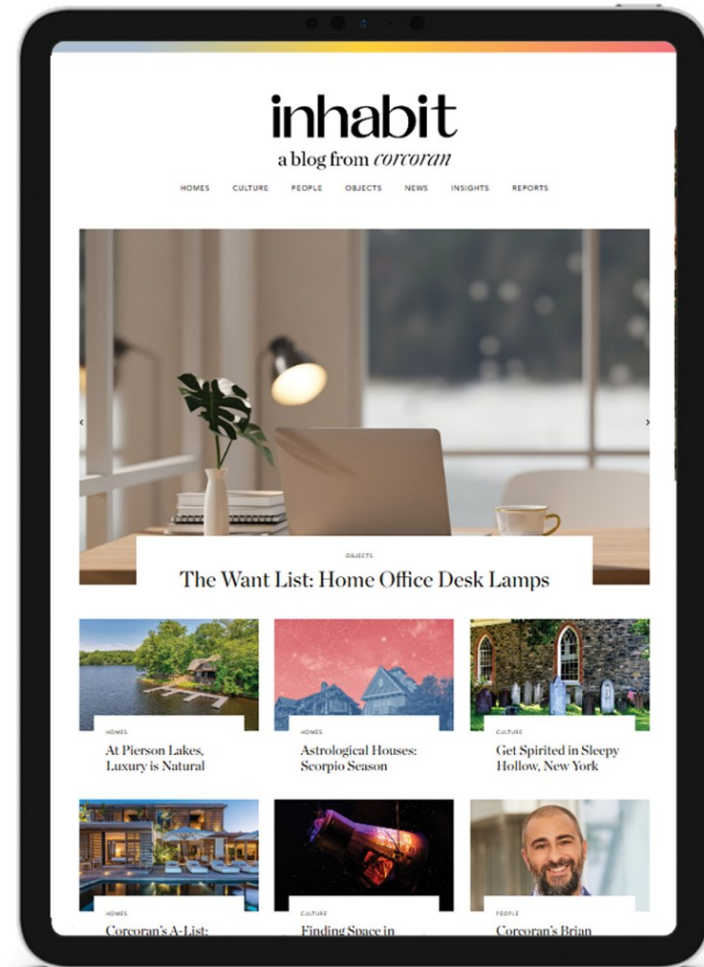
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# We're living the life.

*Inhabit* complements corcoran.com by exploring the stories that make our markets so special.

Our well-loved blog features irresistible stories about goings-on in our markets, architecture and decorating, dining and entertaining, and, of course, a selection of our clients' homes. Expect smart insights, great photography, and first-rate video (including our acclaimed video series, *The Local Next Door*). It's content that drives traffic and gets attention, and that means more visibility to potential buyers.

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# We offer top-tier print exposure.

## **CORCORAN MEDIA COLLECTION**

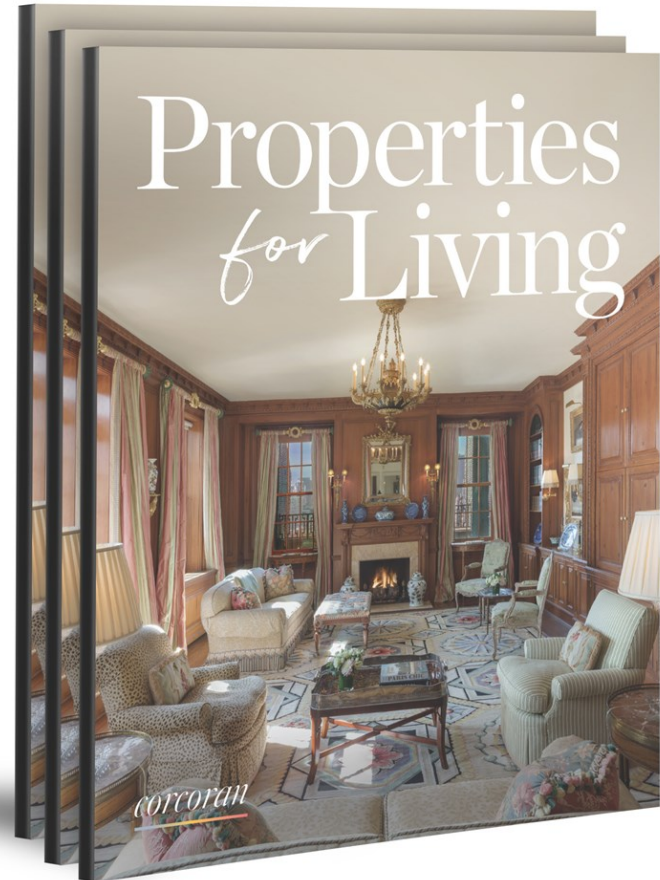
Our annual publication, Properties For Living, showcases our finest homes. 74,000 copies\* are distributed through the New York Times, Wall Street Journal, Palm Beach Daily, Palm Beach Post, Local East End Kiosk, and to all Corcoran offices.

\* Based on 2024 distribution

## **NEWSPAPER ADVERTISING**

Full page placements in The New York Times, The Financial Times, The Wall Street Journal, New York Post, and other premium publications, means your property is breaking news for over one million readers\*.

\* Based on 2024 ad circulation, 9/1/2024-12/31/2024



Sources: 2024 NYT Internal Data 210,671 circulation, FT – Global circulation: 201,275, EMEA including UK:149,298 US: 33,203 Asia: 18,774 - Source: FT Internal Circulation Figures - Q2, 2024, WSJ – 49,402 NY region circulation - Source: September 2024 AAM Regional Data, NYP – 156,908 NY circulation - Source: AAM Media Statement March 2024

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# When it comes to getting press, we're connected.

One of the real estate industry's most experienced in-house public relations team leverages a roster of world-class media connections to promote select properties to a wide range of both digital and print media outlets, including:

Architectural Digest

BBC

Bloomberg

BusinessInsider.com

Centurion Magazine

CNNMoney.com

Crain's New York Business

Curbed

Elle Décor

Financial Times

Forbes

Hamptons Magazine

Hamptons RE Showcase

HC&G

Le Figaro, Le Pointe, Les Echos

New York Magazine

New York Post

Newsday

O Globo (Brazil)

Palm Beach Post

Palm Beach Daily News

South China Morning Post

Straits Times (Singapore)

The Hollywood Reporter

The New York Times

The Times of London

The Wall Street Journal

Time Out New York

Time/Money.com

TV Media

Nothing herein shall be constructed as a guarantee that all or any Corcoran listings will appear in these media outlets. None of the named companies endorse or are affiliated with Corcoran Group LLC or its affiliated companies

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# Around the web, around the country.

As soon as you list, your home greets prospective consumers on Corcoran.com and across hundreds of prominent partner websites in our extensive real estate network.

JamesEdition

PropertyShark.com

realtor.com®

UrbanDigs

The Wall Street Journal

citysnap

Properstar

MANSION GLOBAL

Apartments.com™

Homes.com™

Brownstoner

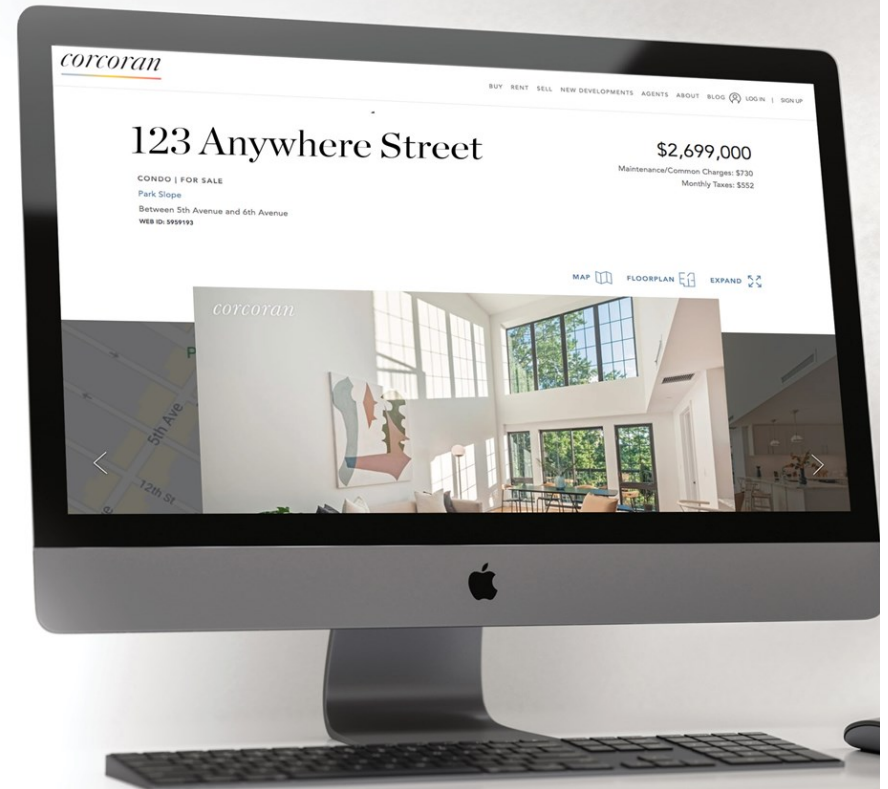
RentHop.com™

Linecity™

Samaki.com

\*The above companies are independently owned and operated from Corcoran Group LLC, and are the owners of their respective marks and logos.

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# Realize your home's top value.

**The RealVitalize® program helps you make inspiring home improvements with no money up front.**

When selling your home, small changes can make a real impact. Our network of trusted contractors can help maximize your property's value. Effortlessly boost your chances of a higher selling price with the RealVitalize program and pay back the costs from the the proceeds from the sale.\*

**Fix it up with nothing up front, whether you're:**

- Renovating kitchens & bathrooms
- Replacing flooring
- Enhancing curb appeal
- Painting
- Staging
- And more

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# We've got the whole world in our hands.

Our high-powered partnership with global portal network Properstar reaches millions of potential buyers each year.

74

WORLDWIDE PORTALS  
TO SHOWCASE YOUR HOME\*

42

COUNTRIES  
REACHED\*

128M

MONTHLY AUDIENCE —  
AND POTENTIAL BUYERS\*

\$42B

VALUE OF U.S. RESIDENTIAL PROPERTIES  
PURCHASED BY INTERNATIONAL BUYERS\*\*

54.3K

NUMBER OF FOREIGN BUYER EXISTING-HOME  
PURCHASES\*\*

\* Properstar 2024. \*\*National Association of REALTORS®. April 2023 - March 2024.

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# One collaboration, a world of opportunity.

Our partnership with London-based Savills extends our global reach by aligning with one of the most influential names in real estate. The dynamic cross-referral collaboration connects us with over 39,000 Savills representatives across 600 offices worldwide, providing access to high-net-worth consumers in over 70 countries, including key markets in the Americas, Europe, Asia, Africa, and the Middle East. Savills operates in prime global cities such as London, Hong Kong, Singapore, Dubai and New York as well as the prestigious residential locations like the South of France, the Caribbean islands, and Alpine resorts.

\*In select markets 2024 Savills.

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