

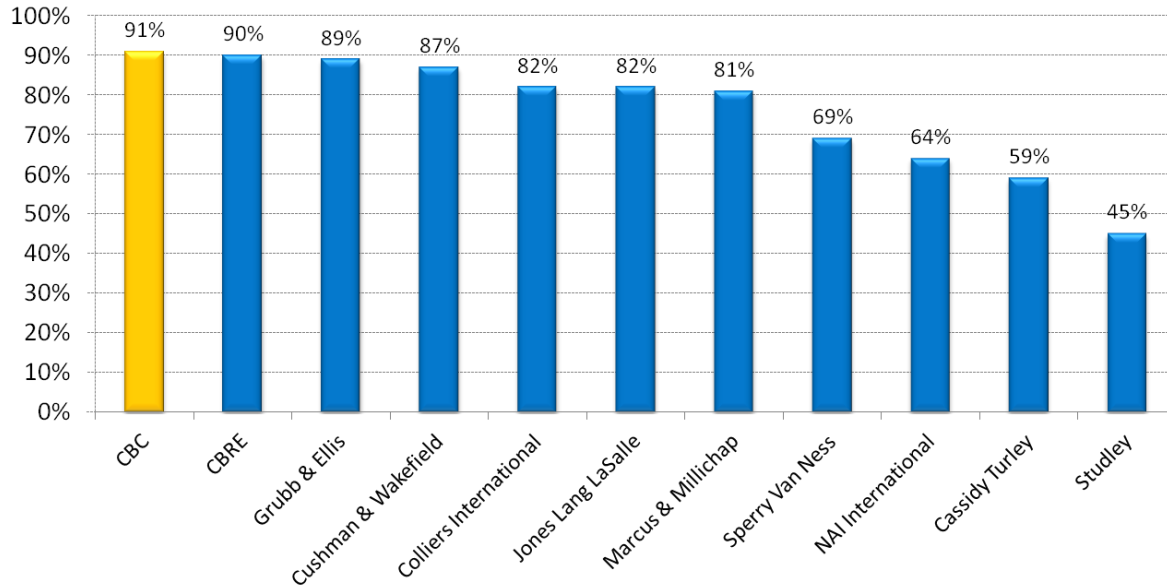
# LEADER IN BRAND AWARENESS



## Leading the way in Name Recognition

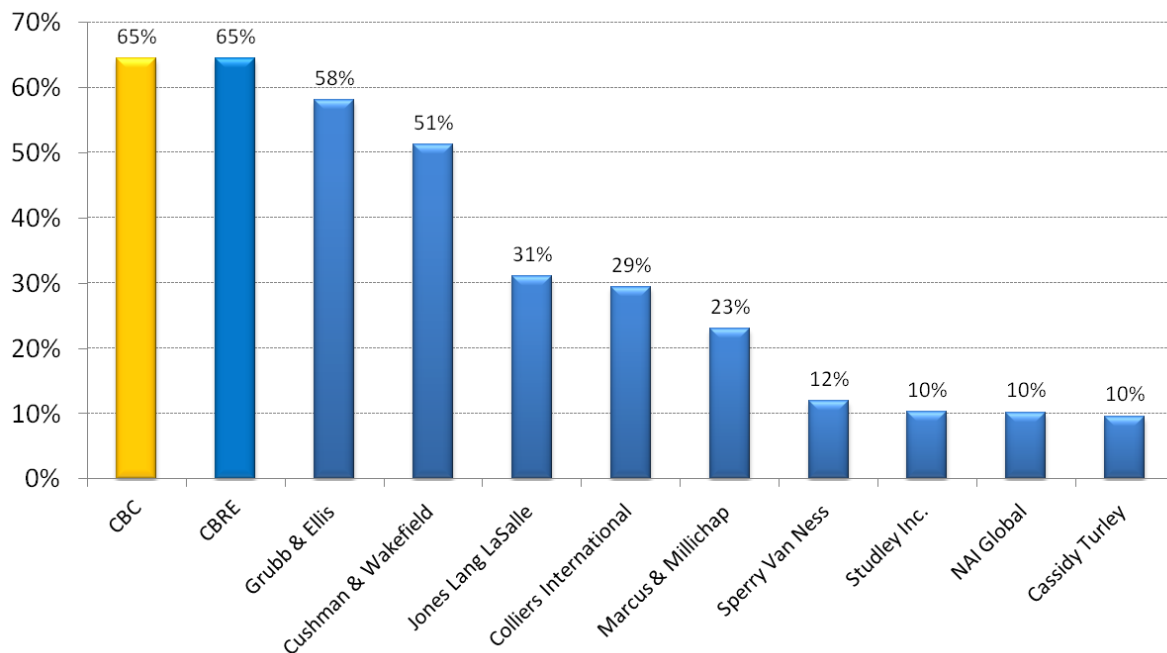
Coldwell Banker Commercial (CBC®) continues to remain an industry leader among commercial estate service providers. The results below detail the Coldwell Banker Commercial organization's leadership position in aided brand awareness among readers of National Real Estate Investor (NREI) and The Wall Street Journal.

### NREI: "Which commercial real estate companies have you heard of?"



Source: Penton Media conducted the survey on behalf of the Coldwell Banker Commercial brand. The survey targeted commercial real estate developers, owners, managers and corporate users from 09/06/12 through 09/25/12. Based on a sample of 133 respondents with a margin of error of +/- 8.4% at the 95% confidence level.

### The Wall Street Journal: "With which brands are you very / somewhat familiar?"



Source: Base: Total respondents (1,231); independent market research firm Beta Research Corp., in conjunction with The Wall Street Journal's marketing department, conducted this national survey among top and middle manager Journal subscribers responsible for their organization's corporate real estate purchase decisions. Fielded July-August 2011; 61% response rate. Based on a sample of 1,231 respondents with a margin of error of +/- 2.8% at 95% confidence level.