

## NEWS RELEASE

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## J.D. POWER AND ASSOCIATES RANKS COLDWELL BANKER HIGHEST IN HOME SELLER SATISFACTION

**PARSIPPANY, N.J. – Sept. 17, 2009** – [Coldwell Banker Real Estate LLC](#) ranked highest among real estate companies in satisfying home sellers according to the recently released J.D. Power and Associates 2009 Home Buyer/Seller StudySM.

“This recognition is a testament to the brand’s legacy as an industry leader, our commitment to innovation and, above all, our powerful network,” said Jim Gillespie, president and CEO of Coldwell Banker Real Estate LLC. “With unsurpassed local knowledge, expertise and work ethic, we at Coldwell Banker have always felt that our network of professionals is the greatest in the industry, and we’re pleased J.D. Power and Associates recognized it.”

The independently administered study measured customer satisfaction of homebuyers and sellers among the largest national real estate firms. The study incorporates more than 3,100 evaluations from 2,801 respondents who bought or sold a home between April 2008 and June 2009. The survey was fielded between April and June 2009.

J.D. Power and Associates examined four factors in the home-selling experience including: agent; marketing; office; and package of additional services. Among home sellers, Coldwell Banker Real Estate ranked highest with a score of 815 and performed particularly well in all four factors.

Coldwell Banker Real Estate also ranked particularly high in the home-buyer segment. The brand ranked second with a score of 801 on a 1,000-point scale, performing particularly well in the office factor.

Complete results for the study can be found [here](#).

### **About Coldwell Banker®**

Since 1906, the **Coldwell Banker®** organization has been a premier full-service real estate provider. In 2008, *Franchise Times* magazine’s prestigious Top 200 issue ranked the **Coldwell Banker** system No. 1 in real estate for the ninth straight year and 12th among franchisors in all industries. The **Coldwell Banker** System has approximately 3,500 residential real estate offices and approximately 100,000 sales associates in 47 countries and territories. The **Coldwell Banker** System is a leader in the industry in residential and commercial real estate, and in niche markets such as resort, new home and luxury property through its **Coldwell Banker Previews International®** division. It is a pioneer in consumer services with its **Coldwell Banker Concierge®** Service Program and award-winning Web site, [www.coldwellbanker.com](http://www.coldwellbanker.com). Coldwell Banker Real Estate LLC is a subsidiary of Realogy Corporation, a global provider of real estate and relocation services. **Coldwell Banker®** is a registered trademark licensed to Coldwell Banker Real Estate LLC. Each office is independently owned and operated.

### **About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company’s quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [home building and home improvement](#), [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit [JDPower.com](http://JDPower.com). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.