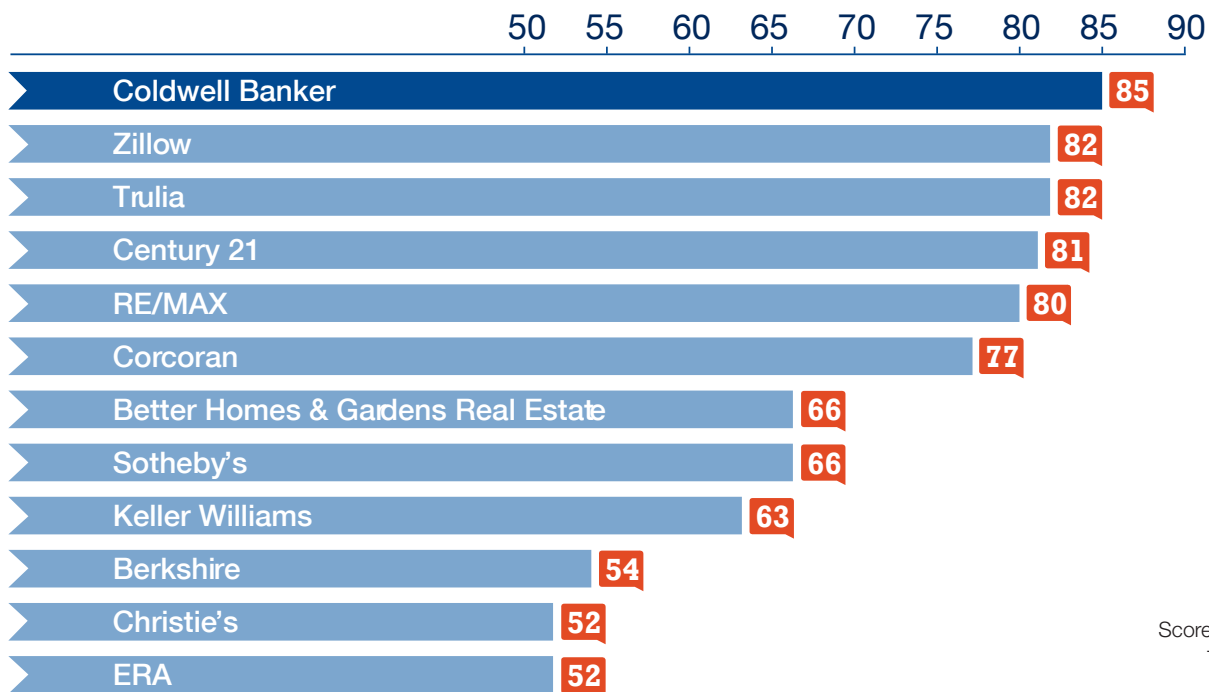


The Most *Influential* Real Estate Brand *on Social Media*

The Coldwell Banker organization continues to lead the real estate industry in social media influence according to Klout, the standard for measuring social media influence. Coldwell Banker Real Estate LLC has more than 100,000 followers on **Facebook**, nearly 55,000 on **Twitter** and a powerful presence on **Instagram**, **Pinterest** and other social outlets.



Score ranges between 1-100.
The average score is 40.
(As of 12/31/13)

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