

CB Danforth Newsletter  
By John James

## ***CB Brand Report - The Value of a Profile Page***

If someone offered to hire you and pay thousands of dollars for your services to represent them in a real estate transaction simply because you spent a few minutes of your time would you do it? Of course you would, since that is why you are in the real estate business.

Unfortunately, there are a number of Associates that are missing out on being selected simply by not taking the small amount of time to setup their profile page on ColdwellBanker.com .

These are the quick and easy steps...

**Step 1:** You will need a current head shot photograph (it doesn't have to be a glamour shot unless it is for Previews Luxury Marketing Program, but a professional photograph with a release for print and Web/online use is a good investment. Ask your Coldwell Banker Danforth Manager if you need a recommendation).

**Step 2:** Log into Coldwell Banker Works <http://cbworks.coldwellbanker.com> (you will need your ID, which is your registered email address that Coldwell Banker uses to send you updates and password)

**Step 3:** Choose coldwellbanker.com/secure under sales associate quick links or choose coldwellbanker.com/secure from under browse popular sections.

**Step 4:** Choose Profile from the menu and then edit profile. You will need to upload your photo and completed a minimum of four "general bullets" of interest and/or expertise (more is highly recommended) to make your profile live on coldwellbanker.com. Many Associates don't just list their professional qualifications such as years in the business; designations; awards; etc., but also their personal interests and hobbies to connect with individuals online with those that share similar interest and/or hobbies. Please note that Associates in your office with a personal promotion video will rotate at the top of the list those with the basic profile will rotate in the next group of Associates. Those Associates without a profile will be at the bottom of the list and most likely never be contacted by a potential client looking to hire a Broker and miss-out on the potential to earn thousands of dollars.

If you have any issues creating your profile page or need additional help or your CBWorks password, please call the coldwellbanker.com Help Desk at 877-426-5393.

I look forward to seeing your profile and hopefully video as well on ColdwellBanker.com!

NOTE: Optional additional profile page links...

Francine Viola -

<http://www.coldwellbanker.com/agent?countryId=1&freeTextAddress=&name=francine+viola&language=Any&radius=0>

Dave Behrens -

<http://www.coldwellbanker.com/agent?countryId=1&freeTextAddress=&name=dava+behrens&language=Any&radius=0>

Brian Boardman -

<http://www.coldwellbanker.com/agent?countryId=1&freeTextAddress=&name=brian+boardman&language=Any&radius=0>