

VOLUME 1

# The Corcoran Advantage

Leverage our half-century of real estate success to maximize your results.



be playful  
be bright  
be light  
be home.

*corcoran*  
love who you are

VISIT US AT [CORCORAN.COM](http://CORCORAN.COM)

*corcoran*

# What's the Corcoran Advantage, you ask?

Think of the Corcoran Advantage as our X factor. It's a rare balance of personalization, cutting-edge tools, and a "Live Who You Are" ethos that encourages you to be the best version of yourself — so you can inspire clients to do the same. It's nearly 50 years of people-focused leadership, a winning formula that guides us in every market we serve.

# The Corcoran Advantage

## Volume 1

### Part 1: Our Commitment, Your Success

Live Who You Are.....	5
The Corcoran Brand DNA.....	6
First to Market.....	7
One Worldwide Address.....	8
Virtually Unstoppable.....	9
Bragging Rights.....	10

### Part 2: Agent Studio

A Growing Space.....	12
Master Class.....	13
Group Coaching.....	14

### Part 3: Internal Resources

Marketing Center.....	16
Bambu.....	17
Social Ad Engine.....	18
Web Traffic Report.....	19
Presentations Tool.....	20
Take Action.....	21

# Part 1: Our Commitment, Your Success

How the Corcoran Advantage  
works to yours and your clients'.

A large, three-dimensional white logo of the word "Corcoran" in a cursive script, set against a dark, textured background. The letters are thick and have a slight shadow, giving them a 3D appearance.

*corcoran*

---

## Live Who You Are

Corcoran sets the standard as one of the most recognizable and trusted real estate brands. We know that this business is built on relationships — and that authentic, human connections are the first step to success.

While most firms focus solely on the transactional aspects of real estate, Corcoran keeps people front and center throughout the process. It's what makes us unique, and our team consistently applies "Live Who You Are" thinking to every aspect of day-to-day-business. This consumer-focused philosophy guides every move we make.

**Agent Advantage:** We'll help you refine a personal brand that reflects your authentic self and lets you stand apart from the competition, providing the cutting-edge tools and marketing support to help you carry it through every aspect of your business.

**Client Advantage:** Working with an agent who treats you as more than just another deal makes all the difference. Going the extra mile to learn what clients are truly looking for, and being armed with the best resources to bring those goals and dreams into focus, helping to make customers for life to drive repeat business and referrals.

“I love our tagline. ‘Live Who You Are’ is part of our DNA. We’re in a service business, and everything we do centers on the client. They do the dreaming and we help make those dreams come true.”

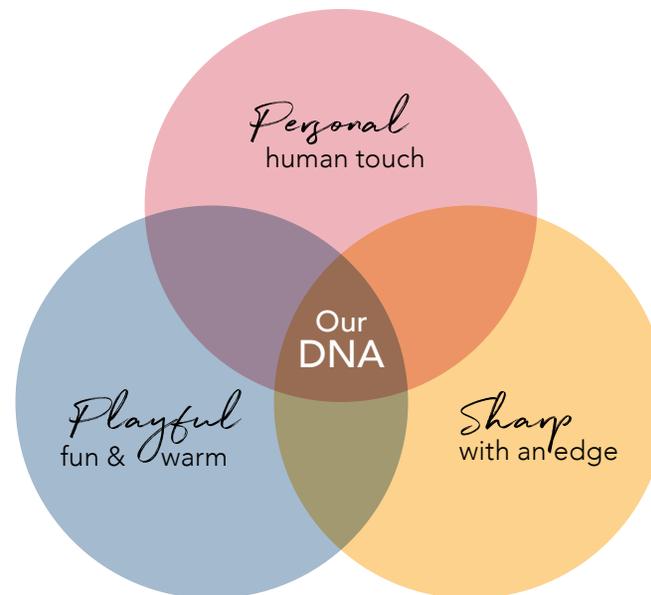
PAMELA LIEBMAN, PRESIDENT & CEO

# The Corcoran Brand DNA

Our brand is our agent family. We've developed our business around learning who you are and developing a personalized road map to success. You bring your unique personality, traits, and interests; we'll provide a proprietary support system to best channel it to engage and grow your client base. You do you and we'll handle the rest — because one size definitely doesn't fit all.

**Agent Advantage:** Being part of a company that sees value in your uniqueness means your business can grow in the most sensible way for you. The Corcoran brand will foster your individual growth with many resources to leverage and learn from, knowing that every agent's journey is different.

**Client Advantage:** Corcoran delivers a higher level of professionalism, service, and expertise — guided by a common set of core values bound with each agent's special touch.



“The Corcoran brand declares itself in a very clear way: Be you! Lean into your strengths, your arts, your inclinations as a human being.”

GREG DINOTO, FOUNDER & CEO,  
DINOTO INC.

## First to Market

Corcoran has a history of firsts. We were the first brokerage to release a market report in New York City and we were pioneers in establishing co-broking in New York; the first to build a new development division; and the first to open a dedicated business development center for agents, Agent Studio. We're open-minded industry leaders, known for sharing our knowledge and insights at large.

**Agent Advantage:** Our collaborative mentality empowers everyone's knowledge base to increase exponentially. It's rare to find a company where so many industry veterans are willing to openly share insights from their decades of experience.

**Client Advantage:** Corcoran affiliated agents are equipped with the best information to guide informed decision-making, along with personal, honest experience to interpret those insights and take guesswork out of the equation.

“Corcoran keeps evolving, but the important things never change. We have the heart of a small company with power of a big company, and they'll both guide us into the future. Our high-service model is adaptable in any market, and if we enter more challenging ones, we'll continue to shine. Because people trust us, we'll continue to thrive, and we'll continue to grow.”

**PAMELA LIEBMAN, PRESIDENT & CEO**

# One Worldwide Address

Corcoran.com is designed to put the consumer first, making it easier for potential buyers or renters to discover your listings.

**Agent Advantage:** A better online experience puts more eyes on your listings. Our easy-to-use website helps ensure the most buyers and renters will view your exclusives, helping you get leads and close deals. Digital advertising drives home-seekers from a variety of channels right to Corcoran.com, amplifying exposure. Market insights, original editorial content, and a slew of other real estate resources keeps users browsing longer.

**Client Advantage:** Corcoran.com is a one-stop shop, with homes for sale and rent nationwide — from our company brokerage operations, our affiliates, and other firms across the country. We're continuously optimizing our site with new features, like expanded virtual tour functionalities, that anticipate and exceed consumer expectations. Sellers and landlords can rest assured their properties are well-presented to a global audience.



Corcoran.com ranks in the **top 1%** of the world's highest-traffic real estate websites, with an impressive **11% annual growth** in unique views.<sup>1</sup>

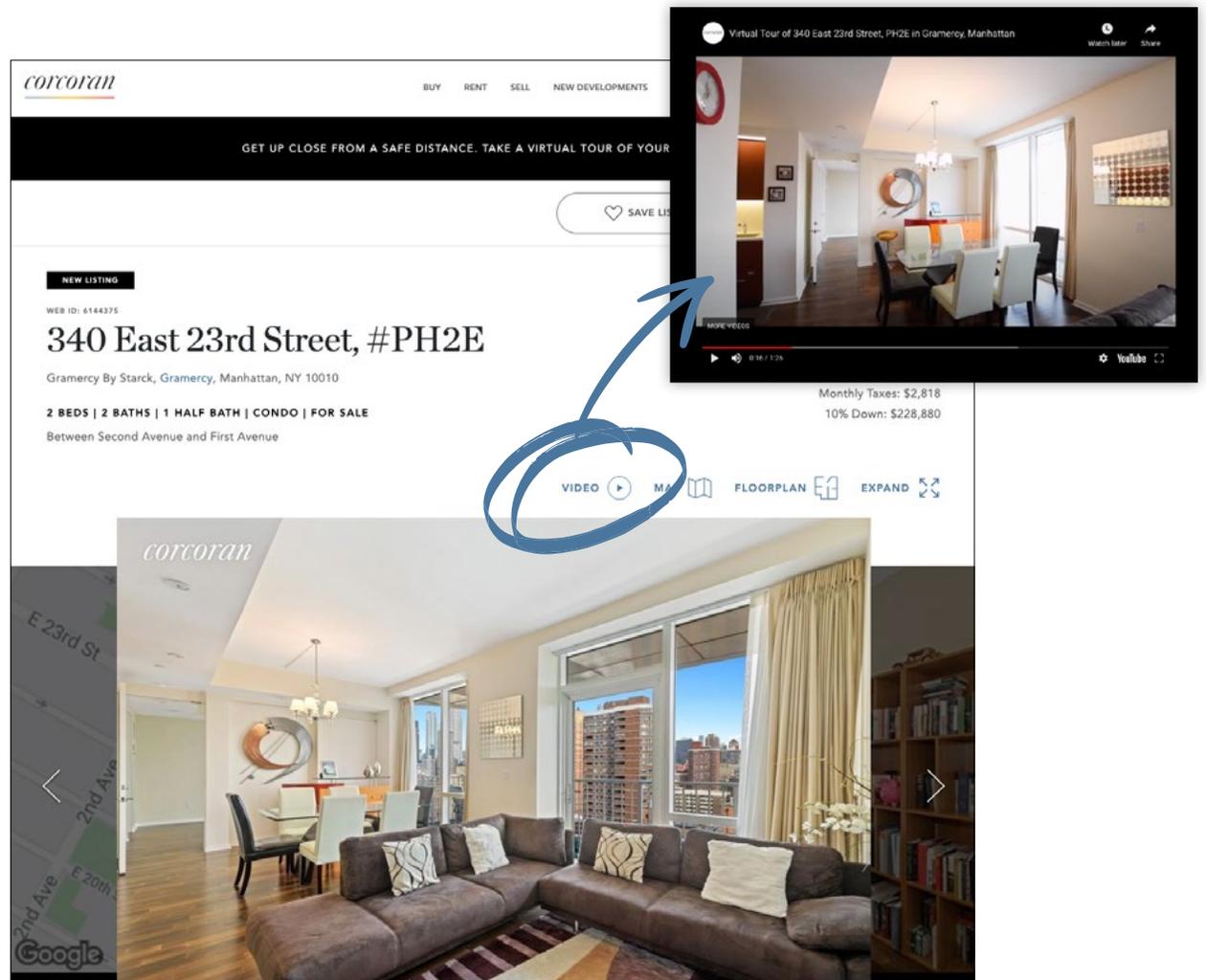
Corcoran.com allows viewers to search and sort listings with **virtual tours and open houses** — remote experiences are easier than ever.

# Virtually Unstoppable

No one is better positioned to thrive in the new normal than Corcoran®. From virtual tours and consultations to interactive 3D property walk-throughs, our technology arms you with essential resources to ensure that your listings are always accessible.

**Agent Advantage:** In a market that demands virtual resources, having them at your fingertips gives you a competitive lead. Offering a remote viewing experience also helps your listings stand out online.

**Client Advantage:** Virtual capabilities add value and save time, whether for a first look to get a feel for the property or for a refresher after visiting.



# Bragging Rights

It's easy to brag when you're part of the family, but here's how to convince your clients to love Corcoran® just as much:

“We have an incredibly special opportunity in the marketplace, coupling a powerful and relevant brand with time-tested tools and resources that many others simply do not have.”

STEPHANIE ANTON, PRESIDENT, CORCORAN AFFILIATE NETWORK

- 1 Exceptional Agents:** Corcoran affiliated agents are known as some of the most successful anywhere, earning repeat business and converting lifelong clients.
- 2 Proven Integrity:** Our parent company, Realogy, has been recognized as one of the World's Most Ethical Companies by the Ethisphere Institute for nine consecutive years.
- 3 Leading in New Development:** Through its preDev offering, Corcoran shares its decades of advisory experience to create exceptional properties. Our sister company, Corcoran Sunshine represents 8 of the 11 top-selling developments on the market in 2021, and does business all over the world.<sup>1</sup>
- 4 Constant Innovation:** A recognized thought leader and pioneer in the industry, Corcoran operates a one-

of-a-kind educational outpost for Corcoran affiliated agents, Agent Studio, with hundreds of virtual classes, business development seminars, and other learning opportunities from marketing to negotiating skills and more.

- 5 Brand Strength:** Corcoran's impactful advertising turns heads, drives awareness, and starts conversations. Our nationally-recognized campaigns have been created by a host of world-renowned photographers, including Tina Barney, Stefan Anderson, and Annie Leibovitz.

- 6 Global Influence:** Corcoran's exclusive international partnerships, Realogy alliances, and in-house relocation department gives us unmatched global access, reaching 60+ countries.<sup>2</sup>

- 7 Social Media Savvy:** Beyond our three quarters of a million<sup>3</sup> cross-channel followers, we offer agents the tools and training to expand their own social footprints. Our AI-powered social ad engine maximizes listing exposure while funneling traffic and leads back to Corcoran.com.

- 8 Unprecedented Affiliate Growth:** Corcoran is the fastest-growing brand at Realogy.<sup>4</sup> Our nationwide affiliate network boasts more than 5,600 affiliated agents, at over 150 offices, across nearly 40 (and counting) markets.<sup>5</sup>

- 9 Leading Website:** Corcoran.com ranks in the top 1% of highest-trafficked websites in the world, with a 52% yearly growth in site visits.<sup>6</sup>

- 10 We're Number One:** Corcoran is ranked number 1 in our core markets.<sup>7,8,9,10</sup>

Sources:

<sup>1</sup> Corcoran market data

<sup>2</sup> Cartus corporation overview

<sup>3</sup> Corcoran and sub brand social insights

<sup>4</sup> Realogy 2021

<sup>5</sup> Corcoran franchise, affiliate network stats, February 2022

<sup>6</sup> SimilarWeb.com & Google Analytics

<sup>7</sup> The Real Deal Residential Brokerage Ranking 2020, highest avg. deal price.

<sup>8</sup> The Real Deal Residential Brokerage Ranking 2020, Brooklyn highest sales volume.

<sup>9</sup> The Real Deal Ultra-Luxury Brokerage Ranking 2020, East End highest sales volume.

<sup>10</sup> Corcoran market data 2Q2020, highest avg. deal price.



# Part 2: Agent Studio

Our cutting-edge hub for education,  
networking, and personal growth.

## A Growing Space

Agent Studio is your personal learning hub, and it's now 100% virtual. Sit back and relax in the comfort of your own home as our experts provide insight on energizing your brand and growing your business. Agent Studio Online offers top instructors specializing in marketing, social media, technology, business development, and more. Since the start of the COVID-19 pandemic, Agent Studio Online has hosted 200+ classes, panels, expert interviews, and workshops, racking up a total attendance upwards of 10,000. With weekly tech demos, multi-session productivity courses and more, you're sure to find something to enhance every aspect of your career.

Glance at our full class schedule [here](#).



# Master Class

Need some inspiration for your marketing materials? Join us for the Marketing Mastery Series, a core curriculum to support our Marketing Center assets. We'll cover how to maximize each templates, follow best practice across each channel, and maintain consistency through every application.

Topics rotate monthly. Check our Agent Studio Online calendar for upcoming sessions, including:



## E-MAIL EXPERTISE

Learn to craft e-blasts that engage readers and get business, from open-worthy subject lines to long-term content strategies. Whether you're ready to send your first newsletter or looking to maximize your existing one, this class is for you.



## POSTCARDS THAT POP

Discover creative ways to customize Marketing Center's postcard templates to catch the eye, deliver value, and attract more clients. We'll discuss marketing ideas you can implement to strengthen your brand identity and grow your base.



## SOCIAL MEDIA SUCCESS

Is your online persona truly capturing your best, authentic self? Join our experts as they spill best practices, often-missed opportunities, and how to get your brag on with finesse. We'll also show how to personalize our post templates into stunning designs.



## STRATEGY AND PLANNING

This one's about the big picture. Learn the difference between timed and triggered marketing campaigns, and discover why both are keys to an effective digital strategy. We'll share how developing a full-year plan helps ensure long-range consistency.

## Group Coaching

EDGE, Agent Studio's interactive group coaching series, offers best practice guidance and proven real-world strategies that consistently deliver results. Courses focus on productivity, gaining the upper hand over the competition, and the nuances of working with seller and buyer clients.

Attendees can learn from top producers, and engage in friendly prospecting competitions to build courage and encourage accountability. REScoreboard lets agents set personal goals and track progress in real time.

According to internal survey results, 98 percent<sup>1</sup> of participants would recommend our curriculum to others.

“Two new listings, new escrow, and four new seller referrals on top of the two I already listed. Five new buyers. All from calls I started making since starting this course.”

**JOCELYN OKADURA, HAWAII**  
**CORCORAN PACIFIC PROPERTIES**

“I picked up several buyers from my SOI during this course. I would highly recommend this for all agents with less than 2 years of experience or a seasoned agent who wants to return to the basics to grow their business. This course is a game-changer.”

**DEBRA BOYLE, SAN FRANCISCO**  
**CORCORAN GLOBAL LIVING**

# Part 3: Internal Resources

Products, tools, and support to  
optimize your day-to-day.

*corcoran*



# Marketing Center

Marketing is all about cohesion, and Corcoran’s Marketing Center helps you achieve it in style across every channel. Consider it your personal marketing assistant, here to help you save time and keep you top of mind with your network.

Marketing Center’s automated listing kit feature tees up materials each time a new exclusive comes live, generating beautifully branded property e-blasts, postcards, social media templates, flyers, postcards, and more.

## PRO TIP:

Have you used our “Advantage – Newsletter” template in the Marketing Center? Customize it with information from the “Power of Corcoran” chapter in the Presentations tool and bulk send to your contacts in minutes. Check it out in the “Email – Other” category.

**CORCORAN**  
DBA NAME

## The Corcoran Advantage

Lorem ipsum dolor sit amet, ...

As Corcoran, we're here to help you, the who you are. The ways we work together might be changing, but our commitment remains the same. No matter your real estate journey, we're armed with the tools and experiences to make it safe and smooth one. Our unwavering passion for our clients and the communities we serve is your greatest resource to navigate the market through these challenging times and beyond. Let's move forward together.

**The Best Address? Corcoran.com**  
By listing with Corcoran, your property receives priority search treatment on Corcoran.com, helping potential buyers or renters discover your property with ease. Our interactive video is designed to put the consumer first, and with features such as virtual tours, interested viewers can experience remote viewings that feel up close and personal.  
[Explore corcoran.com](#)

**Virtually Armed**  
Our new normal is a virtual reality, and thanks to some high-tech easelmates we're fully equipped to continue closing deals as seamlessly as possible. From 3D walk-throughs to digital document signing and everything in between, we have all the necessary resources to ensure your listing is fully accessible—even if it's behind a screen.  
[Read More](#)

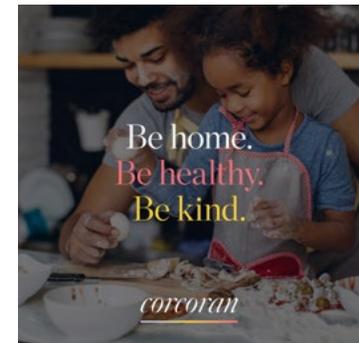
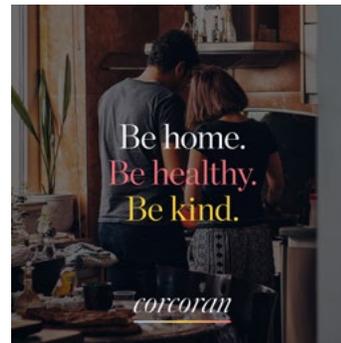
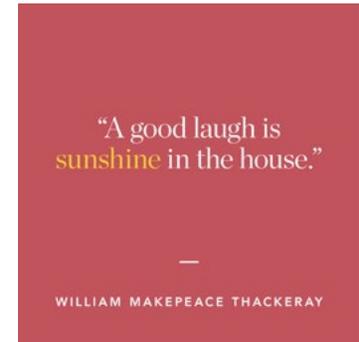
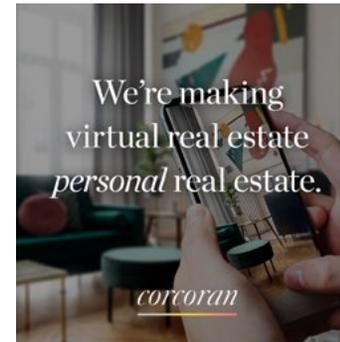
**Targeting with Artificial Intelligence**  
Corcoran's proprietary Social AI Engine harnesses the power of artificial intelligence for precision-targeted social media ads, delivering a result that generates 2x more leads than traditional listing advertisements. This smart, algorithm-driven approach removes the guesswork to get your property in front of the most interested, qualified audience.  
[Read More](#)

# Bambu

Consistency is key when it comes to growing your social following and boosting engagement. Bambu is a perfect tool to augment your current social media strategy and expand the lifestyle side of your brand. It works as a full social media management platform, publishing directly to Facebook, Twitter, LinkedIn, and Instagram.

The Marketing team curates ready-to-publish posts with accompanying captions, sharable to your profiles with just a tap or a click. Content spans a wide range of topics, including Corcoran-brand campaigns, affiliate announcements, market reports and industry stats, and seasonal greetings. Region-agnostic assets can be tailored with market-specific context to connect with local audiences.

You can schedule posts in advance from preloaded content, or create original posts of your own — all in one easy place.



# Social Ad Engine

The Corcoran brand believes in the power of artificial intelligence. Our exclusive Social Ad Engine generates precision-targeted property ads on social media. Clients will appreciate the Social Ad Engine’s performance tracking dashboard, allowing them to watch their ad work in real time.

Learn more information about the program [here](#).

**Promote Listing**
BACK

**Step 1. Edit Campaign**

**1. What are you trying to achieve?**

I want to drive leads from Facebook and Insta

Lead Form Questions

**2. Edit Content**

Headline: 10605 Pinelag Road, Panama City Beach, FL 19

Body Text: -16

Link Description: 49

Bed: 3, Bath: 2, Sq. Ft: 1760.0

Follow Up Action URL: 897

Set Media Variations: \* You have 3 variations within this Campaign. \* Verify your campaign media is correct before publishing.

**3. Edit Targeting**

Recommended | Custom Targeting

Potential Reach: 185,650 people

This metric estimates the total number of people that could see your content, not the amount of times your ad is viewed or interacted with.

[Download the Campaign Best Practices Guide here.](#)

**Carly Soestheim** Sponsored

Imagine living surrounded by natural forest and mature trees in the country but being only minutes away from the beautiful beaches of the Gulf Coast, an international airport and shopping/dining/activities and more! NOW you can have it all on this serene and peaceful 22+ acre estate just north of Panama City Beach. This property is listed by Carly Soestheim, Corcoran Realere.



10605 Pinelag Road, Panama City Beach, FL

Bed: 3, Bath: 2, Sq. Ft: 1760.0

Like Comment Share

SAVE CONTENT UNDO CHANGES RESET TO DEFAULT

**Urban Real Estate - Be Home Welcome Committee**
BACK

**Step 1. Edit Campaign**

**1. What are you trying to achieve?**

I want to drive awareness of my brand and sit

**2. Edit Content**

Headline: Be hugs. Be heart. Be Home. 33

Body Text: 185

Link Description: 65

Destination URL: 947

Set Media Variations: \* You have 3 variations within this Campaign. \* Verify your campaign media is correct before publishing.

**3. Edit Targeting**

Recommended | Custom Targeting

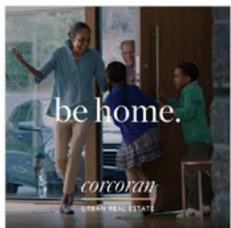
Potential Reach: 4,700,000 people

This metric estimates the total number of people that could see your content, not the amount of times your ad is viewed or interacted with.

[Download the Campaign Best Practices Guide here.](#)

**Javier Volez** Sponsored

When the long-awaited hug means the world, we're here to make sure you have the place for it all to happen. #BeHome



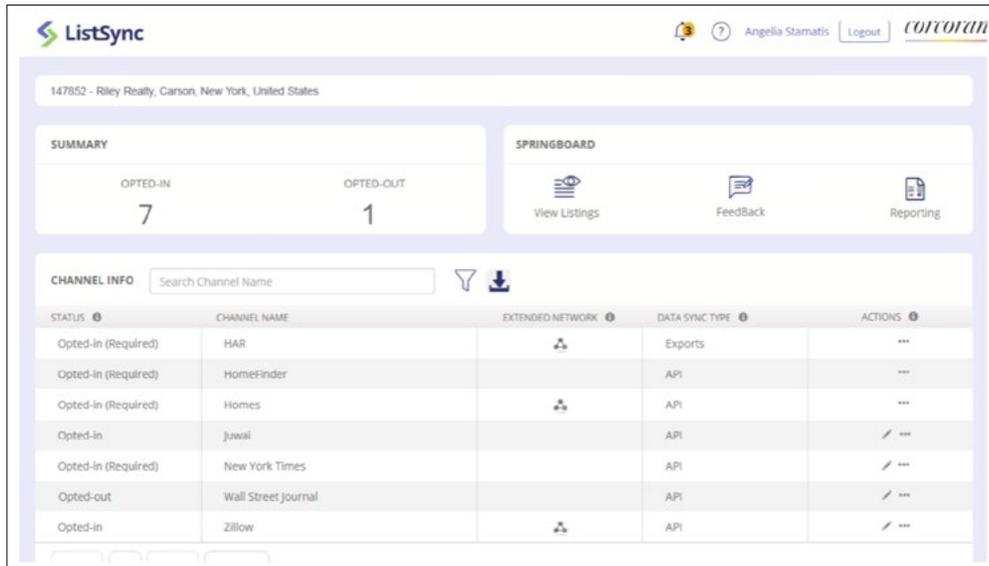
Be hugs. Be heart. Be Home. Find your home. Learn More

Like Comment Share

SAVE CONTENT UNDO CHANGES RESET TO DEFAULT

# ListSync

ListSync is a proprietary dashboard that lets you take charge of your listing data, and controls how it's fed to aggregator sites for optimal exposure. Depending on access level, you can control syndication preferences by company, office, or individual listing. Of 193 countries in the world today, Corcoran listings reach 163 countries via its syndication channels.



BARRON'S

WSJ

Homes.com

JAMES EDITION

Fang.com

PropGOLuxury.com  
Luxury Properties Worldwide

listglobally

# Presentation Tool

Corcoran's business development tool allows you to put your best foot forward with the power of the brand at your back by quickly creating custom branded digital and print presentations. It's integrated with Corcoran's central listing system to easily incorporate property data, and it features extra content created and updated by the marketing team.

“I have to say the presentation is so much better, from function to aesthetic. And the mode for sellers is blowing me away — totally next level!”

JILL LETTS, UNION SQUARE OFFICE

# Take Action

Ready to get started? Challenge yourself to completing these ten action items with the help of Corcoran’s marketing and technology tools:

## ON YOUR CALENDAR

### Schedule a personal outreach hour.

Block off a set time weekly to connect with your sphere of influence.

## IN BAMBU

### Share the Massoni “Celebrating Corcoran” video on social media.

Find and post this colorful clip to your profiles to start conversations.

### Follow with our “Be Home” Anthem video.

Schedule it a week after “Celebrating Corcoran” for another engaging post.

### Post an article of local relevance.

Hyper-local content helps boost your neighborhood cred. In Bambu, you’ll find plenty of articles—curated from Corcoran’s *Inhabit* blog and other sources—to share on LinkedIn, Twitter, Facebook, or e-mail.

## IN MARKETING CENTER

### Share a Market Report stat.

Be a beacon of insight to your followers. With Marketing Center, our templates make it easy to turn hard data into a well-designed social media asset.

### Create and send a postcard.

Position yourself as a neighborhood expert, connect with your neighbors, and introduce yourself to new markets.

### Use our Corcoran Advantage newsletter template.

Customize to share the power of Corcoran statistics with your personal touch. Find it under “Advantage-Newsletter.”

## IN THE SPOTLIGHT

### Get your listings featured.

Have an exclusive with a story? Alert your marketing staff as soon as possible to help ensure timely consideration for upcoming PR, content, and marketing opportunities.

## FOR WHAT’S NEXT

### Develop a personal marketing plan.

Chart a course to grow into, not out of. Outline it all in writing: search MyCorcoran for “Marketing Planning Worksheet” for a downloadable plan or see the marketing plan in the listing presentation tool.

- Define your target audience(s)
- Create clear sales/business goals
- Identify your Unique Value Proposition (UVP)
- Define how you will measure and reach your goals (proof-points)

## Questions?

Your company's marketing and administrative staff can provide assistance with any of Corcoran's tools.

To view upcoming training sessions, visit [Agent Studio Online](#).