



LISTING CONCIERGE FREQUENTLY ASKED QUESTIONS

GENERAL QUESTIONS

What is the Coldwell Banker Listing Concierge program?

An innovative real estate marketing platform that offers you several comprehensive package options to powerfully market your listings. A highly trained Listing Concierge Coordinator is assigned and assists with all the marketing needs in the program.

Can any property utilize Listing Concierge?

Any residential property can utilize Listing Concierge. Please note that at this time, Listing Concierge does not support commercial listings. Please remember that in order to utilize the Coldwell Banker Global Luxury® branding for your Listing Concierge order, your property must meet the minimum price point for your region/zip code and have the look of a Global Luxury property. If you have any questions, please see your broker.

Where do the leads for my Listing Concierge Website go?

Any leads from your Listing Concierge Website stay with you.

When will my Client Report be ready?

The Client Report will be completed once your Listing Concierge materials are finalized. Your Listing Concierge Coordinator will create the Client Report and release the proof to you in the platform, similar to how you receive your other proofs. You are able to edit, if you wish, and then share it with your sellers when you are ready. If you have additional items you'd like to add after you share it with your sellers, you can always make updates in Listing Concierge and download a new PDF to share.

How quickly will my Listing Concierge order be fulfilled?

The Listing Concierge Coordinators will begin fulfilling your order upon the receipt of photos and property description.

If you are using Listing Concierge's Professional Photography, the photography vendor will upload the photos into your Listing Concierge order by 3:00 pm local time the day after the photoshoot.

If you are not using Listing Concierge's Professional Photographer The Listing Agent is responsible for uploading photos to your Listing Concierge order. You are also responsible for uploading a property description.

How quickly will my Listing Concierge order be fulfilled? (Continued)

- Brochures: 1 business day once photos and copy are received.
- Postcards/Silver Envelope Mailer: 2 business days once photos and copy are received.
- Social & Web Advertising Powered by Boost (Just Listed): After your order is placed and 24–48 hours after your property comes on the MLS and the MLS ID is entered in the Listing Details section of your order.
- Social & Web Advertising Powered by Boost (Just Sold): Please contact your Listing Concierge Coordinator to set this up after the property sells.
- YouTube Advertising: Videos are available 15 minutes after you have submitted your photos and property description to production. You have 24 hours from the time you first submit it to make any edits. After the 24-hour editing window, your Ad will run on YouTube within 3 business days.
- Client Report: Created once all marketing elements have been finalized.

Final timing for distribution is dependent upon the Sales Associate's response time in editing and approving proofs.

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