



FIRST
AFFILIATE

SNAPSHOT OF SEDONA RESIDENTIAL REAL ESTATE YTD (January 1, 2007 to May 11, 2007)

Number of Residential Listings SOLD

- The entire MLS has sold 136 residential properties so far this year in Sedona
- Coldwell Banker First Affiliate has sold 42 of those listings
- This is a 31% market share of residential listings sold
- Our nearest competitor has sold half of that for a total of 23 listings and a market share of 17%
- The third best company has sold only 11 listings for a 8% market share

**COLDWELL BANKER FIRST AFFILIATE IS THE TOP
COMPANY GETTING RESULTS FOR OUR SELLERS!**

Number of Residential Listings currently PENDING

- 64 Residential properties are pending in the MLS right now waiting to close in Sedona
- Coldwell Banker First Affiliate has 24 of those properties under contract
- This is a 38% market share of residential pendings
- Our nearest competitor has 14 pendings for a 22% market share
- Number three has only 5 homes pending for a 8% market share

**COLDWELL BANKER FIRST AFFILIATE WILL CONTINUE
TO BE THE TOP COMPANY GETTING RESULTS FOR
OUR SELLERS!**

Number of Residential Listings currently ACTIVE

- There are a total of 778 residential properties currently active in the Sedona area Coldwell Banker First Affiliate has 233 of those listings
- This equals a market share of 30%
- Company number two has only 98 listings for a market share of 12%
- Company number three has 66 listings for a market share of 8%

**COLDWELL BANKER FIRST AFFILIATE IS TRUSTED
BY MORE SELLERS IN THE SEDONA MARKET.....AND
FOR GOOD REASON!**