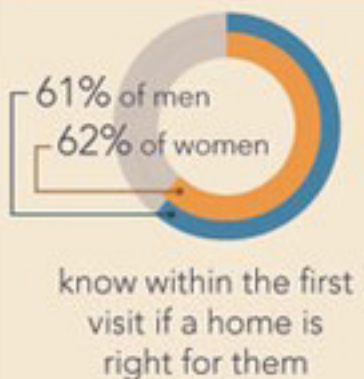
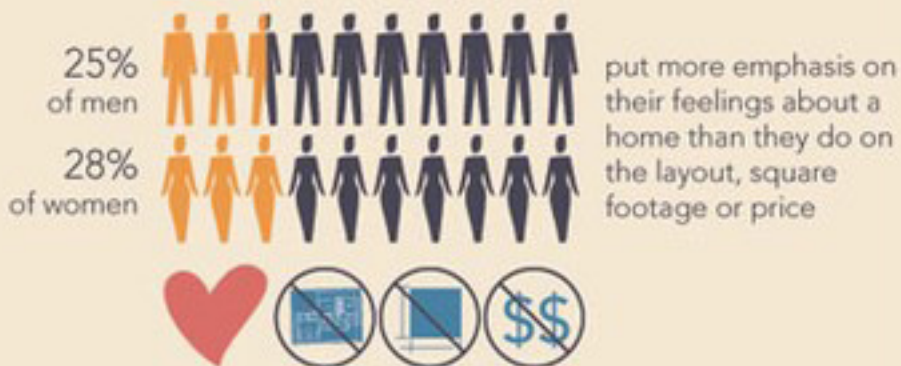


Home Really is Where the Heart is

Square-footage and price are important elements to consider when it comes to choosing a house. But it takes more than a roof and foundation to make a house a home. According to a new survey of 1,000 men and women by Coldwell Banker Real Estate, couples are relying on gut feelings and lifestyle needs when looking for a place to call home.



Jessica Edwards, Consumer Specialist, Coldwell Banker Real Estate

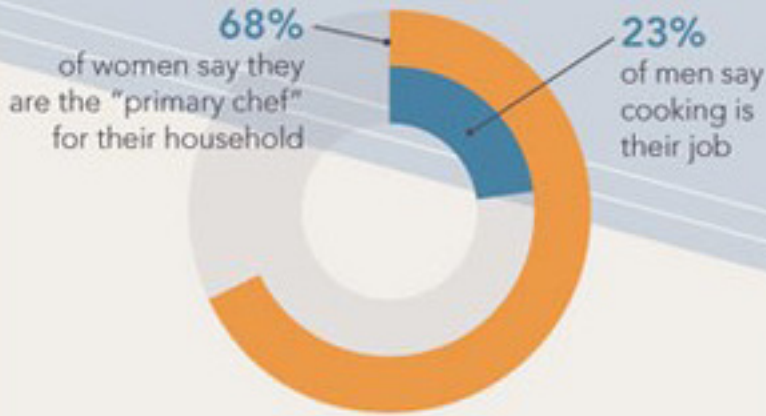
"When two people are looking for a home together, there are many considerations to take into account. Of course, price and layout matter, but 'feeling at home' is an important factor."

Women take charge of making a house a home



LIVING ROOM

Women cook it up in the kitchen



Who's happiest with their homes?

45% of those older than 55 say they are "very happy with their home just the way it is"



only 25% of those 18-24 say the same



Sharing financial decisions may get easier over time



54% of people age 18-44 say major financial decisions are mutual



60% for people age 45-54



70% for people 55 and over



Jessica Edwards' tips for harmonious house-hunting



Each person should come up with a list of a few things that are most important and then come together as a couple to decide on a list of the top three to five things that are important for the home.

Don't get too many people involved; typically more people means more stress and what is most important is that the couple is happy with the decisions being made.



When looking for a home, communication is key. Consider designating a point person for different aspects of the home buying process, so that information is not delayed or communicated to just one part of the couple.



Don't forget to have fun!

Remember that this home will
be the place to build
memories and a life together.

Survey Methodology: Coldwell Banker Real Estate engaged SSRS to conduct an omnibus survey via telephone in February 2012, among more than 1,000 respondents. This study was conducted in SSRS's EXCEL Omnibus. EXCEL is a national, weekly telephone omnibus service designed to meet the standards of quality associated with custom research studies. The EXCEL survey consists of a standard set of introductory and demographic questions supplemented by a changing series of questions on various topics as contracted by participating companies.

Sample Design: Each EXCEL survey consists of 1,000 interviews, with 50% men and 50% women. EXCEL uses a fully-replicated, stratified, single-stage random-digit-dialing (RDD) sample of telephone households. Sample telephone numbers are computer-generated and loaded into on-line sample files accessed directly by the CRT system. Within each sample household, one adult respondent is randomly selected using a computerized procedure based on the "Most Recent Birthday Method".

Respondents answering questions in an EXCEL insert specifically designed for this survey were 1014 men and women ages 18 and older.

Margin of Error: Because this is a sample, and not an actual population, an associated margin of error applies. At a 95% level of confidence, the margin of error for this sample of 1014 is +/- 3.08%. This essentially means that we can be 95% certain that, for any percentage result for the total sample, the "true" percentage is within 3.08 percentage points of that which is actually reported.

Significant Differences: Within this report, significant differences are reported at the 95% level of confidence.

About Coldwell Banker®

Since 1906, the Coldwell Banker® organization has been a premier provider of full-service residential and commercial real estate. Coldwell Banker is the oldest national real estate brand in the United States and today has a network of approximately 85,000 sales agents working in approximately 3,100 offices in 51 countries and territories. The Coldwell Banker brand is known for creating innovative consumer services as recently seen by being the first national real estate brand to create an iPad application and the first to fully harness the power of video in real estate listings, news and information through its Coldwell Banker On LocationSM YouTube channel. The Coldwell Banker system is a leader in specialty markets such as resort, new homes and luxury properties through its Coldwell Banker Previews International® marketing program. Coldwell Banker Real Estate LLC fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each office is independently owned and operated.