## THE PRODUCT STUDIO 2020 UPDATE

500

**April** 

- Huddle (Intro to one Coldwell Banker Product Strategy unveiled)
- Publicly announce plans for Coldwell Banker CRM
- Launched BrandSrv nationally to entire Coldwell Banker network
- Announced plans to roll out six new products to the Coldwell Banker affiliates by year-end
- BTS: Product negotiations, data integrations and more kick-off

 Formalized plans and signed contract with Moxi Present to create a new and proprietary version of the product known as CBx + Moxi Present; providing likely buyer profile data based on a seller's property combined with a powerhouse digital presentation app

- Begin product demos for affiliates to learn more about the products and strategies available
- Identify first companies for the Listing Concierge and Design Concierge pilot products

- Launched Desk to Coldwell Banker affiliates nationally; 87K users now have access and we saw an 89% increase in users WOW
- Launched Exclusive Look to Coldwell Banker affiliates nationally; 87K users now have access and we saw a 73% increase in users MOM

- CBx + Moxi Present integration launches
- Staggered national launches of Prospect Square begins
- Staggered national launches of CBx
  + Moxi Present begins
- Market Quest V2 rolls out to all Coldwell Banker Realty agents
- Staggered national launches of Prospect Square to Coldwell Banker affiliates continue
- Staggered national launches of CBx
  + Moxi Present to Coldwell Banker affiliates continue
- Consumer-facing enhancements to Exclusive Look launch





**February** 

000

- Launch limited CB beta for Coldwell Banker CRM
- Introduced "This Month at Product" and "This Month at Product for Agents" across one Coldwell Banker; an opportunity for agents and employees alike to be part of the product planning process, see early wireframes, provide feedback and more



March

 Affiliates join The Product Studio Executive Steering Committee to begin to provide feedback and affiliate perspective about the product strategy and growth plan



May

June - July

- Communication, demos and opportunities for broker/owners to learn more about the products they'll soon be getting
- Launched Market Quest V2 to Coldwell Banker Realty employees nationally
- First CRM (Cloze) in our open ecosystem strategy launches



August

September



ber

## Q4: Finishing the Year Strong

- Launch Desk to Coldwell Banker international affiliates
- Pilot companies for Prospect
  Square launch
- Pilot companies for CBx + Moxi
  Present launch



- Select Coldwell Banker affiliates begin to pilot Listing Concierge
- Select Coldwell Banker affiliates begin to pilot Design Concierge
- Coldwell Banker CRM pilot companies launch
- Transaction Manager launches to Coldwell Banker Realty companies
- Roll-out Product Metrics to Coldwell Banker affiliates
- Roll-out Desk to Coldwell Banker Commercial
- Retire CB Exchange, CBC Blueprint, CBx Listing Experience and eMarketing/Imprev