



BERMUDA REALTY

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NEW COLDWELL BANKER CAMPAIGN HIGHLIGHTS TRUE VALUE OF HOME

(Hamilton, Bermuda – April 2012) – For many people, buying a home is the most significant investment they will make in a lifetime. For 2012, Coldwell Banker Real Estate launched a new advertising campaign that focuses on the deeper and intrinsic value of a home. Local Realtor, **Coldwell Banker Bermuda Realty** is 100% behind this message. “Real estate in Bermuda forms the basis for a family’s wealth and well-being” says Kendra Mello, General Manager. “The new advertising campaign shows no geographic boundaries; regardless of where a home is located it is the family that makes it more than just a house”. This philosophy supports the local company’s vision and provides some insight into their push for innovation and continued growth despite the economic climate.

The new campaign is supported by a series of TV commercials, voiced by Emmy and Golden Globe award winner Tom Selleck, whose father retired as an Executive Vice President of Communications for Coldwell Banker Real Estate. It reinforces the message that people value their homes as much for the emotional and psychological reasons as for financial considerations.

“More than four million homes are expected to be purchased this year in the United States according to the National Association of Realtors, and in this new ad campaign, we wanted to focus on the underlying reasons why,” said Michael Fischer, chief marketing officer, Coldwell Banker Real Estate. “People’s homes are so important because they are the setting for life’s most meaningful moments. While the economics of home buying are critical, we must remember there is much more to it: lifestyle, memories, family, and pride of ownership.”

Watch for the Coldwell Banker commercials surrounding the theme, “Value of a Home” on ABC Wednesday’s Primetime Domination, NBC’s LXTV Open House, as well as HGTV, ESPN, A&E, FX and USA, running from March through June. Spots include:

- [“Value of a Home”](#) – In a series of vignettes of moments at home that emotionally convey the joy of home ownership, Coldwell Banker poses the question, “How does one put a value on a home?” Viewers are then presented with a unique and intangible equation (“multiplying the smell of flipped pancakes by the sound of children laughing; adding the warmth of a winter fire while subtracting the stresses of work and the outside world”) to “quantify” the true value of a home.

- “[Pets](#),” “[Kids](#),” and “[Backyards](#)” – These three distinct 15-second spots build on the “Value of a Home” theme by highlighting life moments and memories of children, pets and backyard activities. The spots pay tribute to each group and how their presence helps to make a house a home.
- “[Innovation](#)” – This spot showcases Coldwell Banker’s leading edge technology and its advanced tools for searching homes, neighborhoods and agents virtually anywhere – whether in your living room or at a busy café.

To view all of the new Coldwell Banker commercials, text 704-1793 for a link to the Coldwell Banker YouTube channel, or watch for their message in local newspaper advertising by **Coldwell Banker Bermuda Realty**.

Coldwell Banker Bermuda Realty is 100% locally owned and operated as a trade name of Bermuda Realty Company Limited, serving Bermuda’s real estate and land surveying needs for more than a quarter of a century. Visit Coldwell Banker Bermuda Realty at 11 Par-la-Ville Road, Hamilton or online at www.bermudarealty.com.

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