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**RESIDENTIAL BROKERAGE**

**COLDWELL BANKER RESIDENTIAL BROKERAGE  
VIDEO IMAGING DEPARTMENT RECOGNIZED**

*Winner of a Colby Award*

WALTHAM, Mass. (December 3, 2007) – Coldwell Banker Residential Brokerage New England is pleased to announce that its Video Imaging department was recently recognized with a Coldwell Banker® Colby Award for excellence in producing streaming online videos for its website NewEnglandMoves.com.

Led by department Director Richard Mankiewicz, the Video Imaging team received first runner-up for its submission of a streaming video highlighting downtown Boston from its *OurTown* video collection. *OurTown* is a compilation of streaming videos highlighting communities where Coldwell Banker Residential Brokerage New England conducts business. The [Colby winner](#) and other streaming videos can be viewed at [www.NewEnglandMoves.com](http://www.NewEnglandMoves.com).

The competition, which was named for Coldwell Banker founder Colbert Coldwell, allows Coldwell Banker affiliates from across the country to compete and essentially share concepts and production techniques. The videos were judged on design, copy, production, and content.

“Through the heavy emphasis of video on NewEnglandMoves.com, our sales associates have been exposed to the power of video for the real estate industry since we launched the concept on our Website in 2000,” said Rick Loughlin, president of Coldwell Banker Residential Brokerage New England. “We firmly believe that online video has a strong business application and with more and more consumers on-line, streaming videos are essential to the home buying and selling process.”

NewEnglandMoves.com has experienced tremendous growth since its launch. With more than 600,000 registered users and 7,700 new users registering each month, the site welcomes on average over one million Web browsers each month. On average, each visitor spends approximately 17 minutes on the site perusing property listings and streaming videos that are collectively viewed more than 11.4 million times per month.

The site is a complete online marketing package offering customers and clients the opportunity to view more than 8,000 streaming videos on the Website including *HomeMovies*, a streaming video tour of a property made exclusively for Coldwell Banker Residential Brokerage clients. Other streaming videos offer information on local towns, sales associate resumes, and highlights of new development projects.

- More -

The site also provides thousands of MLS listings, easy search parameters, home photo-galleries, and a home mapping feature. NewEnglandMoves.com boasts more photos of more listings and inventory than any other real estate site in New England.

“More so now than ever, has online video production been so important,” said Mankiewicz. “With the success of YouTube, Google, and similar Websites, one must be streaming videos in order to market themselves successfully. I am extremely proud of what my team has accomplished for NewEnglandMoves.com. We are certainly leading the local real estate industry in providing this service to our clients, which essentially confirms that we are the marketing leaders as well.”

Coldwell Banker Residential Brokerage is the largest residential real estate brokerage company in New England. With more than 5,000 sales associates and staff in more than 100 office locations, the organization serves consumers in Massachusetts, Rhode Island, New Hampshire and Maine. Coldwell Banker Residential Brokerage is part of NRT LLC, the nation’s largest residential real estate brokerage company. NRT, a subsidiary of Realty Corporation, operates Realty’s company-owned real estate brokerage offices. For more information please visit [www.NewEnglandMoves.com](http://www.NewEnglandMoves.com).

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