

The Coldwell Banker logo is displayed in white text on a dark blue rectangular background. The text is arranged in two lines: "COLDWELL" on the top line and "BANKER" on the bottom line, followed by a small square icon containing a stylized 'C' and 'B' symbol. The logo is positioned within a larger dark blue graphic element on the left side of the page.

**COLDWELL  
BANKER** 

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HOLMAN  
PREMIER  
REALTY

**2009 COMPANY PROFILE**  
**AND 2008 YEAR IN REVIEW**

# HISTORY OF THE COMPANY

## The History of Coldwell Banker

### **CORPORATE HISTORY:**

In 1906, Colbert Coldwell, a young real estate agent, observed families trying to piece their lives together following the San Francisco earthquake. Disapproving of agents who acquired their properties from vulnerable sellers and resold them at huge profits, and seeing a tremendous need for honest, knowledgeable real estate people, Colbert Coldwell founded his company with a revolutionary philosophy: the customer's best interest above all. In 1914, Benjamin Arthur Banker joined Colbert Coldwell as a full partner. Together Coldwell and Banker forged a tradition of integrity, exceptional service and customer satisfaction that became our company's trademark. As a company, we won the #1 franchise in our industry (real estate) for 2008. Other winners included McDonalds, Blockbuster and the Marriott Hotel!

In 2007, Coldwell Banker Offices in Canada and the United States had a closed sales volume of \$265 billion. There are 3,965 offices around the world and over 126,000 sales associates.

### **INDEPENDENT HISTORY:**

Our independent office was started in 1972 by Hank and Pat Holman, Hank and Pat, joined the Coldwell Banker team in 1983. Frank Reskin became a partner in 1996 and purchased the company outright in 1998. In 2000, Coldwell Banker Holman Realty acquired Premier Real Estate, which explains our lengthy name. The merger led to the need for more office space so the group moved to the old Andersch Furniture building, now known as the Millenium Building. In the spring of 2001, Coldwell Banker acquired V.I.P. Real Estate and six more agents were brought onto the team. In the summer of 2001, Coldwell Banker Holman Premier Realty launched a half hour TV show to showcase its listings. 'This Week in Real Estate', shown on Saturday mornings, became the first of its kind in Southern Oregon. In January 2005, Bill and Sharon Haskins, natives of Klamath County, moved back to Klamath Falls and purchased Coldwell Banker Holman Premier Realty from Frank Reskin, becoming the 3rd owner of the company since the 1970's.

**Since 1999, no other real estate office in Klamath County has sold more homes each year than Coldwell Banker Holman Premier Realty. 2008 marks the 9<sup>th</sup> year in a row that we have been the #1 office in residential sales and dollar volume in Klamath County! \***

*\* based on total dollar volume and units sold, for years 1999 through 2008, as reported to Klamath County Association of Realtors Multiple Listing Service.*

## COMPANY OFFICERS

Bill Haskins.....President / Owner  
Sharon Haskins.....Secretary / Owner

## MANAGEMENT

Bill Haskins.....Principal Broker

## ADMINISTRATIVE STAFF

Jeanne Callison.....Accounting /Payroll  
Rita Davis.....Receptionist / Admin Assistant  
Brian Gailey.....Advertising Coordinator

## BROKERS / SALES AGENTS

|                        |                         |
|------------------------|-------------------------|
| Marye Ashcraft         | Linda Knust             |
| Susan Belden           | Mark Knust              |
| Kathy Berkey, CRS, GRI | Kimry Lee               |
| Christina Bicondoa     | Rachel Matson           |
| Lisa Caicedo           | Sherry McManus          |
| Cheryl Chatburn-Ross   | Diane Minick            |
| Robert Daggett         | Phyllis Moore, CRS, GRI |
| Linda Dart-Henry       | Terry Nash              |
| Don Downing            | Shirley Nickel          |
| Lori Graves            | Ron Rogers, CRS, GRI    |
| Barbara Hall           | Randy L. Shaw           |
| Sonya Hawkins          | Linda Smigaj            |
| Joyce Hoffman          | Susie Spratt            |
| Fred Hutchison         | Kim Swagert, CRS, GRI   |
| Jen Jensen             | Holly Wilson            |

# 2008 CLOSED SALES PRODUCTION

## TOP 10 COMPANIES

### KLAMATH COUNTY ASSOCIATION OF REALTORS Residential Sales

|    | OFFICE                                | SIDES | PRODUCTION   | # OF AGENTS | AGENT AVERAGE |
|----|---------------------------------------|-------|--------------|-------------|---------------|
| 1  | Coldwell Banker Holman Premier Realty | 363   | \$71,267,349 | 33          | \$2,159,617   |
| 2  | Fisher Nicholson Realtors             | 246   | \$36,697,785 | 38          | \$ 965,731    |
| 3  | John L. Scott                         | 107   | \$16,264,452 | 15          | \$1,084,297   |
| 4  | Century 21 – Showcase                 | 103   | \$13,447,026 | 11          | \$1,222,457   |
| 5  | Exit Rookstool Moden                  | 94    | \$12,233,800 | 21          | \$ 582,561    |
| 6  | Windermere Real Estate                | 47    | \$11,762,476 | 9           | \$1,306,942   |
| 7  | Hallmark Realty                       | 28    | \$5,486,300  | 4           | \$1.371,575   |
| 8  | House of Homes Realty                 | 8     | \$4,843,900  | 4           | \$1,210,975   |
| 9  | United Country Frontier               | 44    | \$4,577,900  | 11          | \$ 416,173    |
| 10 | Running Y Resort                      | 10    | \$4,429,900  | 9           | \$ 492,211    |

Source: Klamath County Multiple Listing Service for the Period 1/1/08 to 12/31/08 as reported on 1/6/09.

# 2008 CLOSED SALES PRODUCTION

## TOP 10 COMPANIES

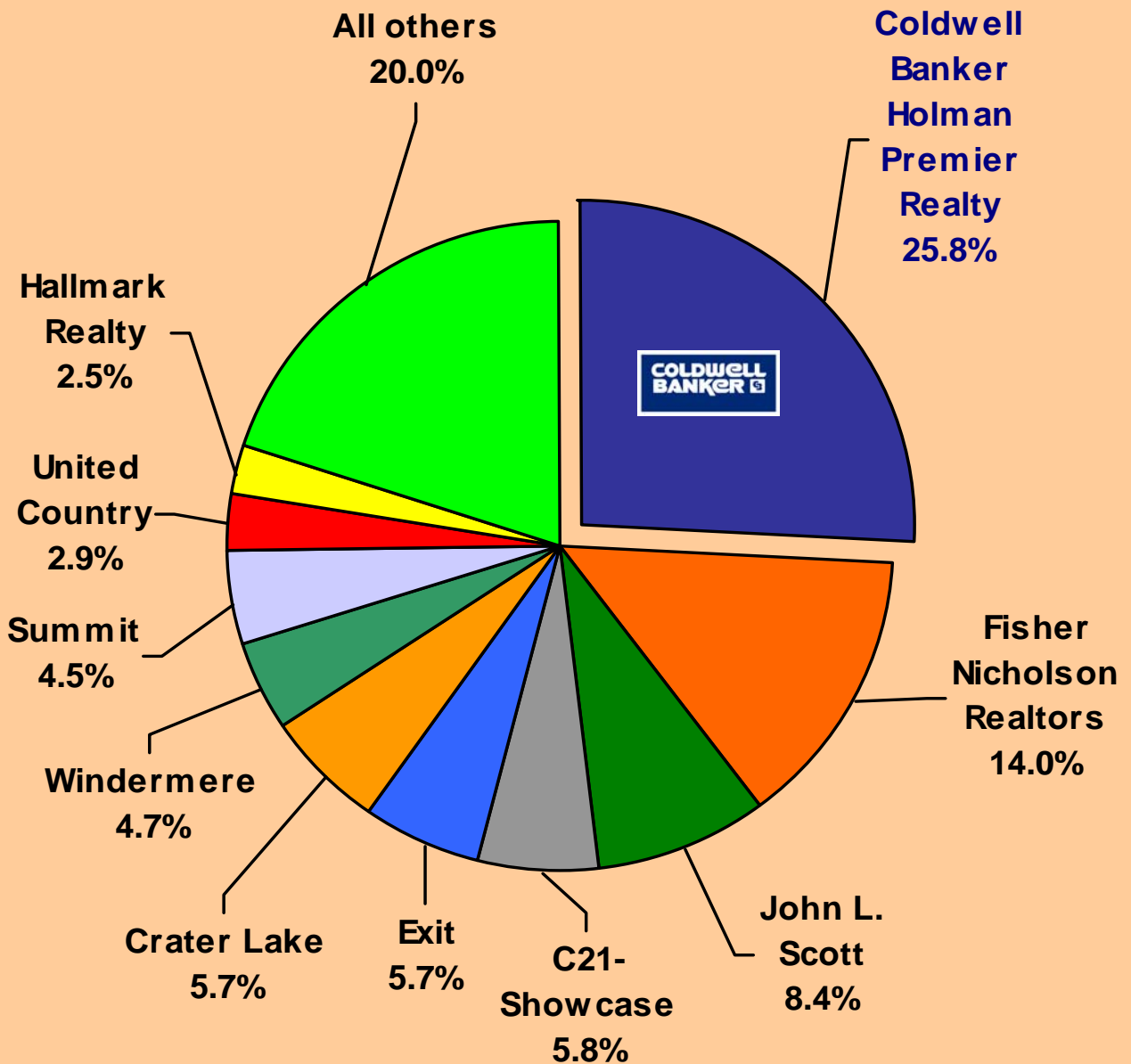
KLAMATH COUNTY ASSOCIATION OF REALTORS  
All Property Types

|    | OFFICE                                | SIDES | PRODUCTION   | # OF AGENTS | AGENT AVERAGE |
|----|---------------------------------------|-------|--------------|-------------|---------------|
| 1  | Coldwell Banker Holman Premier Realty | 404   | \$78,964,765 | 33          | \$2,392,872   |
| 2  | Fisher Nicholson Realtors             | 288   | \$42,813,435 | 38          | \$1,126,669   |
| 3  | John L. Scott                         | 128   | \$25,618,952 | 15          | \$1,707,930   |
| 4  | Century 21 – Showcase                 | 147   | \$17,892,378 | 11          | \$1,626,580   |
| 5  | Exit Rookstool Moden                  | 126   | \$17,575,300 | 21          | \$ 836,919    |
| 6  | Crater Lake Realty                    | 42.5  | \$17,389,300 | 9           | \$1,932,144   |
| 7  | Windermere Real Estate                | 50    | \$14,314,476 | 9           | \$1,590,497   |
| 8  | Summit Real Estate                    | 27    | \$13,871,900 | 2           | \$6,935,950   |
| 9  | United Country Frontier               | 74    | \$ 8,839,700 | 11          | \$ 803,609    |
| 10 | Hallmark Realty                       | 38    | \$ 7,508,100 | 4           | \$1,877,025   |

Source: Klamath County Multiple Listing Service for the Period 1/1/08 to 12/31/08 as reported on 1/6/09.

# 2008 CLOSED SALES VOLUME

## All Property Types - Market Share - Total MLS KLAMATH COUNTY ASSOCIATION OF REALTORS

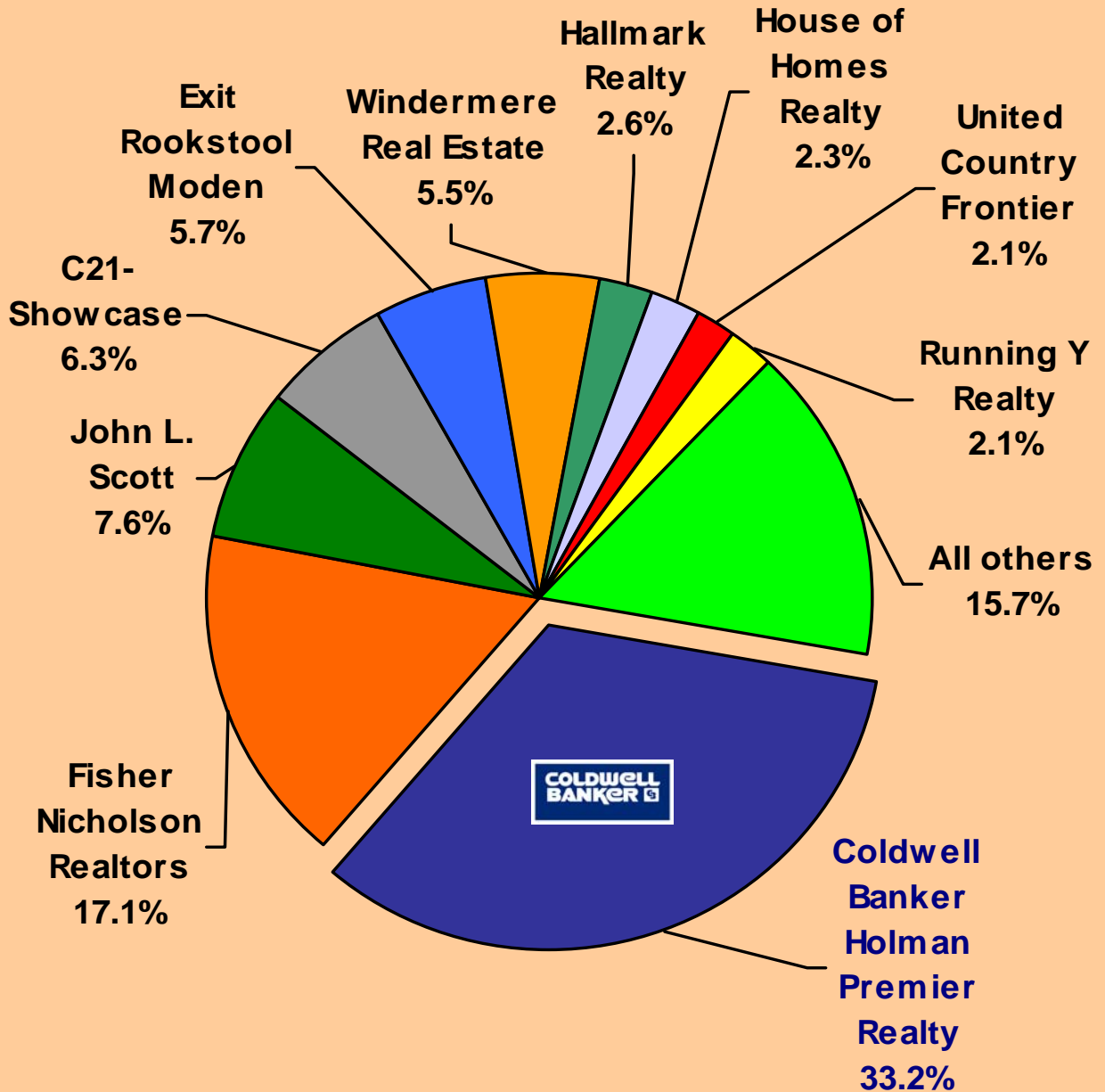


Source: Klamath County Multiple Listing Service for the Period 1/1/08 to 12/31/08 as reported on 1/6/09.

# 2008 CLOSED SALES VOLUME

## Residential Market Share - Total MLS

KLAMATH COUNTY ASSOCIATION OF REALTORS



Source: Klamath County Multiple Listing Service for the Period 1/1/08 to 12/31/08 as reported on 1/6/09.

# MLS 2007 / 2008

## CLOSED SALES COMPARISONS

### RESIDENTIAL SALES – KLAMATH COUNTY

|                            | 2007                 | 2008                 |
|----------------------------|----------------------|----------------------|
| <b>Volume</b>              | <b>\$326,241,872</b> | <b>\$214,587,730</b> |
| <b>Units</b>               | <b>1,730</b>         | <b>1,258</b>         |
| <b>Average Sales Price</b> | <b>\$188,579</b>     | <b>\$170,578</b>     |

#### 2008 Percentage of Increase

|                          |        |
|--------------------------|--------|
| Volume.....              | -34.2% |
| Units.....               | -27.3% |
| Average Sales Price..... | -9.55% |

Source: Klamath County Multiple Listing Service for the Period 1/1/08 to 12/31/08 as reported on 1/6/09.

# COLDWELL BANKER HOLMAN PREMIER REALTY 2007 / 2008

## CLOSED SALES COMPARISONS

### RESIDENTIAL SALES – KLAMATH COUNTY

|                            | 2007         | 2008         |
|----------------------------|--------------|--------------|
| <b>Volume</b>              | \$78,750,228 | \$71,267,349 |
| <b>Units</b>               | 384.5        | 363          |
| <b>Average Sales Price</b> | \$204,812    | \$196,329    |

#### 2008 Percentage of Increase

|                          |        |
|--------------------------|--------|
| Volume.....              | -9.5%  |
| Units.....               | -5.6%  |
| Average Sales Price..... | -4.14% |

Source: Klamath County Multiple Listing Service for the Period 1/1/08 to 12/31/08 as reported on 1/6/09.

# MLS 2007 / 2008

## CLOSED SALES COMPARISONS

### ALL PROPERTY TYPES – KLAMATH COUNTY

|                     | 2007          | 2008          |
|---------------------|---------------|---------------|
| Volume              | \$459,446,932 | \$306,116,548 |
| Units               | 2,538         | 1,626         |
| Average Sales Price | \$181,027     | \$188,264     |

#### 2008 Percentage of Increase

|                          |        |
|--------------------------|--------|
| Volume.....              | -33.4% |
| Units.....               | -35.9% |
| Average Sales Price..... | 3.99%  |

Source: Klamath County Multiple Listing Service for the Period 1/1/08 to 12/31/08 as reported on 1/6/09.

# COLDWELL BANKER HOLMAN PREMIER REALTY 2007 / 2008

## CLOSED SALES COMPARISONS

### ALL PROPERTY TYPES – KLAMATH COUNTY

|                            | 2007                | 2008                |
|----------------------------|---------------------|---------------------|
| <b>Volume</b>              | <b>\$97,974,170</b> | <b>\$78,964,765</b> |
| <b>Units</b>               | <b>490.5</b>        | <b>404</b>          |
| <b>Average Sales Price</b> | <b>\$199,743</b>    | <b>\$195,457</b>    |

### 2008 Percentage of Increase

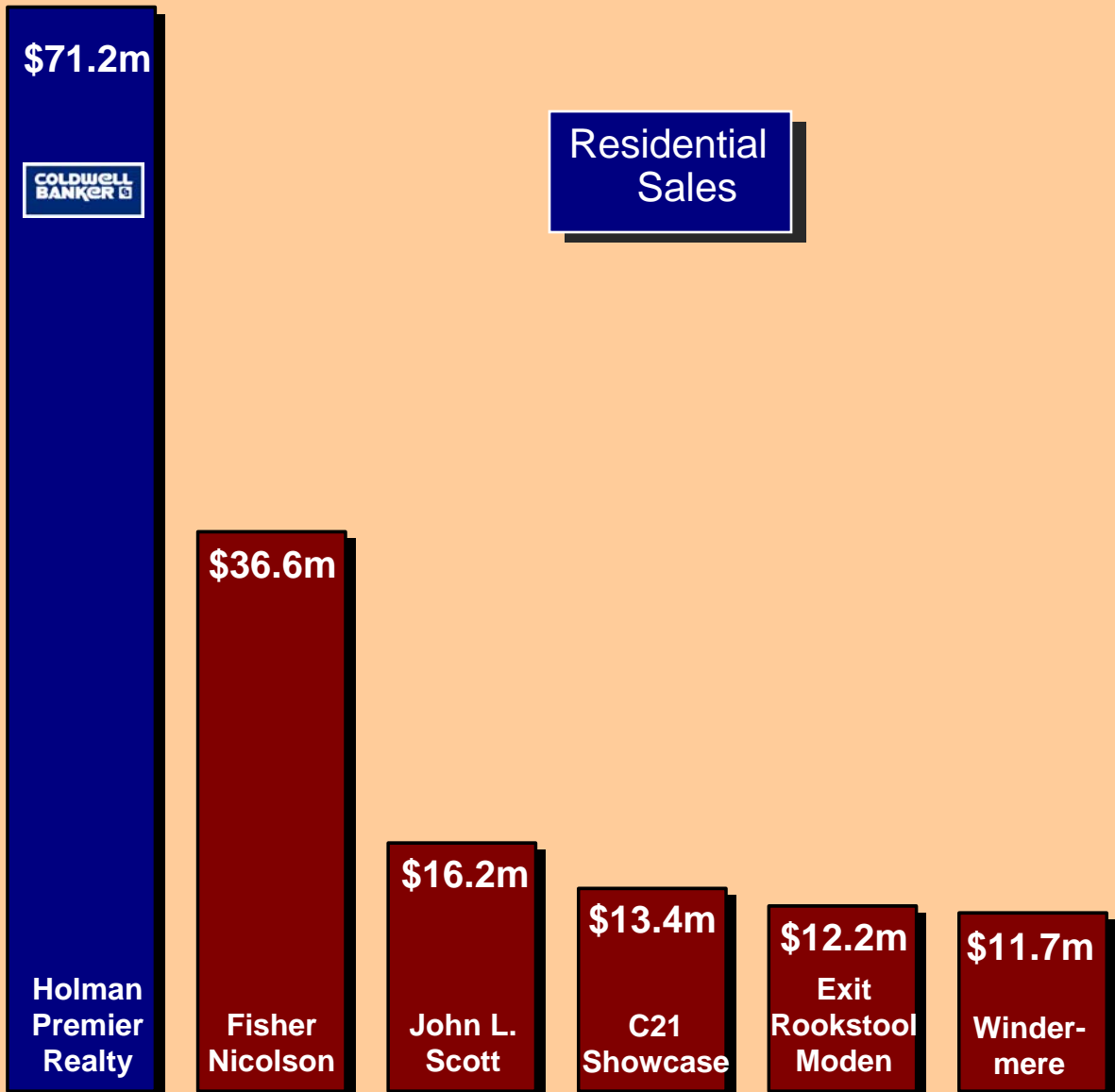
|                          |               |
|--------------------------|---------------|
| Volume.....              | <b>-19.4%</b> |
| Units.....               | <b>-17.6%</b> |
| Average Sales Price..... | <b>-2.1%</b>  |

Source: Klamath County Multiple Listing Service for the Period 1/1/08 to 12/31/08 as reported on 1/6/09.

# CLOSED VOLUME IN MILLIONS

## TOP SIX COMPANIES

January 1, 2008 through December 31, 2008

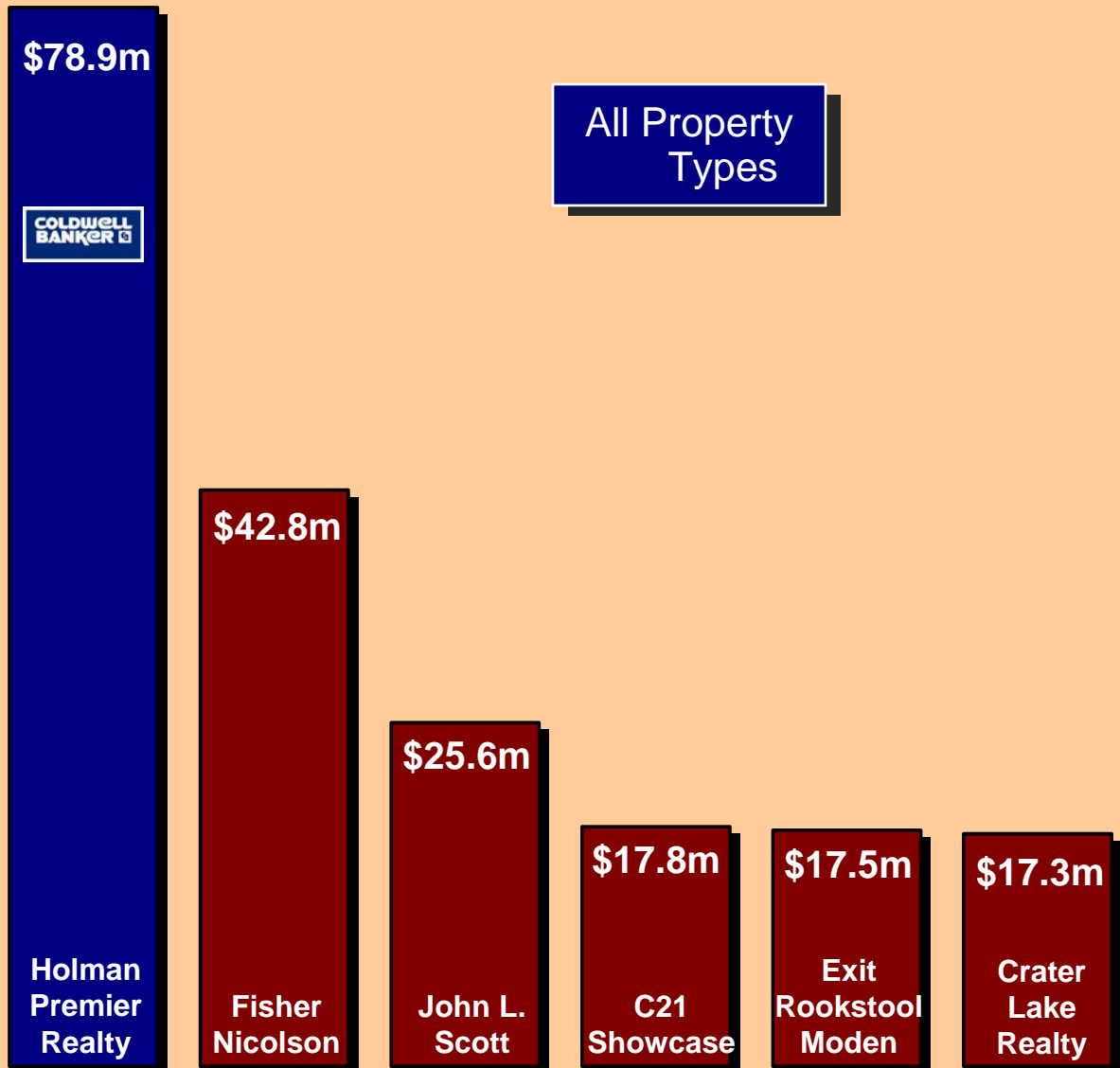


Source: Klamath County Multiple Listing Service for the Period 1/1/08 to 12/31/2008 as reported on 1/6/09.

# CLOSED VOLUME IN MILLIONS

## TOP SIX COMPANIES

January 1, 2008 through December 31, 2008



Source: Klamath County Multiple Listing Service for the Period 1/1/08 to 12/31/2008 as reported on 1/6/09.