



**JOIN OUR  
TEAM!**



**COLDWELL BANKER**  
**SUPERCITY REALTY**



**Background:** Coldwell Banker Supercity Realty was established in 1996, by Mariana Cowan.

Since the establishment of Coldwell Banker Supercity, the company has grown from a small local company to a province wide real estate marketing firm maintaining two Nova Scotia offices.

**Today's Reality:** Coldwell Banker Supercity is a virtual and a bricks and mortar company. Our associates work throughout the province working in every real estate market in Nova Scotia. From Yarmouth to Cape Breton.

All Coldwell Banker Supercity offices have a unique gallery style layout to expose our real estate listings to as broad an audience as possible. All listings are prepared with take-away information sheets and our higher-end properties receive special treatment with colour brochures in printed and downloadable PDF formats.

Our web-centric approach is accomplished on many levels and the exposure we give to real estate for sale in Nova Scotia is second to none.

**Marketing:** Our market strength is in our web-centric approach, which is accomplished on many levels.

**Supercityrealty.com:** Our time-tested site that has served as our 'Front End' consumer site for many years. Fast, easy and informative.

**Web Traffic:** We receive 500 to 1,000 unique visitors a day, viewing an average of 6,000 real estate pages daily.

**Accurate Data:** The success of any web site is consistency and content. We are constantly improving our site to keep on the cutting edge of marketing techniques and our property details are updated and refreshed every 24 hours.

**Facebook, Twitter and Instagram:** We are very proficient in the social networking arena with specific Coldwell Banker Supercity branding. Our fan base is building and Social Media networking is an expanding facet of our marketing.

**Facebook Page:** Coldwell Banker Supercity - Posts that may be of interest to our clients: <https://www.facebook.com/SupercityRealty/>

**Twitter:** <https://twitter.com/SupercityRealty>

**Instagram:** <https://www.instagram.com/supercityrealty/>

- Most Visited Brand Online
- 246.1 Billion Sales Volume 2018
- 44 Countries
- 92K Agents and Teams
- 113 Years
- 56 Million Visitors to Coldwellbanker.com 2018
- \$25 Million Donated to Charities
- 183,000 hours of Volunteer Work
- \$161.8 Million Daily Sales Volume
- 20,000 Dogs Adopted

**National and International Brand**



# Do You Have the Perfect Personality for a Career in Real Estate?

*"All real estate agents aren't the same, so it's not surprising that the same holds true for real estate companies. In every facet of our industry, Coldwell Banker Real Estate LLC sets the standard for innovation, expertise and support. As a Coldwell Banker affiliated agent, you'll enjoy access to state-of-the-art technology, the strength of a global network and an empowering culture of excellence—advantages that will elevate your brand with consumers and distinguish you from the competition."*

**Welcome to the  
real estate  
company with  
real advantages.**



## Is a career in real estate right for you?

### See if your personality and goals are right for real estate.



**PERSONALITY ASSESSMENT**



**SALES SKILLS ASSESSMENT**



**REAL ESTATE KNOWLEDGE ASSESSMENT**

A career in real estate can be incredibly rewarding; the excitement of growing a meaningful business, with flexible hours, and tremendous earning potential.

Although exciting, the prospect of starting any new business can be intimidating. Coldwell Banker Supercity Realty can help you with the constant learning and attention needed to become a trusted adviser during such an important moment in a person's life.

That is also why it is especially important to choose a brokerage that will help you get started in an industry you may have limited experience in.

Whether you're a seasoned professional or just starting out, it's never the wrong time to hone your skills. And with an ever-changing real estate landscape, there's always something new to learn, and Coldwell Banker University® is there to help.

Everyday the most talented professionals in Atlantic Canada choose to partner with us to help them grow their business. Each one of them started exactly where you at this very moment

**Contact us to: Take our Real Estate Career Simulator quiz.**



**NEW AGENTS**



**EXPERIENCED AGENTS**



**TEAMS**



**COMMERCIAL**

**Join Coldwell Banker Supercity Realty and let our global brand launch your real estate career!**

**There are many opportunities to join Coldwell Banker Today.**



# When choosing a real estate company, *size* definitely matters.

The Coldwell Banker® brand is a global network of over 92,000 agents spanning 44 countries, united by what is perhaps the strongest legacy in real estate. As an independent agent, you'll see some serious advantages from affiliating with one of the industry's largest names. Advantages such as global referrals, unparalleled brand recognition, advertising campaigns and advanced tools ensure that affiliated agents have the resources they need to maximize their business. Because when it comes to your real estate business, bigger is most certainly better.

# \$246.1

**BILLION**  
SALES  
VOLUME  
(2018)

**44** COUNTRIES

**92K**  
AGENTS  
AND TEAMS 

**113** YEARS

**9** OUT OF **10** CUSTOMER RECOMMENDED  
REAL ESTATE AGENCY BY  
**WOMEN'S CHOICE AWARD<sup>®1</sup>**

**56**  
MILLION VISITORS TO  
COLDWELLBANKER.COM  
IN 2018

DONATED OVER


# \$25

MILLION TO LOCAL CHARITIES  
THROUGH CB HEROES PROGRAM

**MOST VISITED**   
BRAND ONLINE<sup>2</sup>

CONTRIBUTED OVER

# 183,000

**HOURS** OF VOLUNTEER  
WORK THROUGH  
CB HEROES PROGRAM 

# \$161.8M

DAILY SALES (OF \$1 MILLION+ HOMES)

OVER **20,000** DOGS ADOPTED THROUGH THE  
HOMES FOR DOGS PROJECT<sup>3</sup> 



Production Power.



## Cutting-edge *tools* that give us an edge.

In this day and age, if you're not leading, you're at a major disadvantage. That's why at Coldwell Banker, our finger rests firmly on the pulse of technology. We leverage the latest trends and developments to keep Coldwell Banker affiliated sales representatives in the lead, turning tech into indispensable tools that are simple to use and understand. Our powerful CBx Technology harnesses big data allowing for ultra-targeted marketing. Our website, [coldwellbanker.ca](http://coldwellbanker.ca) offers high impact agent marketing and a world-class agent platform.

## Quality *education* that helps you reach your full potential.

Whether a seasoned professional or just starting out, it's never the wrong time for an agent to hone their skills. And with an ever-changing real estate landscape, there's always something new to learn, and Coldwell Banker University® is there to help. CBU education is developed by gathering the best practices of top-performing agents and converting them into action-oriented programs that build critical skills and habits. From setting goals to leveraging your resources, winning listings to negotiating transactions, the skills taught will help propel you to higher productivity and a more successful future.





# It's time to come to the Coldwell Banker® brand and join the Blue!



## We know about *luxury*.

There's no place the Coldwell Banker® sign is more at home than in front of many of the world's premier luxury properties. The Coldwell Banker Global Luxury® program is among the most successful names in high-end real estate, powered by agents in 47 countries who deeply understand this unique market's intricacies and clientele. It's why in 2017, we had over 28,000 transaction sides of \$1 million-plus properties. Proprietary tools such as the flagship Homes & Estates magazine (on newsstands across the globe), a luxury certification course created with the Institute of Luxury Home Marketing and an unrivaled international referral network are just a few of the reasons that the Coldwell Banker Global Luxury® program is a truly extraordinary force in the luxury space. For the agent with a desire to enter this exclusive market, there is no partner better suited to bring you success.

## When it comes to *smart homes*, we're absolute geniuses.

The Coldwell Banker brand is a leader in the smart home movement, an important technological trend that's changing the way people interact with their homes. Coldwell Banker Real Estate is the only national brand that offers its affiliated sales representatives a smart home course for real estate<sup>2</sup>. This course will help you understand all the ins and outs of smart home integration, from smart lights to smart locks to voice-activated assistants, arming you with expertise that will differentiate you from the competition. Coldwell Banker Real Estate even worked with CNET to define precisely what a smart home is, the first real estate brand to do so<sup>3</sup>. [Find out more about Smart Homes.](#)

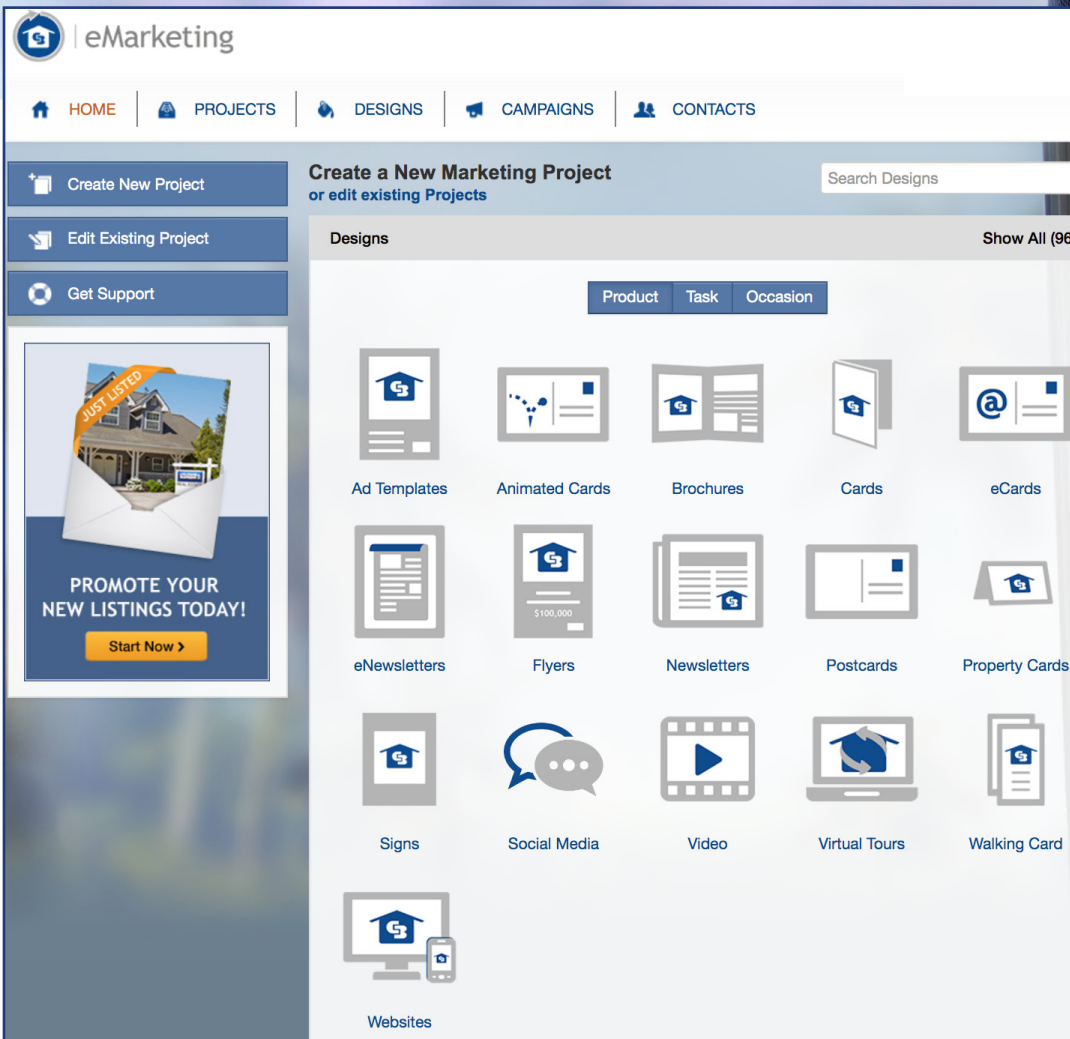
<sup>2</sup> Coldwell Banker Real Estate Smart Home Marketplace Survey.

<sup>3</sup> 2016 Quotables.





# DIGITAL MARKETING



**eMarketing**

HOME | PROJECTS | DESIGNS | CAMPAIGNS | CONTACTS

Create New Project | Edit Existing Project | Get Support

**Create a New Marketing Project**  
or edit existing Projects

Search Designs

Designs Show All (962)

Product | Task | Occasion

- Ad Templates
- Animated Cards
- Brochures
- Cards
- eCards
- eNewsletters
- Flyers
- Newsletters
- Postcards
- Property Cards
- Signs
- Social Media
- Video
- Virtual Tours
- Walking Card
- Websites

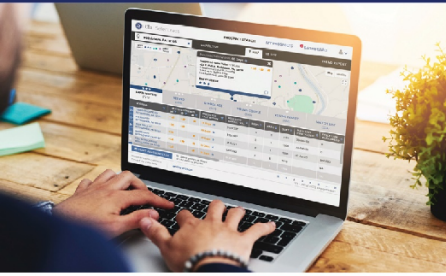
eMarketing - A simple to use and automated marketing system that will create print and digital marketing content for all your listings.

Easily market each listing through the wide variety of channels that consumers use -- whether print, digital or mobile, web or video.

Create and distribute marketing material on the go using an iPad or tablet device.

# THE CBx TECHNOLOGY SUITE

— REVOLUTIONIZING THE AGENT EXPERIENCE —



**FIND SELLERS** .....»  
CBx SELLER LEADS

**WIN LISTINGS** .....»  
CBx LISTING EXPERIENCE

**LOCATE BUYERS** .....»  
CBx BUYER LOCATOR

**CLOSE THE DEAL**

## A real estate tech suite, with real advantages.

Meet the CBx® Technology Suite. This exclusive set of products will change the way YOU sell and list homes using big data that makes sense. In every facet of our industry, Coldwell Banker Real Estate LLC sets the standard for innovation, expertise and support. As a Coldwell Banker® affiliated agent, the CBx Technology Suite can do the heavy lifting for you, by finding buyers and sellers using predictive analytics and proprietary algorithms.



### **FIND SELLERS** .....» CBx SELLER LEADS

Predict your next listing! When inventory is low, CBx Seller Leads has you covered. Our proprietary algorithms and machine learning identify households likely to sell even before the homeowner has shown interest – which means you can get to them first!



### **WIN LISTINGS** .....» CBx LISTING EXPERIENCE

Showcase your local expertise and high-tech insights to help you win that listing! The CBx Listing Experience turns big data into actionable marketing insights. Combine sophisticated pricing capabilities with interactive designs to create a unique experience that a seller won't see anywhere else.



### **LOCATE BUYERS** .....» CBx BUYER LOCATOR

Market your listing intelligently with insights from the CBx Listing Experience. Big data and predictive analytics help you create efficient and effective marketing plans because you know where the likely buyers for each home are coming from and how to reach them.



### **CLOSE THE DEAL** TECHNOLOGY. EFFICIENCY. PRODUCTIVITY.

Supporting your success at every step of the listing journey.

Dedicated to the love  
of people and home  
since 1906.



COLDWELL BANKER  
SUPERCITY REALTY

# Our Culture.



## *True blue.*



Blue. It's the color of first place and the color of winners. Blue is as limitless as the sky and as vast as the ocean. It's about seeing endless possibilities where others see obstacles and embracing the future with open arms. It's having the courage to dream big and the boldness to let nothing stand in your way. Blue is daring, determined and driven to succeed. It's the color of thinkers, doers and dealmakers, 92,000 agents strong, spanning 47 countries across this big blue planet. Blue is true, and blue is beautiful. That's why blue is the official color of the Coldwell Banker brand.

## *Fun is fundamental to success.*



Real estate agents are social creatures, and you'll find them in their natural habitat at Gen Blue®, a one-of-a-kind conference and celebration held by the Coldwell Banker brand. Taking place in cities from Miami to Los Angeles, this is the ultimate expression of what it means to be part of the Blue. Around every corner you'll find opportunities for networking and learning from some of the smartest and most successful names in the business. Awards are given out as recognition to top producers and cultural leaders. Visionary speakers are there to inspire. Entertainment is strictly A-list. The atmosphere is electric, because anything can happen. It's the purest representation of the Coldwell Banker experience.

## *A culture of caring.*



In partnership with Adopt-a-Pet.com, Coldwell Banker brand started the Homes for Dogs Project, whose mission is to find loving homes for dogs in need. Our affiliated agents and staff have gone above and beyond in embracing the initiative, with many volunteering their time, taking to social media and hosting local adoption events. The Homes for Dogs Project has become a powerful way for agents to connect with their communities and has led to tens of thousands of adoptions - an accomplishment we're extremely proud of.

## *Providing real value to Women.*



Women make up more than two-thirds of all the real estate agents in the country. But that number drops rather dramatically when you look at the percentage of women at the Broker/Owner level. Real estate can be a rewarding career for women. From our Coldwell Banker® Women in Leadership initiative to our recognition as a winner of The Women's Choice Award®, the Coldwell Banker brand is dedicated to making sure that women have opportunities for career growth; and that there is a path to ownership and leadership for the women who want it.



# Quality education and training that help you reach your full potential



Whether you're a seasoned professional or just starting out, it's never the wrong time to hone your skills. And with an ever-changing real estate landscape, there's always something new to learn, and Coldwell Banker University® is there to help. CBU education is developed by gathering the best practices of top-performing agents and converting them into action oriented programs that build critical skills and habits.

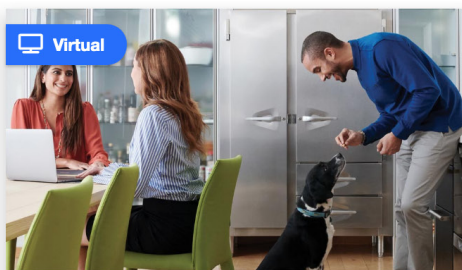
## To get ahead You must stay ahead.

### Virtual Learning



**Virtual AMP! - Agent Productivity Course**  
Pathways: Agent

[Learn More](#)



**Virtual Outlist Outlast - Listings Course**  
Pathways: Agent

[Learn More](#)



**Virtual Lead Generation: Sphere of Influence - Lead Generation Workshop**  
Pathways: Agent

[Learn More](#)



# Proxio

Connecting the world of real estate™

Collaborate with top luxury agents from **140 countries around the world**. This includes Coldwell Banker luxury agents as well as approximately **750,000 buyer agents**, marketing your property across the globe.

## Grow your business

Enjoy having more inventory to share with your clients and get exposure to new property developments.

## Gain greater exposure for your listing

Make your listing available to buyers around the world with automatically-created multilingual marketing materials.

## Build referral business

Network with agents everywhere to help your clients find second homes and help other agents' clients find homes near you.

## Win more presentations

Impress prospective clients with automatically-created amazing digital marketing that positions you as an exceptional professional.

## GLOBAL LUXURY® COLLABORATIVE SALES PROGRAM

INCREASING YOUR  
MARKET REACH AND  
GENERATING MORE  
LEADS



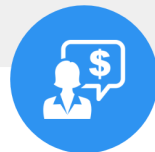
### Grow Your Business

Exposure to more inventory, including new developments, enables you to expand your business with local, multicultural, and international clients.



### Get More Exposure

Agents all over the world promote your listings in their markets and through social media, exposing your properties to new pools of buyers, in their language of choice.



### Build Referral Business

Develop a referral network by connecting with motivated real estate professionals locally and around the world using sophisticated digital marketing tools.



### Win More Presentations

Gain a competitive advantage and impress prospective clients with beautiful digital marketing that positions you as an exceptional professional.

**The best  
advertising and marketing  
in the industry.**



In real estate, exposure is everything. And from the top down, the Coldwell Banker® brand provides it. Our national advertising campaigns have scored highest in effectiveness for the real estate category six years running, providing valuable brand recognition that benefits the entire network. Additionally, the work is hugely popular on social media, helping drive quality leads to agents. At the agent level, customized versions of the national ads and elegant collateral present you in a sophisticated and professional light at every touch point.



A hand is holding a white, semi-transparent globe. Numerous blue pushpins are pinned to the globe, marking various geographical locations across the continents. The background is a soft-focus image of a person's face, suggesting a human element in the global context.

## What drives us: enthusiasm

*Our talented recruits of today and tomorrow are participating in our transformation. People are at the heart of our values.*

*We recognize that each associate has different needs, lifestyles, and interests. Our benefits packages are created with the flexibility to support associates who are at different stages in their lives and careers.*

# Success through Partnership.



COLDWELL BANKER



**GLENN SULLIVAN**

## Broker Credo

When you succeed, we succeed. We strive to exceed your expectations, anticipate your needs and provide consistently exemplary service to you and your customers.

### Partnership

Our relationships are long-term partnerships. We work side-by-side with you to define solutions and drive results.

### Transparency

Because you deal with us fairly and transparently, we do the same with you. We are clear in all communications, conveying both good and bad news swiftly.

### Respect

We honor your relationships and work with you to ensure that you shine in front of your customers.

### Speed

We understand that your time is valuable, and we treat it as such. We respond to all questions and requests quickly and accurately. We pay market rate commissions, and we pay them promptly.



## About the Broker

**Glenn Sullivan, Broker of Coldwell Banker Supercity Realty** since June of 2018. Has been an active Agent/ REALTOR® since 2004 and completed the Broker licencing requirements in 2006.

Born and raised in Halifax, I naturally love the ocean and have always enjoyed the smell of the salt air. Family for me is everything. This is where my wife and I wanted to raise our two children, and be close to my parents, siblings and friends. My kids are now young adults, but we still have family nights and hang out together. I turned down good opportunities over the years as I would not move away from my home here. I played sports growing up, enjoying hockey, karate, tennis and fly fishing. I coached hockey with kids from Peewee to Junior, winning championships against better teams because we truly played as a Team.

I have an Electronics diploma and worked as a technician, then was the help contact for the technicians in Atlantic Canada before going back to school and earning a Business Degree from Dalhousie university,

with majors in Accounting and Finance. I learned Banking working for one of the big five banks as a customer service representative, Team Leader, Credit Team Leader, Credit Department Manager and then as a Regional Manager of Atlantic Canada. I have also facilitated many mortgages for people over the years. I have a good grasp of banking.

I believe in treating everyone with the same respect, from the person that sweeps the floor to the CEO. I believe in doing what you say you're going to do. I like people and make friends easily and get along with people well. If you're reading this and doing a little research, feel free to give me a call, and we can talk, and maybe we will end up working together. I will put my skills to work for you. I think you will find you made a good choice. Have a great day!

**Glenn Sullivan B. COMM**  
**Broker/ Agent**  
**Coldwell Banker Supercity Realty**  
**Glenn@SupercityRealty.com**  
**902 830 7773**



**MARIANA COWAN**  
Founder & Owner



## men·tor

*/ˈmen.tɔr, ˈmen.tər/*

*noun*

**an experienced and trusted adviser.**

"he was her friend and mentor until his death in 1915"

**Similar:** [adviser](#) [guide](#) [confidant](#) [confidante](#) [counselor](#)

*verb*

**advise or train (someone, especially a younger colleague).**

For 33 years, Mariana Cowan's award winning performance has helped her become a recognizable face in Real Estate. Founder of Coldwell Banker in 1996, she introduced Atlantic Canada's first use of the Team Marketing Model.

With more than 10 industry designations, Mariana's commitment to education has provided her with the knowledge, research, network, and tools to globalize her business. Accredited with the Certified International Property Specialist Designation (CIPS), a curriculum well known for advanced expertise, a global perspective and a distinct understanding of global buyer and sellers.

Mariana Cowan's knowledge, experience, and marketing ideas have been long recognized as the leading edge in the real estate market in Halifax, Nova Scotia. Successful real estate agents from all over the world network with Mariana to implement cutting edge marketing and strategies.



## Mariana Cowan, Mentor and Coach

Mariana has been recognized throughout North America as a leader in the real estate industry. **Craig Proctor Real Estate** guru and former number one with Re/Max of Toronto, Canada, has "described Mariana as the **First Lady of real estate.**" John Geha, when President of Coldwell Banker, has said Mariana has revolutionized the business of selling real estate over her 30 years of being consistently one of the top agents in Canada.

Mariana was published in **The Billionaire Agent** having sold well over a \$ billion dollars of real estate. Mariana has been a student and coach for literally hundreds of agents. She has travelled throughout North America as a guest speaker and presenter on real estate.

Mariana was the first to introduce the team concept in Atlantic Canada due to building a successful real estate business selling at one point over 350 homes per year.

That is when she knew she had to build a solid team to become more efficient and to be able to best serve her clients.

Mariana's "principles of success" can now be taught to any agent struggling with getting ahead to the next level. Mariana has proven these principles time and again, to the point for the last 20 years has been so successful that she and her husband spend their winters in Maui.

Mariana's interest now has transformed to wanting to help as many struggling agents as a "mentor" and "coach". As an "icon" in the real estate industry she has vast experience and knows exactly what it takes to become successful. She can help agents learn the rules on marketing and how to best "brand" yourself to get attention and build a strong foundation of loyal clients. It is these principles of leadership and marketing that separates her from her competitors in the industry. She has both the proven track record, experience and expertise to become now a mentor and coach. That is her passion, drive and interest now. This she sees as her duty, obligation, and responsibility to now give back.

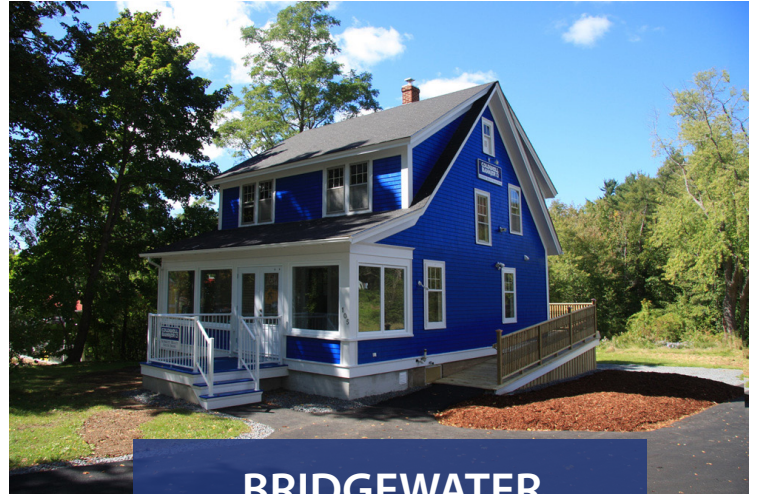
# Two Offices



## HALIFAX

128 Chain Lake Drive  
Halifax, Nova Scotia, B3S 1A2 Canada

Phone 902-450-5752  
Fax 902-450-5753

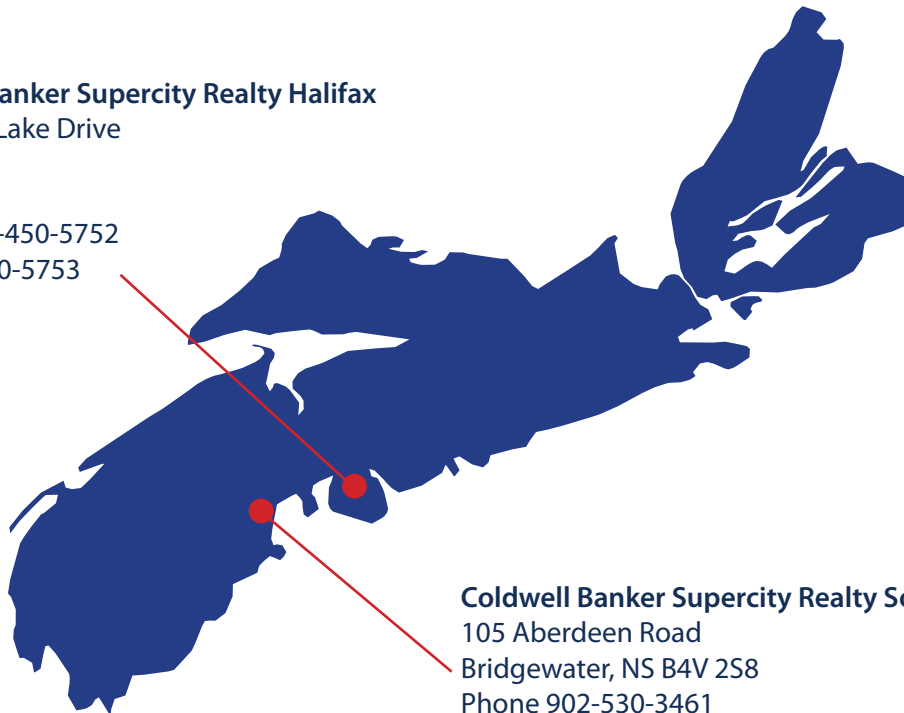


## BRIDGEWATER

105 Aberdeen Road  
Bridgewater, Nova Scotia, B4V 2S8 Canada

Phone 902-530-3461  
Fax 902-530-3464

**Coldwell Banker Supercity Realty Halifax**  
128 Chain Lake Drive  
Halifax, NS  
B3S 1A2  
Phone 902-450-5752  
Fax 902-450-5753



**Coldwell Banker Supercity Realty South Shore**  
105 Aberdeen Road  
Bridgewater, NS B4V 2S8  
Phone 902-530-3461  
Fax 902-530-3464

# Why Halifax?



***Halifax real estate has everything a home buyer or investor is looking for and more.***

Halifax, (legally known as the Halifax Regional Municipality, HRM) is the capital of Nova Scotia. The metropolitan area had a population of 390,096 in 2011, with 297,943 in the urban area centred on Halifax Harbour. The regional municipality consists of four former municipalities that were amalgamated in 1996; Halifax, Dartmouth, Bedford, and the Municipality of Halifax County.

Less than two hours by air from New York or Toronto, Halifax is the half way point between Europe and the West Coast of North America, it boasts 7 degree granting universities, 11 business and industrial parks 8 major hospitals 12 golf clubs 5 yacht clubs, 171 parks plus many lakes, beaches and resorts.

The Four municipalities that joined together to form Halifax each have a unique personality and appeal. They are interesting and wonderful “communities”, but together they form Halifax and truly offer something for everyone.

Halifax is a major economic centre in Atlantic Canada with a large concentration of government services and private sector companies. Major employers and economic generators include the Department of National Defence, Dalhousie University, Saint Mary’s University, the Halifax Shipyard, various levels of government, and the Port of Halifax. Agriculture, fishing, mining, forestry and natural gas extraction are major resource industries found in the rural areas of the municipality.

***Halifax was ranked by MoneySense magazine as the fourth best place to live in Canada for 2012, placed first on a list of “large cities by quality of life” and placed second in a list of “large cities of the future”.***

**HALIFAX**

  
**NOVA SCOTIA**

# Why Bridgewater?



## ***Main Street of the South Shore.***

Bridgewater's reputation as the Main Street of the South Shore is well-deserved: On the west side, the traditional King Street shopping district is home to locally owned shops, restaurants, and services that are dedicated to quality and charm. Meanwhile, on the east side of the LaHave River, you'll find the Bridgewater Mall, Eastside Plaza and a number of retailers to meet all your needs.

The Town of Bridgewater is a recognized municipal leader in sustainable thinking. Bridgewater's Smart Cities Challenge application focused on the Town's growing need for affordable, clean, and reliable energy. The Town aims to solve this issue at a community and household level by creating access to affordable energy through solutions such as home upgrade programs, and by improving access to local transit.

Enjoying the Lunenburg Region vacation is easy: beautiful scenery that's easy on the eyes, with friendly folks along the way and a pace that's relaxed and easygoing. With so many activities and hidden gems, the only hard part may be deciding what to do first!

Experience the region's festivals & events, or head outside to enjoy our beaches, hiking trails, and outdoor activities. Visit a farmers market for fresh produce and other local foods, or choose the perfect gift or souvenir to take home from our artisans and shops. If you enjoy outdoor adventure, Lunenburg Region was made for you with beaches and a wide range of outdoor activities. Our world-class trail system is just the start! Whether you love canoeing, kayaking, hiking, biking, boating, camping, we've got you covered.

Bridgewater is the fastest-growing community of its size in Nova Scotia. Our community's location in the heart of the LaHave River Valley in Lunenburg County is less than an hour's travel time from Halifax and 70 minutes from Stanfield International Airport.







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