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## Second Life Residents can now buy properties through Codwell Banker

*The US company wants to lead the virtual reality of real estate transactions and decided to sponsor the famous virtual game*

With the 3-D virtual world of Second Life® having become an online phenomenon, Coldwell Banker Real Estate Corporation today announced that it is the first national real estate company to sell homes within the community.

Members of Second Life ([www.secondlife.com](http://www.secondlife.com)) create personas for themselves, known as avatars, which they use to navigate through the community peopled with more than four million residents worldwide. While in the virtual world of Second Life, avatars explore the society, shop, interact with others, visit entertainment events and do essentially everything they might in the real world. One of the more popular activities within Second Life is the purchase and rental of virtual land, so players can build their own stores, homes and event sites.

Coldwell Banker has an inventory of more than 500 homes on 550,000 square meters in the Ranchero section of the Second Life mainland, one of the largest home developments in this virtual world. These virtual homes will vary in price based on size and style, including southwestern, colonial and contemporary, among others. In addition, Coldwell Banker is offering homes perched atop a picturesque hill overlooking the ocean. Second Life residents can meet with a Coldwell Banker sales associate avatar in the brand's virtual office and schedule an appointment to tour virtual properties of interest. Homebuyers who close a purchase with Coldwell Banker will receive free "virtual furniture" for their new home as a closing gift.

"We are incredibly excited to be a part of Second Life, the most explosively popular community on the Internet," says Charlie Young, senior vice president, marketing, Coldwell Banker Real Estate Corporation. "Like the Second Life members, today's homeowners are technologically savvy so it's paramount that we offer them the opportunity to engage with, and experience, our brand in a variety of different ways, whether in the real or virtual world. Second Life is an excellent virtual platform that will enable us to interact with consumers where they are meeting today, in online 3-D communities."

Coldwell Banker is the first company in any industry to employ tracking technology to analyze how residents interact with the brand's Second Life headquarters. The ability to monitor traffic allows Coldwell Banker to track visit minutes, unique visitors and total visitors, as well as determine which features are used most in the Second Life headquarters.

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“The Coldwell Banker headquarters in Second Life features coldwellbanker.com amenities, including the home value estimator, streaming videos and the ability to search for real world properties and find a sales associate,” Young said. “And to keep in the spirit of fun, we wanted to introduce the **Coldwell Banker** helicopter so that looking for a home in Second Life and exploring our headquarters can be a really unique experience.”

Offering houses in a variety of architectural styles and the ability to tour neighborhoods with a real estate professional, **Coldwell Banker**® is reinforcing its mission to ensure that everyone can achieve the dream of homeownership, whether on Main Street or in the metaverse.

For those participants who do make a purchase, they can do so using the V-Commerce function, a first in Second Life and unique to **Coldwell Banker**, in which the avatar can touch a virtual palm-scanner that will automatically provide **Coldwell Banker** with the buyer’s qualification status and simplify the purchasing process.

### About Coldwell Banker Affiliates of Romania:

Starting with 2007, one of the most famous brands in the USA real estate industry has started its activity on the Romanian market. Coldwell Banker Affiliates of Romania provides consultancy and brokerage services for all segments of the market: residential, offices, industrial, retail and investments. With a history that covers 100 years, the American company is currently owned by Realogy Corporation. Through its wide network, Coldwell Banker covers more than 30 countries with 3,800 offices and 123,700 brokers.