

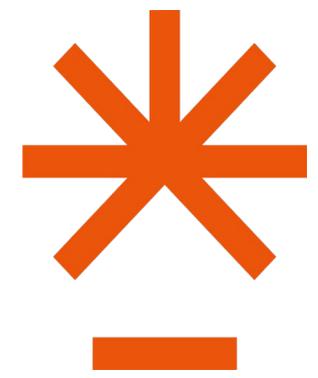
# GROWING THROUGH DISRUPTION



**Liz Gehringer**

President & CEO

**ANYWHERE FRANCHISE BRANDS**

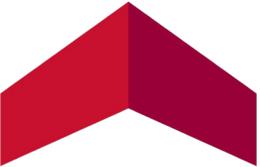


# ICONIC BRANDS

Sotheby's  
INTERNATIONAL REALTY

 COLDWELL  
BANKER

CENTURY 21®

  
ERA®  
REAL ESTATE

*corcoran*

Better  
Homes  
and Gardens.  
REAL ESTATE

  
COLDWELL BANKER  
COMMERCIAL

2025 IFA  
CONVENTION

TEAM  
FRANCHISING



**720,000**  
Transactions  
(2023)

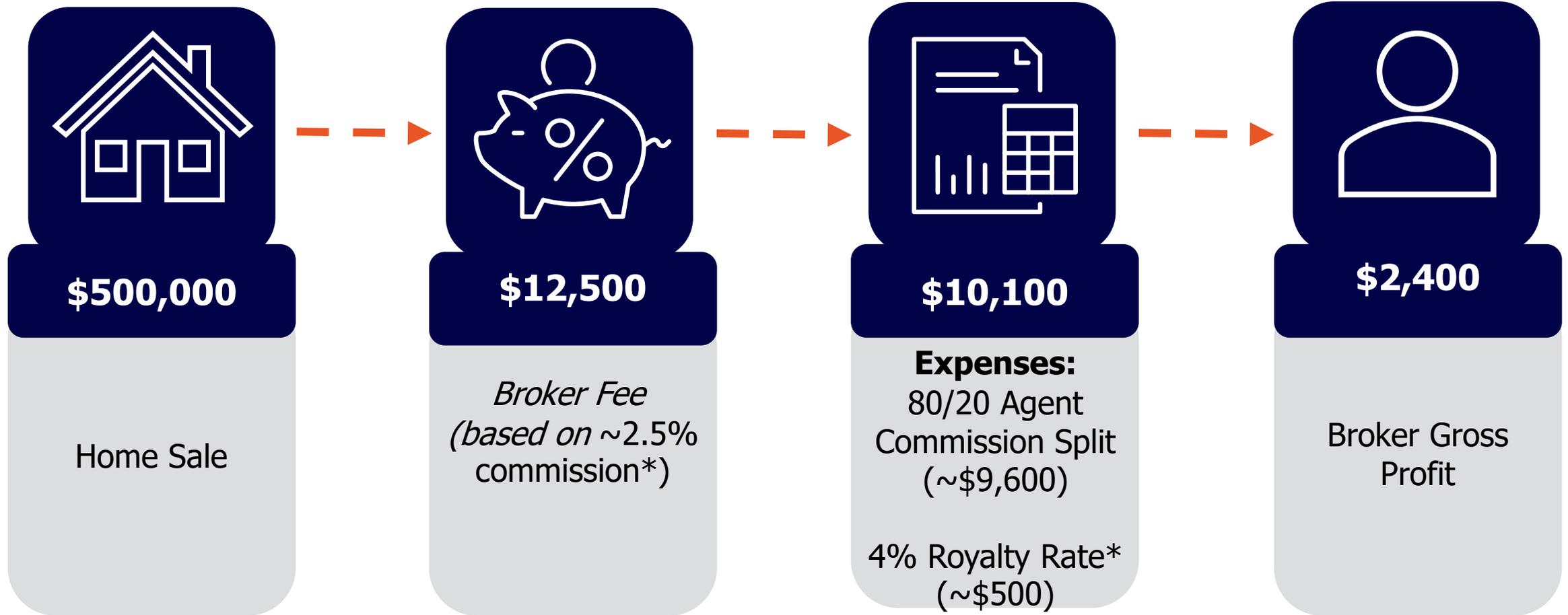


**118**  
Countries



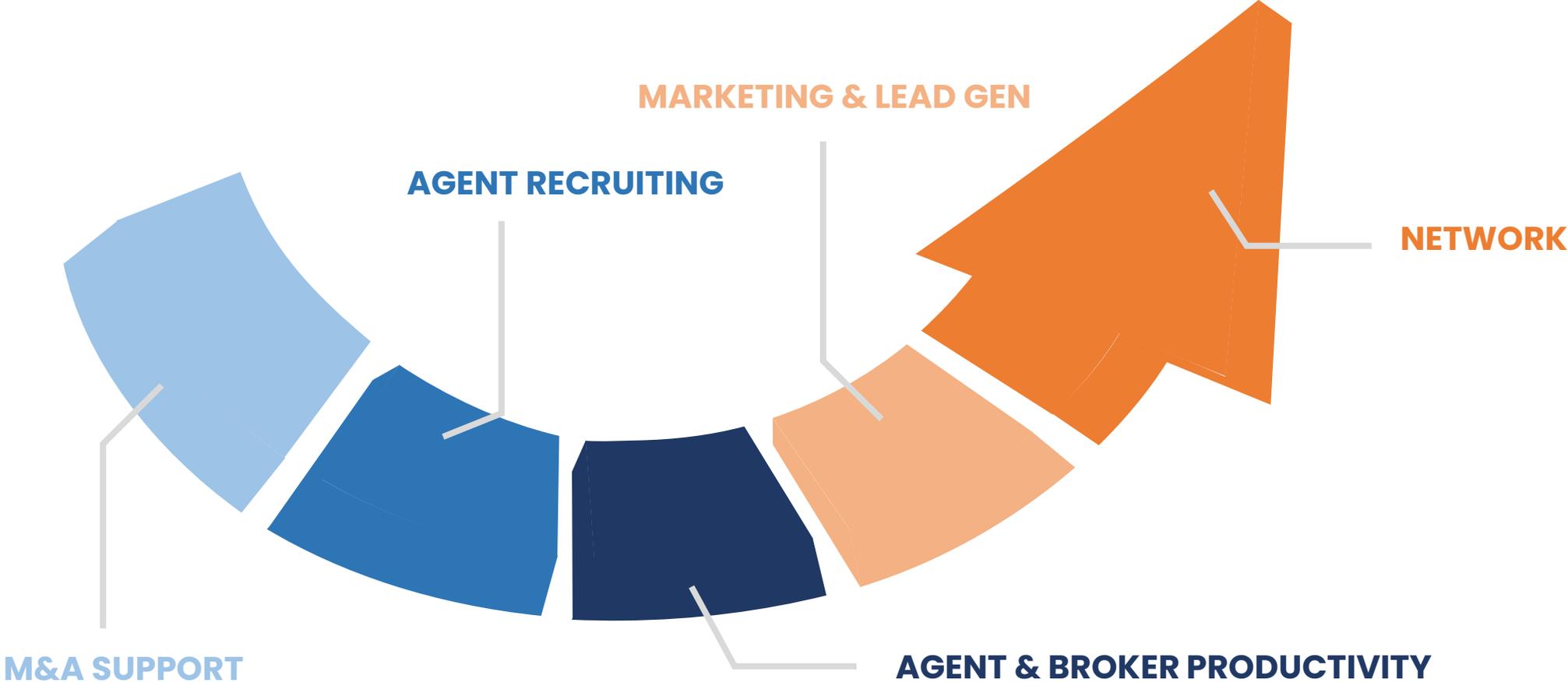
**300,000**  
Affiliated Agents

# SAMPLE REVENUE MODEL

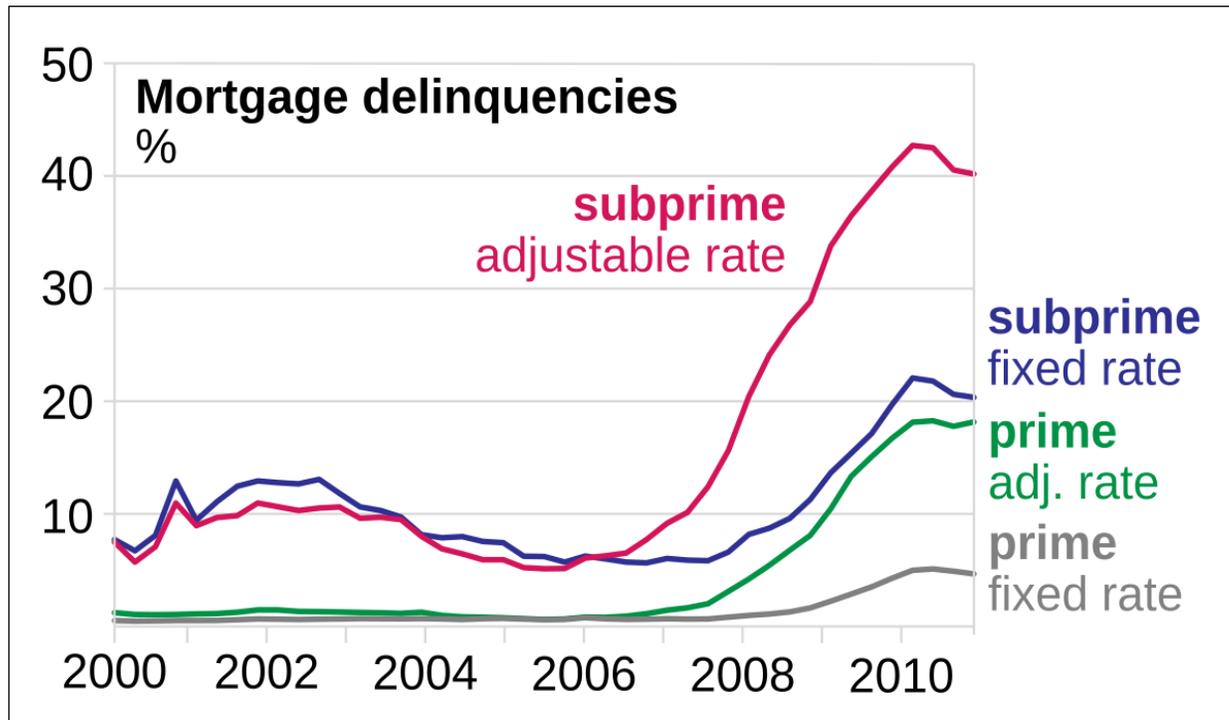


\*Percentages are just for illustration purposes only, and are not representative of any industry metrics or Anywhere business policies or standards

# HOW WE SUPPORT OUR FRANCHISEES



# UNPRECEDENTED DISRUPTION: A Change in Perspective

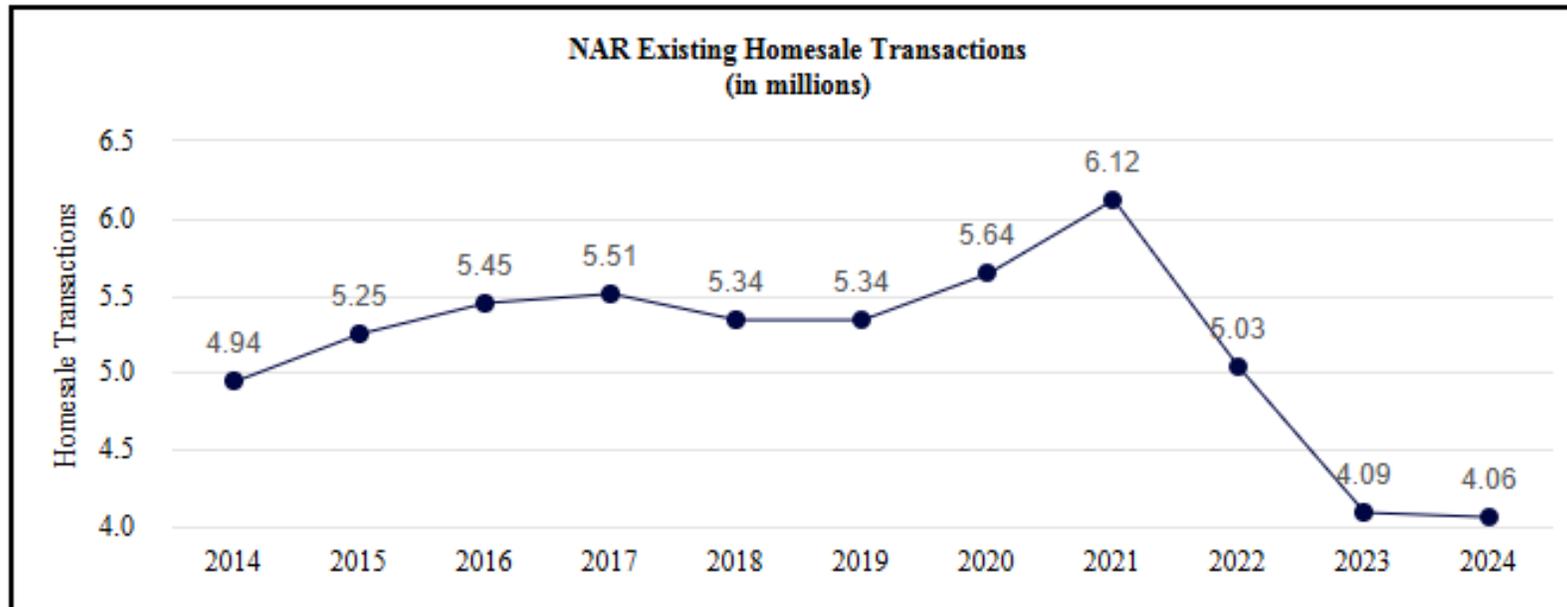


Source: Mortgage Bankers Association



Look across silos to reveal  
big-picture solutions

# MARKET CHALLENGES: A Housing Sales Slowdown



- **2021 – 6.12 million Homes Sold**
- **2024 – 4.06 million Homes Sold (lowest level since 1995)**

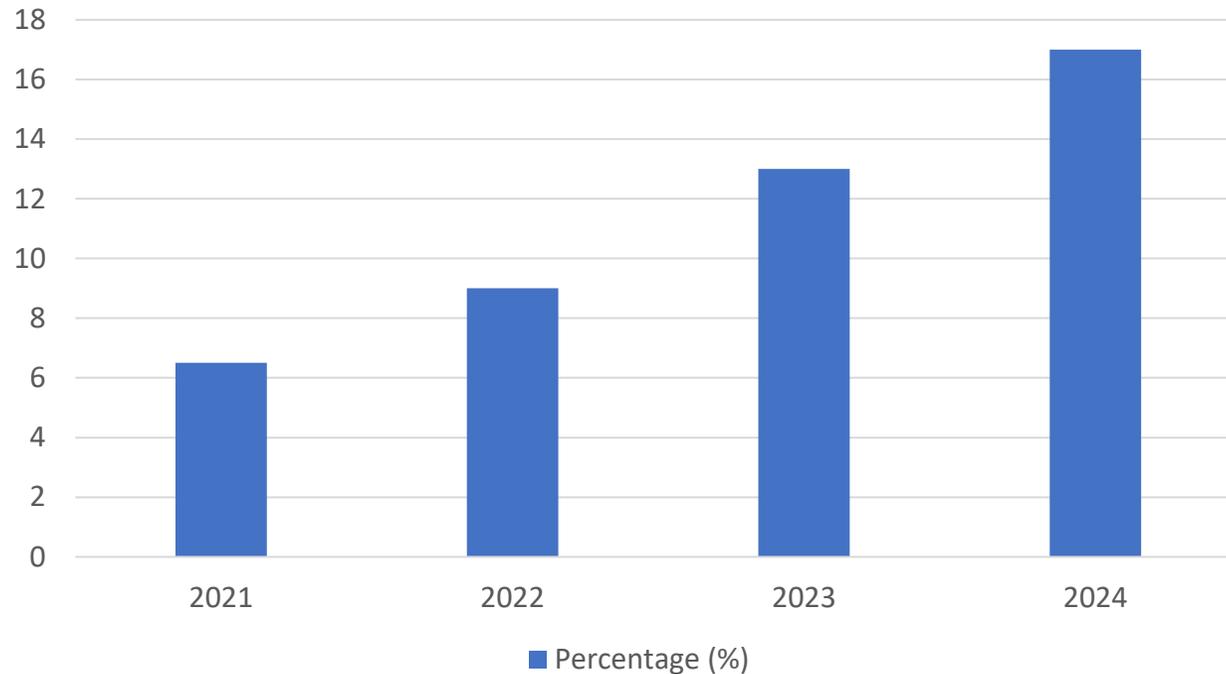
# MARGIN COMPRESSION: Creating Complimentary Paths to Profit



**Diversify in anticipation of  
diminishing revenue**

# TRANSACTION COMPLEXITY: Embracing a Virtual Reality

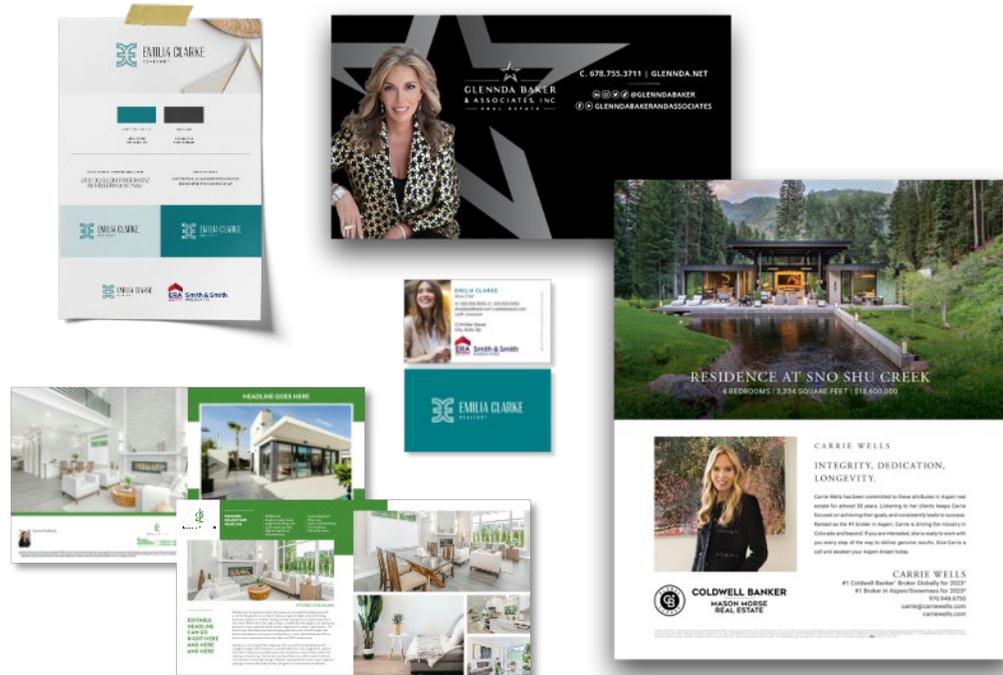
Sample Growth in Virtual Closing Utilization



**Crisis creates opportunity for  
lasting transformation**

# MYRIAD OF SERVICE PROVIDERS: Services as a Service

THE  
**STUDIO**



Leverage your  
unique strengths  
to create new  
revenue streams

# SCRUTINY OF FUNDAMENTALS: Transaction Transparency

## The New York Times

Buying or Selling a Home? The  
Rules Have Changed.



**Leadership is earned  
in the most  
challenging times**

# GROWING THROUGH DISRUPTION

- ✓ Look across silos to reveal big-picture solutions
- ✓ Diversify in anticipation of diminishing revenue
- ✓ Crisis creates opportunity for lasting transformation
- ✓ Leverage your unique strengths to create new revenue streams
- ✓ Leadership is earned in the most challenging times

