

THE FINEST HOMES  
DESERVE THE FINEST MARKETING

REAL ESTATE MARKETING PLAN



**Florida Homes**  
Realty & Mortgage

# GOING TO THE ENDS OF THE EARTH TO SELL YOUR HOME...

I believe the finest homes deserve the finest marketing. That's why my advertising program is designed to go above and beyond anything offered by any other agent or broker in quality, sophistication and depth. I employ the latest technology to deliver perfect presentation and massive exposure for your home to drive responses from buyers everywhere.

## LUXURY & INTERNATIONAL ADVERTISING

Your home will be featured in prominent global media brands including The New York Times, The Wall Street Journal, Robb Report and duPont Registry. It's also translated and distributed to dozens of prominent Real Estate sites throughout Asia, Europe, Australia, the Middle East, South America, and more.

## STYLISH, SOPHISTICATED PRESENTATION

We'll create a dedicated online showcase for your home, featuring magazine-quality professional photos, elegantly produced High Definition video and stunning aerial animation. Nothing else compares—but don't take our word for it, check it out for yourself!

## LOCAL, SOCIAL & MOBILE

Your home will benefit from cutting edge social media technology and robust exposure on sites like Facebook and YouTube. Our showcase listings reach potential local buyers on every type of computer, smartphone and tablet, in addition to intensive local print, mail and signage.



# YOUR HOME DESERVES WORLD CLASS MARKETING

## ELITE ADVERTISING

Your home will be featured in prominent global media brands including:

- NEW YORK TIMES
- WALL STREET JOURNAL
- ROBB REPORT
- DUPONT REGISTRY
- UPMKT
- MANSION GLOBAL



## GLOBAL EXPOSURE

- Over 100 International Ads
- Exposure to global buyers and investors
- Placement in Juwai.com, the #1 China Site

## PERFECT PRESENTATION

- Dedicated Website
- Luxe Video Tour
- Google Earth Aerial Flyover
- Mobile + Social



## LOCAL VISIBILITY

- Elegant Brochures
- Distinctive Signage
- Direct Mail
- Targeted Local Ads



## SOCIAL MARKETING

- Social video ads targeted to your perfect buyer
- Location, wealth, interests, and lifestyle
- Facebook, Instagram, YouTube and more



## CLIENT SATISFACTION

- Weekly Activity Reports
- Interactive media kit showing your ads and campaign highlights



Call today for a complimentary **Home Valuation + Marketing Plan.**



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# PERFECT PRESENTATION

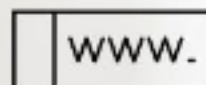
Your home will be featured on its own dedicated property website and URL, ideal for lead capture and social sharing. The presentation includes a stunning Google Earth aerial flyover and Youtube Video Tour. The dedicated mobile and iPad tours allow for seamless viewing on any device.



Google Earth  
Aerial flyover



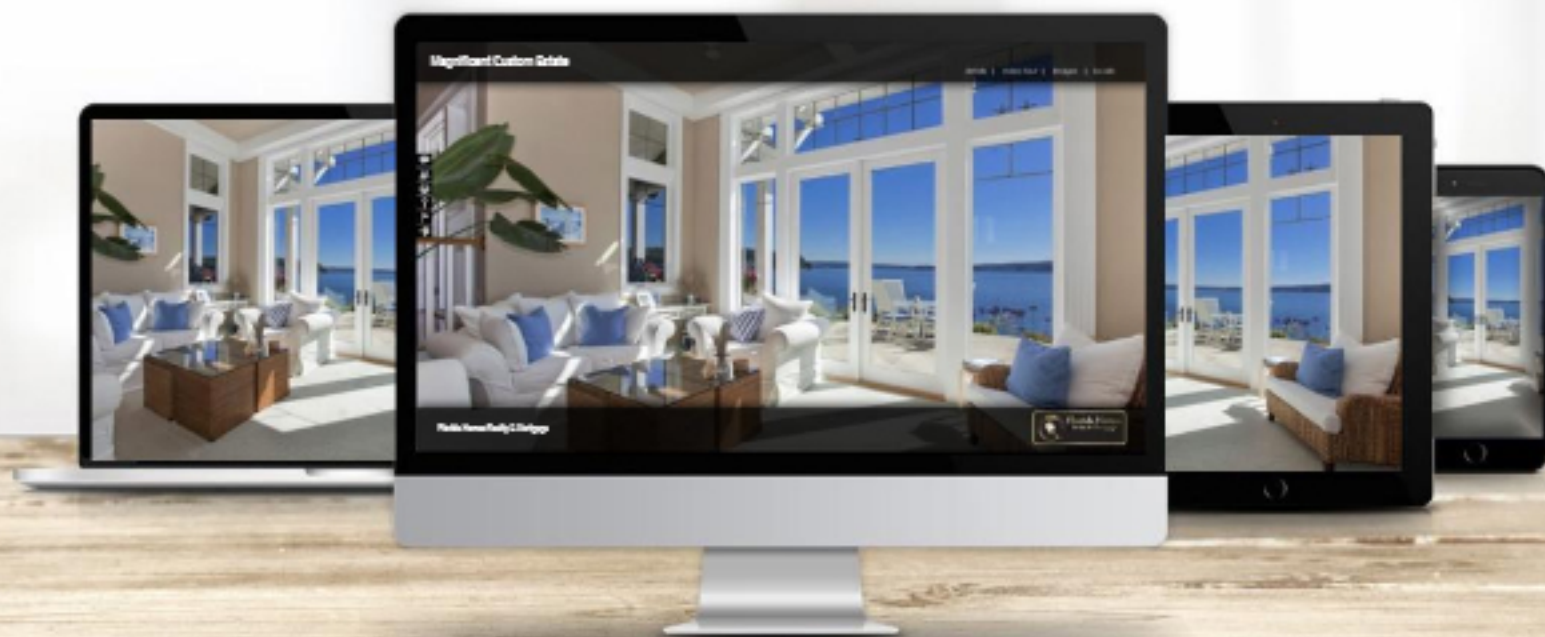
Dedicated Website  
& url



Optimized for  
Mobile & Ipad



Lead Capture &  
Social Sharing



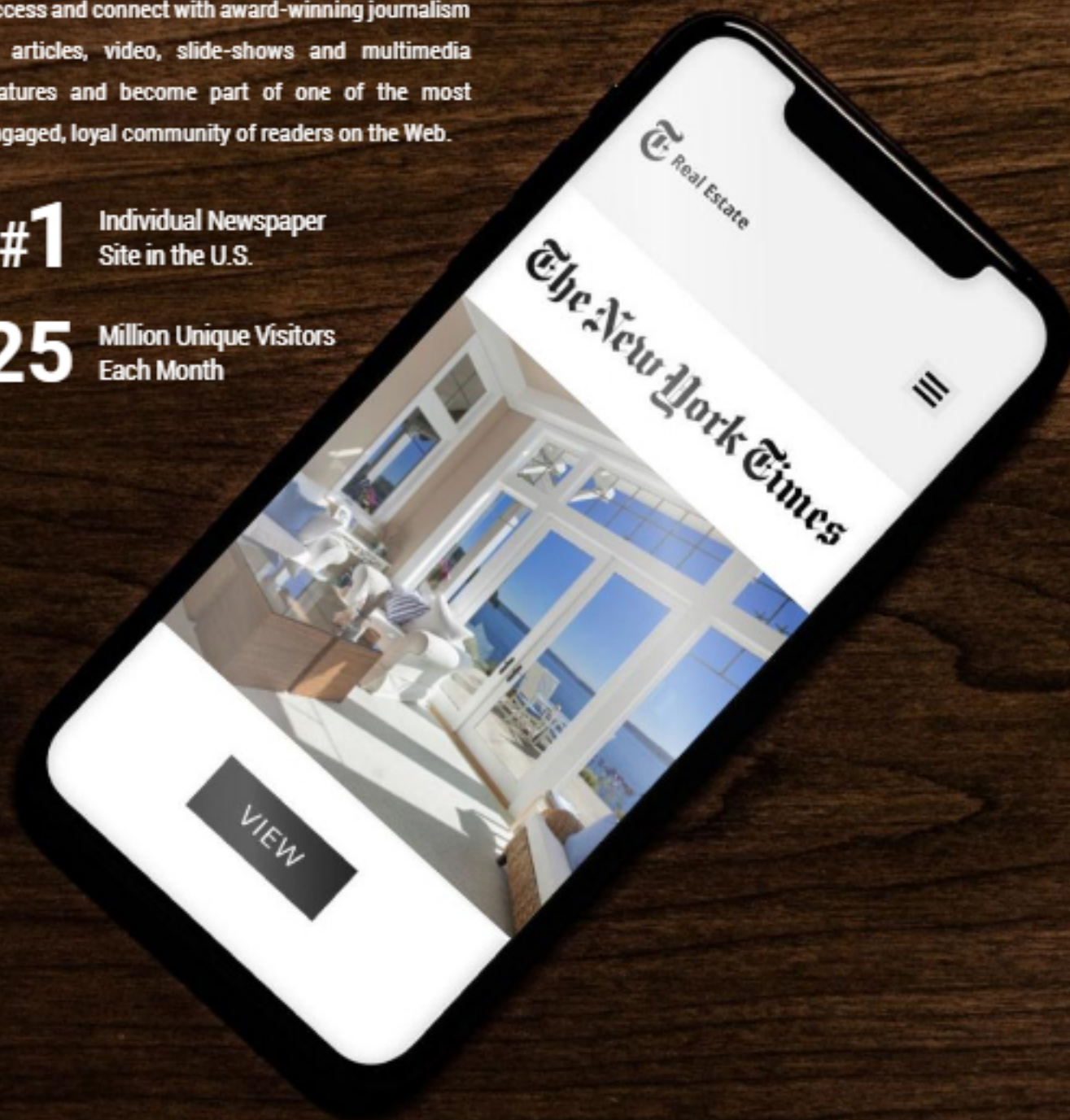


# The New York Times

Access and connect with award-winning journalism in articles, video, slide-shows and multimedia features and become part of one of the most engaged, loyal community of readers on the Web.

**#1** Individual Newspaper Site in the U.S.

**25** Million Unique Visitors Each Month





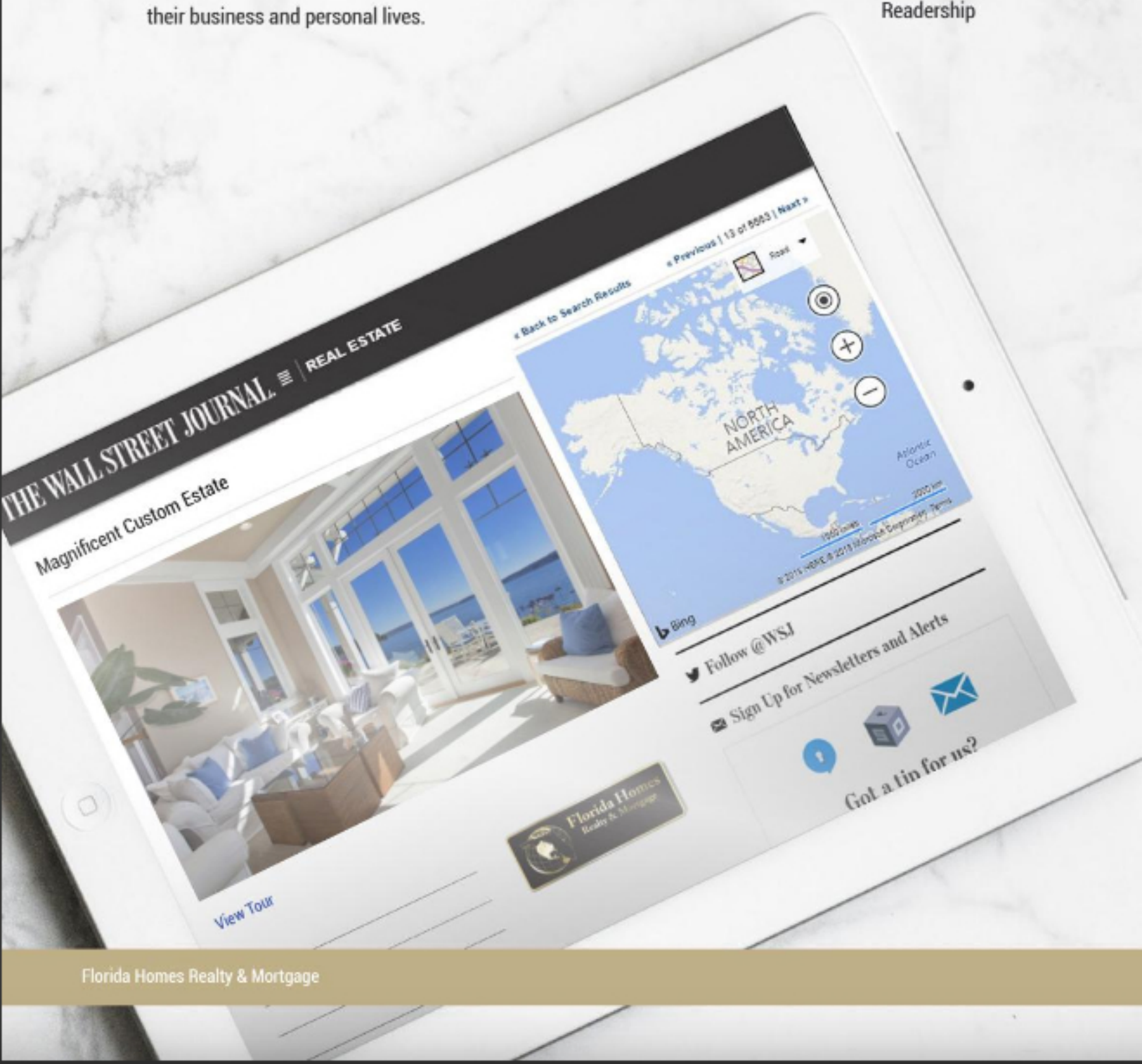
# THE WALL STREET JOURNAL.

WSJ.com reaches an elite global audience of 42.4 million digital readers per month who seek the news and information critical to their business and personal lives.

**#1** Paid Circulation  
Publication



Highest Rank  
of Executive  
Management  
Readership



# UPMKT

HOMES OF STYLE & DISTINCTION

An international publication dedicated to upscale real estate and the people who love it. Follow the latest trends in home design, architecture, trending communities and cities, and a lot more.





# Robb Report

MAGAZINE FOR THE LUXURY LIFESTYLE™

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity.



Highest Household  
Income 2017 IPSOS  
Affluent Survey

**\$2.75M**

Average Household  
Net Worth of Robb  
Report Readers





# MANSION GLOBAL

## ONLY THE EXCEPTIONAL

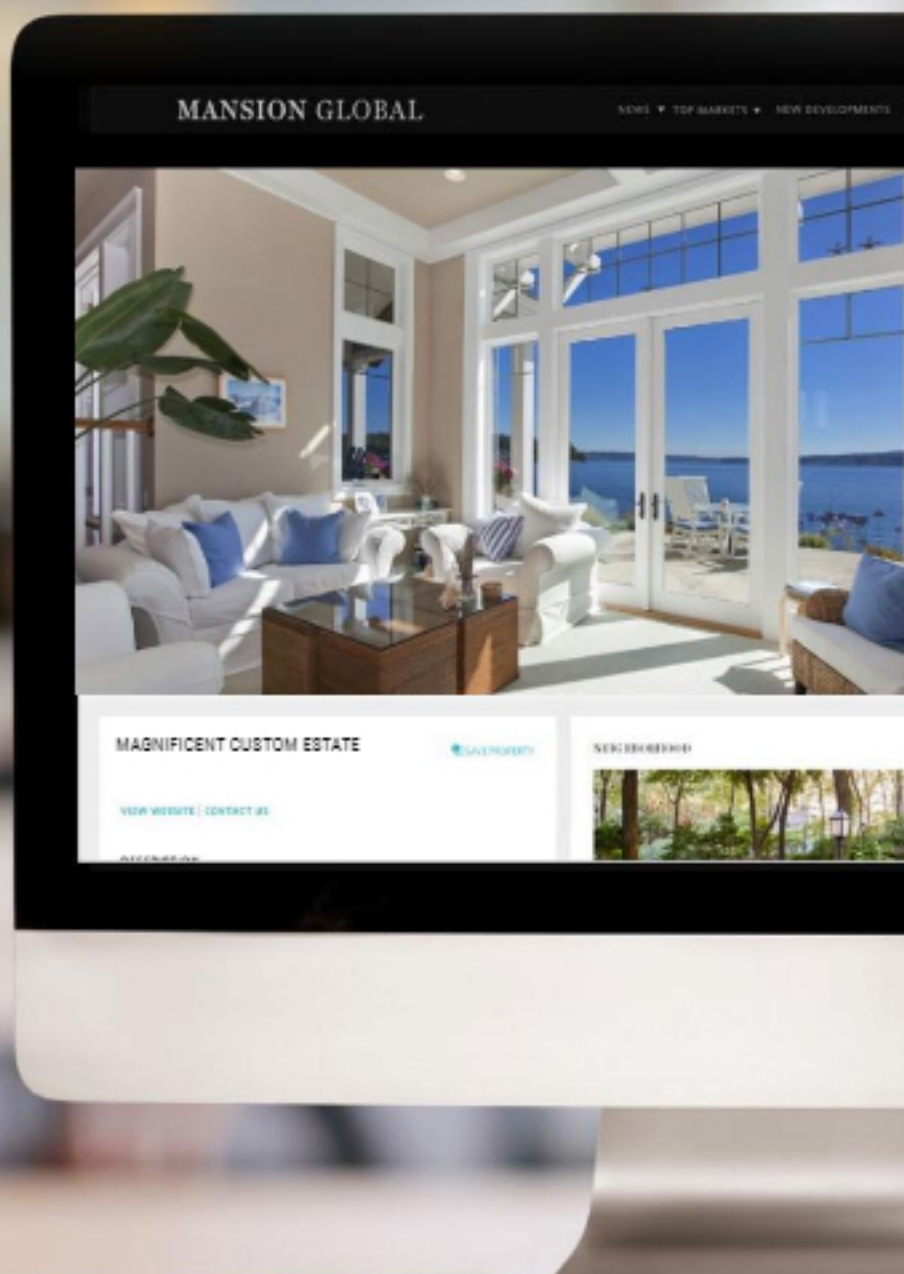
Mansion Global is the premier digital destination connecting the world's most affluent real estate buyers with prestigious properties around the globe through relevant, timely listings and compelling content.

2.3  
MILLION

Monthly Unique Users

50%

Of Visitors Planning  
to Build/Buy a Home



# duPont REGISTRY

From tropical island estates to lush country cottages, duPont REGISTRY™ brings a wealth of international luxury properties directly to the affluent consumer in their home.

**\$2.2M**

Average  
Household  
Net Worth

**#1**

Ranked Luxury  
Real Estate  
Marketplace

duPont  
REGISTRY

HOMES

MAGNIFICENT CUSTOM ESTATE





# INTERNATIONAL ADVERTISING

The number of international buyers is increasing daily. Your home will be exposed to millions of potential buyers across our global network of portals.

**100+**

International Ads

**70+**

Key Markets Like  
Russia & China



# INTERNATIONAL REACH

Your home will gain international exposure in over 90 prominent Real Estate search sites around the world targeting affluent global investors, including China, Russia, Canada, Germany, Brazil, France, Singapore, UAE and many others.

	<b>Cyprus</b> 101evler		<b>Macau</b> Go868		<b>Bulgaria</b> Imot		<b>Qatar</b> ProperstarQA
	<b>India</b> 99 Acres		<b>Argentina</b> GoPlaceit Argentina		<b>Serbia</b> Imovina		<b>Sweden</b> ProperstarSE
	<b>France</b> Acheter Louer		<b>Chile</b> GoPlaceit Chile		<b>Portugal</b> Kamicasa Portugal		<b>United Kingdom</b> ProperstarUK
	<b>China</b> Anjuke		<b>Colombia</b> GoPlaceit Colombia		<b>Spain</b> Kamicasa Spain		<b>Ireland</b> PropertySteps
	<b>Global</b> Arkadia		<b>Mexico</b> GoPlaceit Mexico		<b>Canada</b> Kangalou		<b>Canada</b> Publirmaison.ca
	<b>Estonia</b> City 24 Estonia		<b>Peru</b> GoPlaceit Peru		<b>France</b> Laprovence-immo.com		<b>Cambodia</b> Real Estate Cambodia
	<b>Latvia</b> City 24 Latvia		<b>Uruguay</b> GoPlaceit Uruguay		<b>Algeria</b> Lkeria		<b>Australia</b> Real Estate World
	<b>Lithuania</b> City 24 Lithuania		<b>Venezuela</b> GoPlaceit Venezuela		<b>Romania</b> Magazinul De Case		<b>Czech Republic</b> Realcitycz.com
	<b>France</b> Côte et Littoral		<b>Papua New Guinea</b> Hausples		<b>Ukraine</b> MestoUa		<b>Slovakia</b> Reality Slovakia
	<b>Tanzania</b> Dar Property		<b>Algeria</b> Habdoimmobilier-dz.com		<b>Global</b> Mitula		<b>Morocco</b> Selktimmo
	<b>Poland</b> Domy		<b>Global</b> Homeglobally		<b>Monaco</b> Montecarlo-realestate.com		<b>France</b> SeLogger
	<b>Cambodia</b> Dotproperty Cambodia		<b>Kazakhstan</b> Homsters.kz		<b>Poland</b> MorizonPl		<b>Senegal</b> SenegalCity
	<b>Indonesia</b> Dotproperty Indonesia		<b>Fiji</b> Housing Paradise		<b>Morocco</b> Mubawab		<b>Myanmar</b> ShweProperty
	<b>Laos</b> Dotproperty Laos		<b>Chile</b> Icasas CL		<b>Qatar</b> MubawabQA		<b>China</b> Sodichan
	<b>Malaysia</b> Dotproperty Malaysia		<b>Colombia</b> Icasas Co		<b>Philippines</b> MyPropertyPH		<b>Tunisia</b> Sokna
	<b>Myanmar</b> Dotproperty Myanmar		<b>Mexico</b> Icasas Mx		<b>Poland</b> Oferty		<b>Breece</b> Spitogatos.gr
	<b>Philippines</b> Dotproperty Philippines		<b>France</b> Immo.midilibre.fr		<b>South Africa</b> PersquareCoZa		<b>Romania</b> Storia
	<b>Singapore</b> Dotproperty Singapore		<b>France</b> Immo.nicematin.com		<b>United Arab Emirates</b> ProperstarAE		<b>France</b> Surfaceprives.com
	<b>Thailand</b> Dotproperty Thailand		<b>France</b> Immo.varmatin.com		<b>Canada</b> ProperstarCA		<b>Germany</b> Sz-Immo
	<b>Vietnam</b> Dotproperty Vietnam		<b>Italy</b> Immobiliare		<b>United States</b> ProperstarCOM		<b>Thailand</b> ThailandProperty
	<b>China</b> East West Property		<b>New Caledonia</b> Immonc.com		<b>Germany</b> ProperstarDE		<b>United Kingdom</b> EnglishMansions.com
	<b>Global</b> EdenWay		<b>French Polynesia</b> Immopf.com		<b>France</b> ProperstarFR		<b>United Kingdom</b> The House Shop
	<b>Turkey</b> Emlaktown		<b>France</b> ImmoStreet.com		<b>Italy</b> ProperstarIT		<b>Breece</b> Tospitimou.gr
	<b>France</b> Figaro Immo		<b>Switzerland</b> ImmostreetCH		<b>Japan</b> ProperstarJP		<b>Global</b> Trovit
	<b>Spain</b> Globaliza		<b>Belgium</b> ImmoVlan		<b>Mexico</b> ProperstarMX		<b>Austria</b> Willhaben
	<b>Panama</b> WorldPanamaRealestate		<b>Luxembourg</b> Wortimmo		<b>Greece</b> XE		<b>Pakistan</b> Zameen





# 居外<sup>TM</sup>

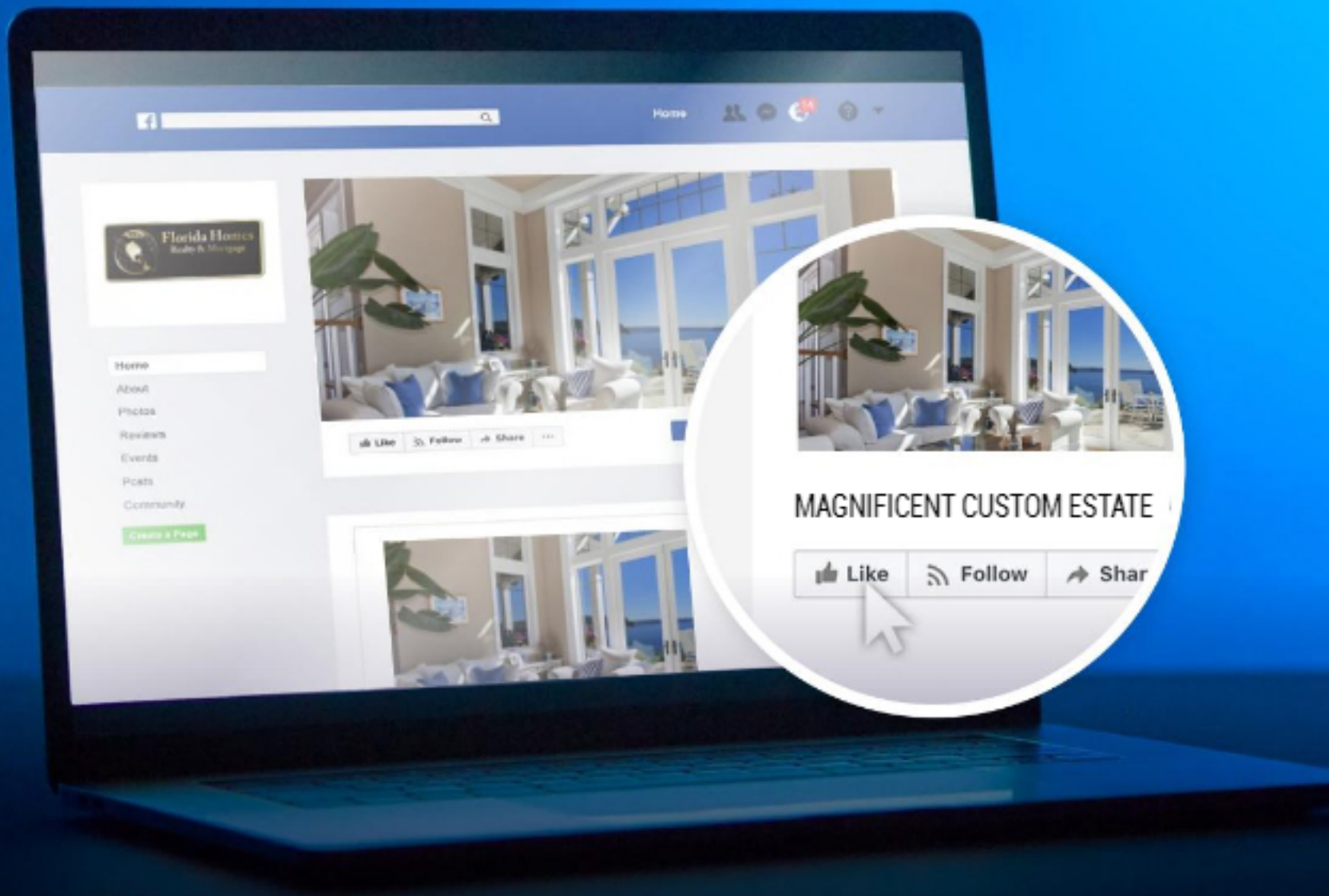
Juwai.com



Juwai, which means "home overseas", is visited by thousands of Chinese buyers each day from over 326 cities throughout China, as well as in Taiwan, Hong Kong, Malaysia and Singapore.

# facebook

Facebook is the premier avenue for reaching buyer leads.  
We create a beautiful HD Video page to be shared across  
vast social networks and draw attention to your home.







We create a stunning Aerial Video Tour using Google Earth technology to show off your home's unique location, and we broadcast it to the world as a YouTube High Definition stream for web and mobile device users everywhere.



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