

Knowledge Base - Custom Marketing Plan

REAL ESTATE MARKETING PLAN



Knowledge Base
Real Estate
239.977.5642
0 ce@Knowledgebase .com

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

I believe the best homes deserve the best 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 MarketWatch. 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.



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YOUR HOME DESERVES WORLD CLASS MARKETING

ELITE ADVERTISING

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

- WALL STREET JOURNAL
- MANSION GLOBAL
- ROBB REPORT
- UNIQUE HOMES
- UPMKT
- MARKETWATCH

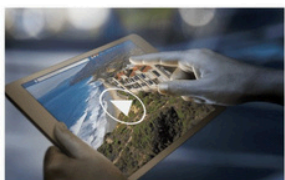


GLOBAL EXPOSURE

- 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



SOCIAL MARKETING

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



LOCAL VISIBILITY

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



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



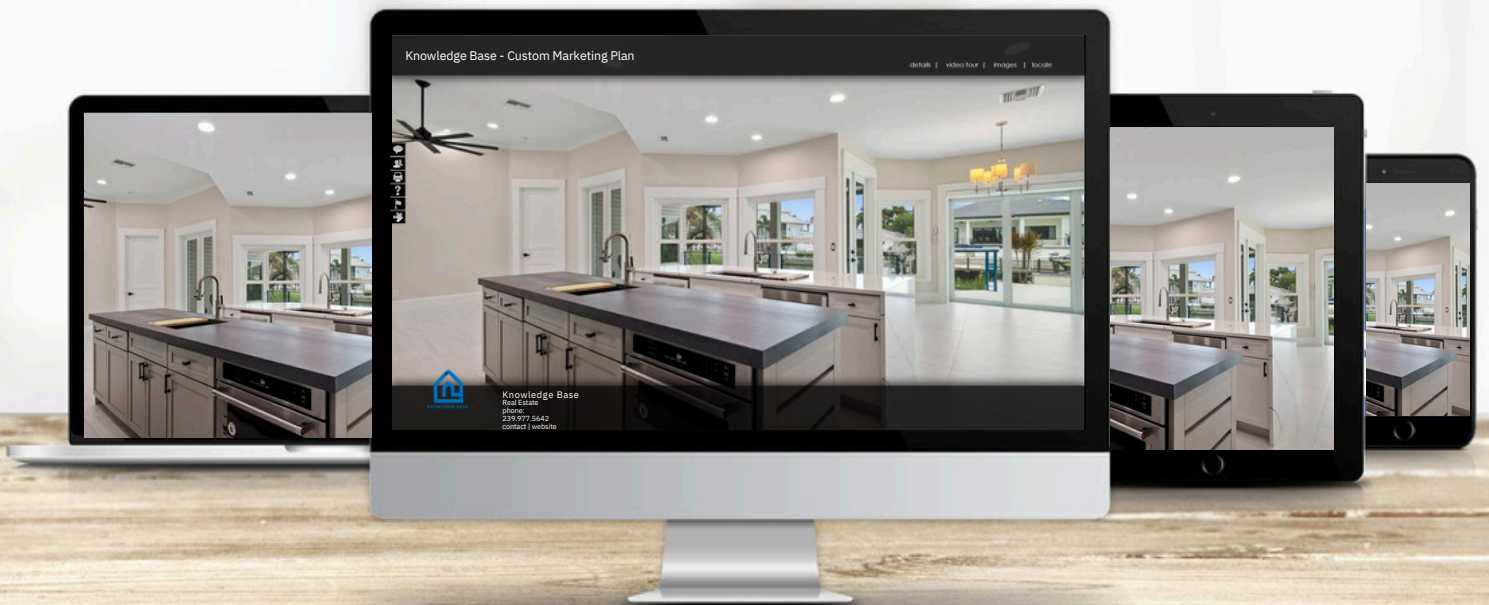
Dedicated Website
& url



Optimized for
Mobile & Ipad



Lead Capture &
Social Sharing



THE 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
Reader'ship



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 2023 IPSOS
Affluent Survey

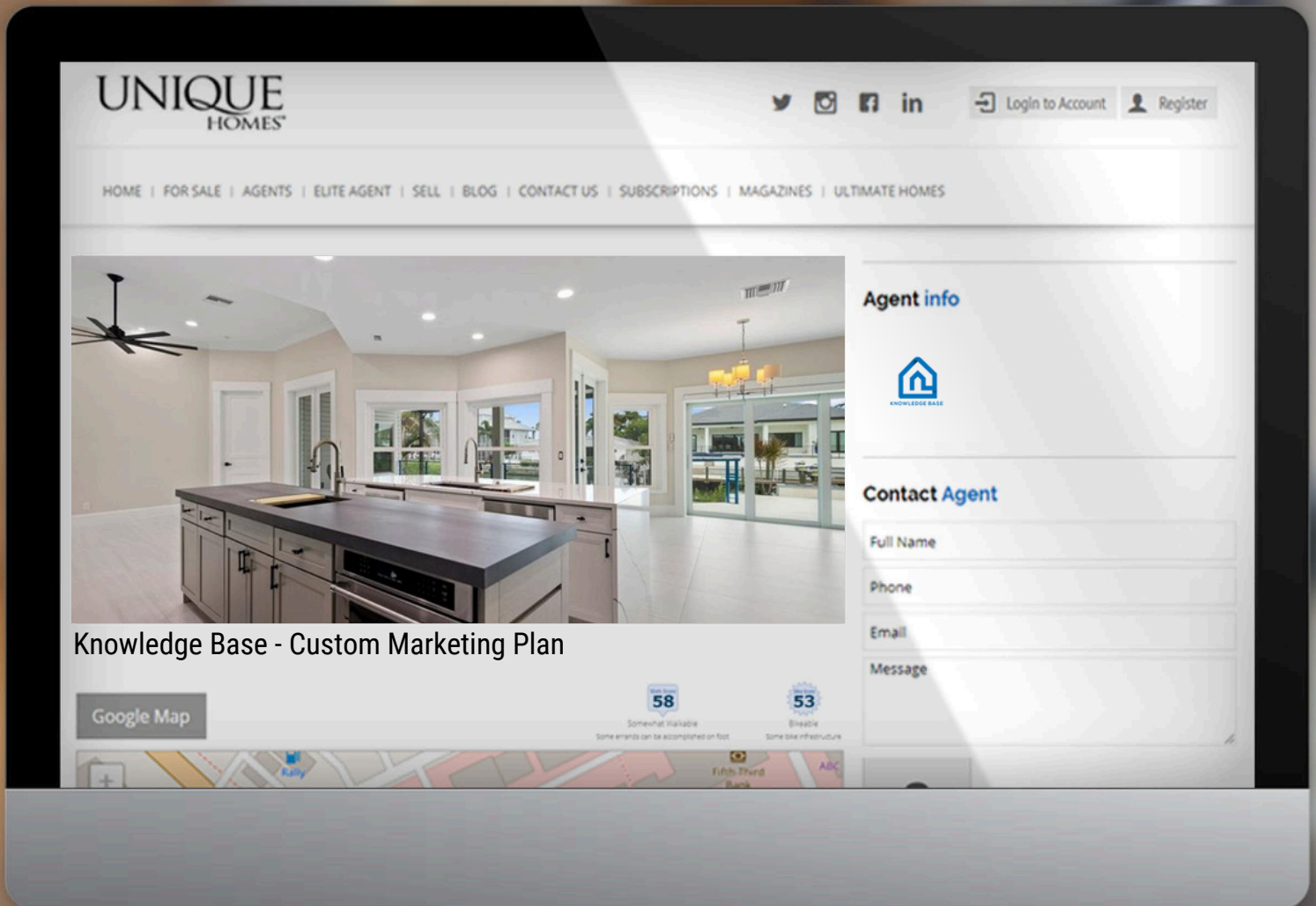
\$2.75M

Average Household
Net Worth of Robb
Report Readers



UNIQUE HOMES

Unique Homes is the most exclusive intermediary between ultra-affluent buyers and luxury real estate sellers. With readership that spans all 50 states and more than 80 countries around the globe to a qualified international audience, it's a must-read for affluent individuals interested in high-end real estate.



MANSION GLOBAL

ONLY THE EXCEPTIONAL

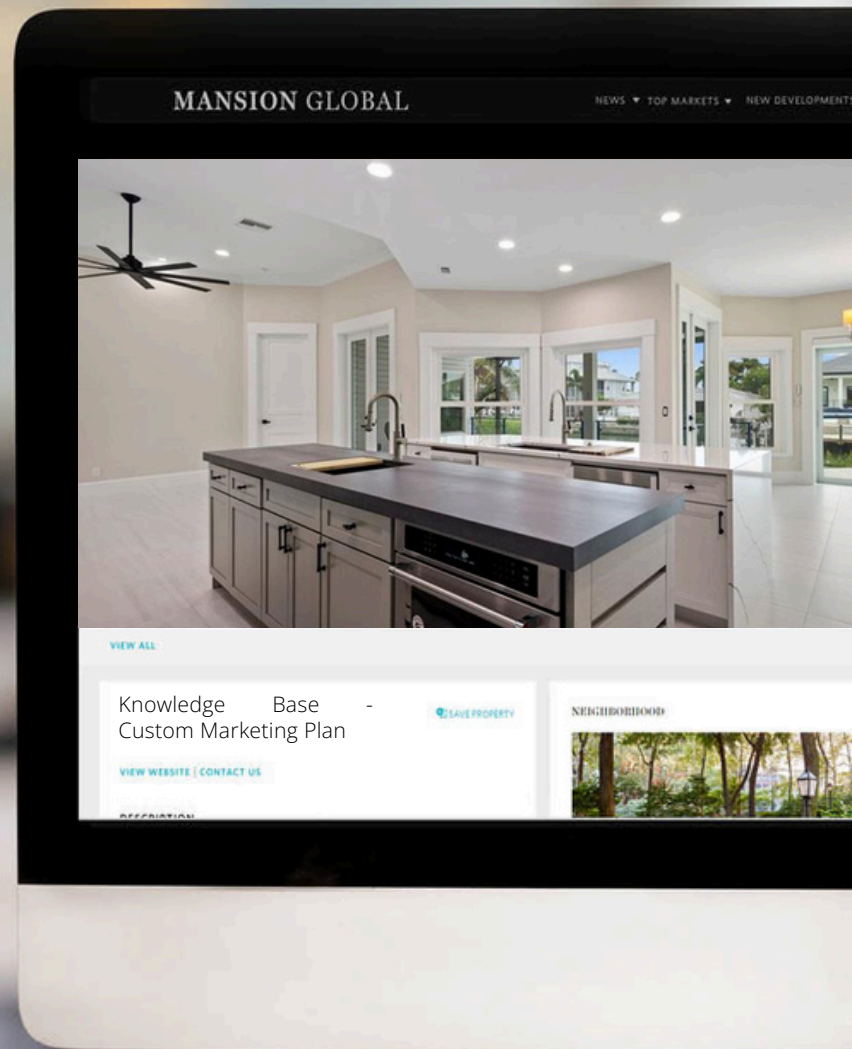
Mansion Global is the premier digital destination connecting the world's most affluent real estate buyers with prestigious properties around the globe through relevant, timely listings and compelling content.

2.3
MILLION

Monthly Unique Users

50%

Of Visitors Planning
to Build/Buy a Home



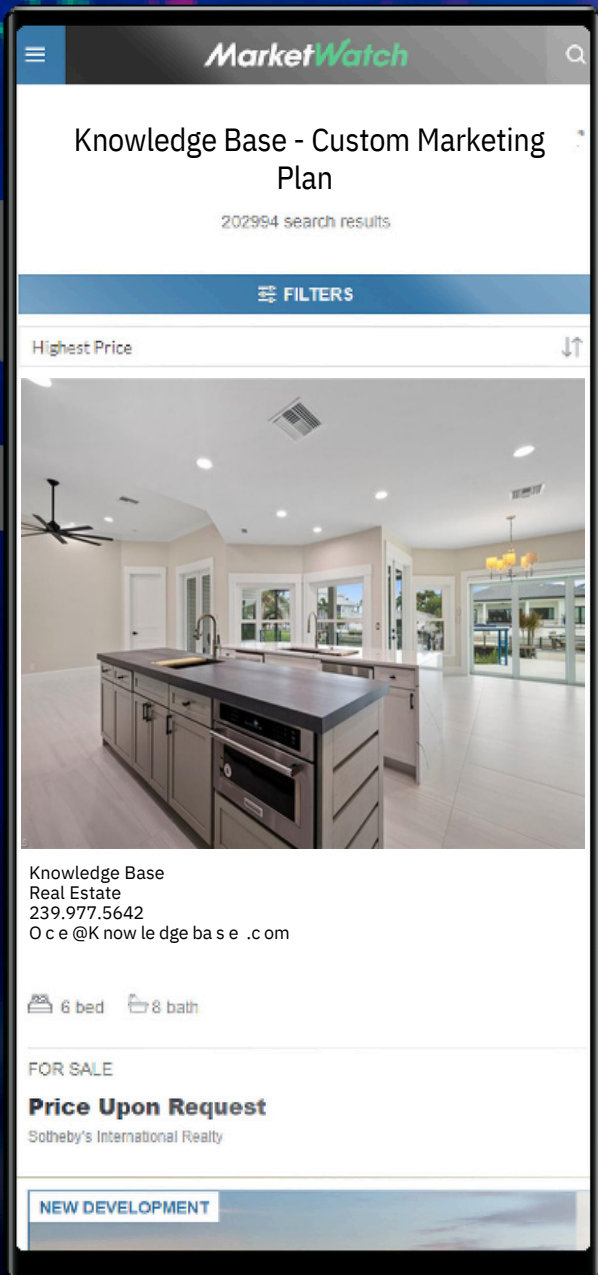
UPMKT

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.



MarketWatch



MarketWatch is a website that provides financial information, business news, analysis, and stock market data. Along with The Wall Street Journal and Barron's, it is a subsidiary of Dow Jones & Company, a property of News Corp.



Monthly Unique Users

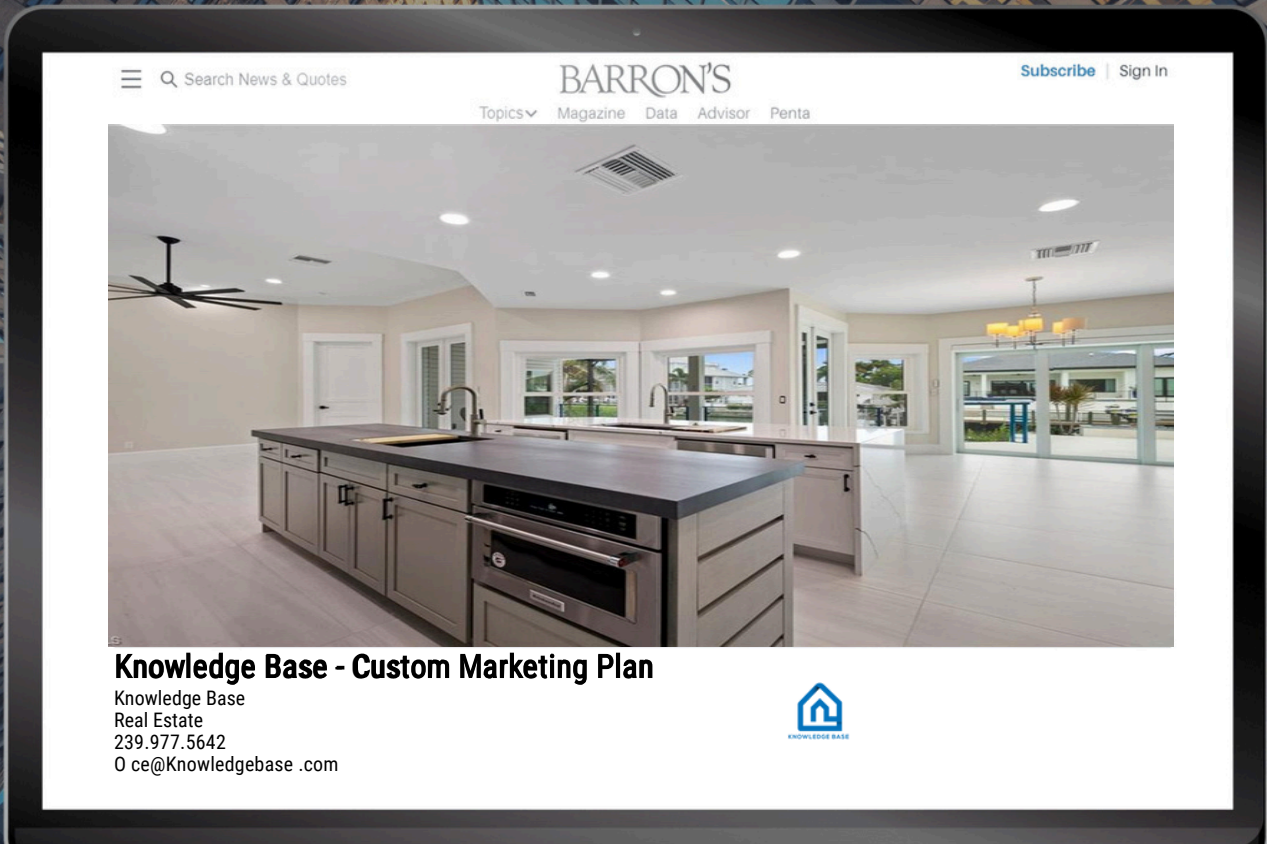
78%

of subscribers use MarketWatch to make personal investments

BARRON'S

Barron's is an American weekly magazine/newspaper published by Dow Jones & Company, a division of News Corp. Founded in 1921 by Clarence W. Barron as a sister publication to The Wall Street Journal, Barron's covers U.S. financial information, market developments, and relevant statistics.

99% Make a decision based on content read on Barron's



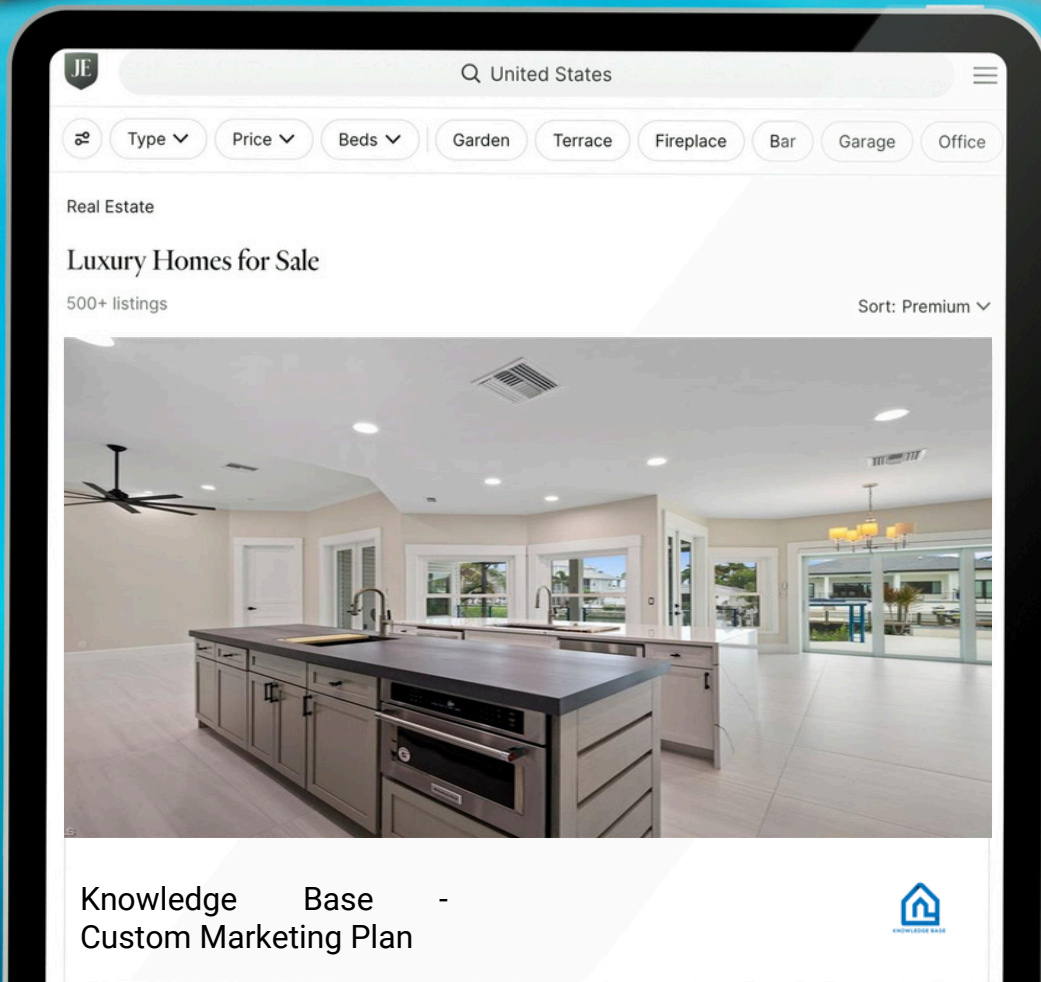
JAMES EDITION

JamesEdition connects buyers and sellers worldwide, to facilitate life's most important personal transactions. Users can explore 200,000+ luxury homes, mansions and villas for sale in one simple search.

200,000+
LISTINGS

120
COUNTRIES

7,000+
TRUSTED SELLERS



LUXURYESTATE

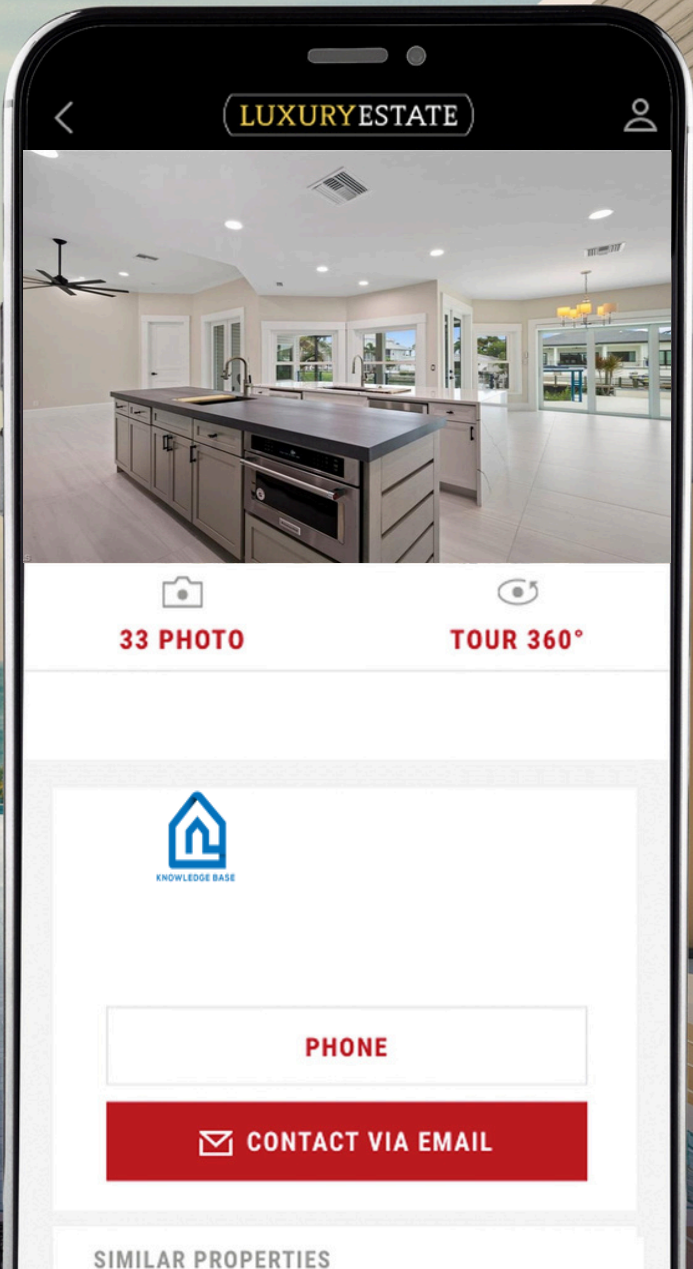
LuxuryEstate is a site dedicated to those who wish to purchase or rent a luxury home, along with those who are passionate about prestigious real estate and curious to discover new trends and interior solutions. Whether it's a castle in Loire, an apartment in London, a villa in Tuscany or a penthouse in New York, LuxuryEstate has the largest selection of luxury homes to offer in the most chic and renowned places in the world.

OVER

500,000
LUXURY HOMES

IN OVER

120
COUNTRIES



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
Around the World



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.

 Cyprus 101evler	 Macau Go853	 Bulgaria Imot	 Qatar ProperstarQA
 India 99 Acres	 Argentina GoPlaceIt Argentina	 Serbia Imovina	 Sweden ProperstarSE
 France Acheter Louer	 Chile GoPlaceit Chile	 Portugal Kamicasa Portugal	 United Kingdom ProperstarUK
 China Anjuke	 Colombia GoPlaceit Colombia	 Spain Kamicasa Spain	 Ireland PropertySteps
 Global Arkadia	 Mexico GoPlaceit Mexico	 Canada Kangalou	 Canada Publimaison.ca
 Estonia City 24 Estonia	 Peru GoPlaceit Peru	 France Laprovence-immo.com	 Cambodia Real Estate Cambodia
 Latvia City 24 Latvia	 Uruguay GoPlaceit Uruguay	 Algeria Lkeria	 Australia Real Estate World
 Lithuania City 24 Lithuania	 Venezuela GoPlaceit Venezuela	 Romania Magazinul De Case	 Czech Republic Realtycitycz.com
 France Côte et Littoral	 Papua New Guinea Hausples	 Ukraine MestoUa	 Slovakia Reality Slovakia
 Tanzania Dar Property	 Algeria Hebdoimmobilier-dz.com	 Global Mitula	 Morocco Selektimmo
 Poland Domy	 Global Homeglobally	 Monaco Montecarlo-realestate.com	 France SeLogger
 Cambodia Dotproperty Cambodia	 Kazakhstan Homsters.kz	 Poland MorizonPI	 Senegal SenegalCity
 Indonesia Dotproperty Indonesia	 Fiji Housing Paradise	 Morocco Mubawab	 Myanmar ShweProperty
 Laos Dotproperty Laos	 Chile Icasas CL	 Qatar MubawabQA	 China Sodichan
 Malaysia Dotproperty Malaysia	 Colombia Icasas Co	 Philippines MyPropertyPH	 Tunisia Sokna
 Myanmar Dotproperty Myanmar	 Mexico Icasas Mx	 Poland Oferty	 Greece Spitogatos.gr
 Philippines Dotproperty Philippines	 France Immo.midilibre.fr	 South Africa PersquareCoZa	 Romania Storia
 Singapore Dotproperty Singapore	 France Immo.nicematin.com	 United Arab Emirates ProperstarAE	 France Surfaceprivee.com
 Thailand Dotproperty Thailand	 France Immo.varmatin.com	 Canada ProperstarCA	 Germany Sz-Immo
 Vietnam Dotproperty Vietnam	 Italy Immobiliare	 United States ProperstarCOM	 Thailand ThailandProperty
 China East West Property	 New Caledonia Immonc.com	 Germany ProperstarDE	 United Kingdom EnglishMansions.com
 Global EdenWay	 French Polynesia Immopf.com	 France ProperstarFR	 United Kingdom The House Shop
 Turkey Emlaktown	 France ImmoStreet.com	 Italy ProperstarIT	 Greece Tospitimou.gr
 France Figaro Immo	 Switzerland ImmostreetCH	 Japan ProperstarJP	 Global Trovit
 Spain Globaliza	 Belgium ImmoVlan	 Mexico ProperstarMX	 Austria Willhaben
 Panama WorldPanamaRealestate	 Luxembourg Wortimmo	 Greece XE	 Pakistan Zameen

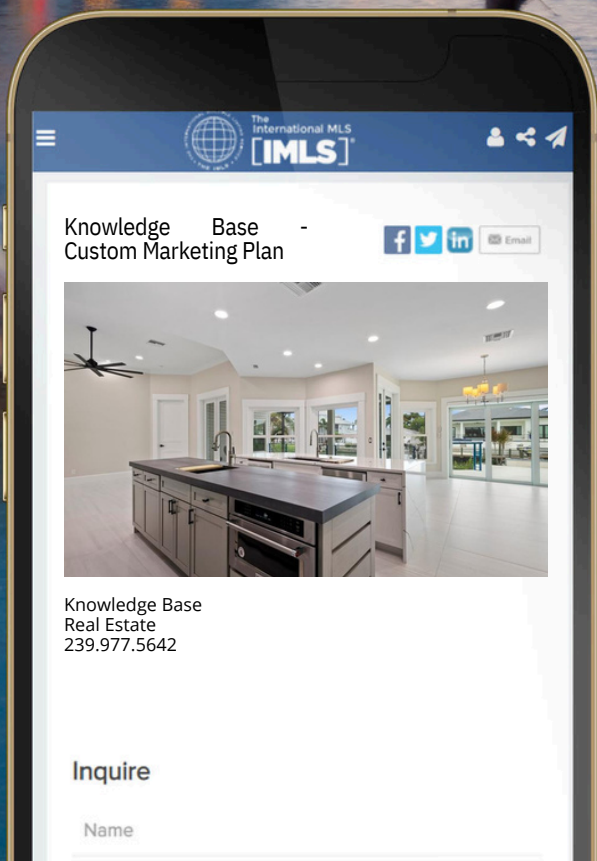


The International MLS [IMLS][®]

1M+
listings

70+
countries

The IMLS is a Global portal with more than 1,000,000+ listings in 70+ countries in 100+ languages, as well as a full agent/broker membership platform with a suite of products that answer the core ethical concerns and wishes of the industry.



Knowledge Base

Real Estate

Contact Number



居外™

Juwai.com



China's largest overseas property website

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.



YouTube



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.



THE FINEST HOMES DESERVE
THE FINEST MARKETING.



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