

## MARKETING YOUR PROPERTY



### CAMPAIGN OVERVIEW

With strong attention to detail, our top-level marketing team tailors its approach to fit your criteria. All eyes will be on your listing. Using social media, NWMLS, worldwide publications, and various real estate sites, print and digital impressions reach both the local and global levels.

### LOCAL & GLOBAL REACH

Increase views & impressions on your listing worldwide.

- 15,000+ Impressions on Social Media Campaigns
- 5,000+ Readers for Local Publications ( Bainbridge Review)
- 45x more visits than the average listing (Mansion Global / WSJ)
- 21,000+ Luxury Home Magazines mailed to qualified buyers

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# MARKETING

IN PRINT | DIRECT MAILED | ONLINE | DIGITAL | SOCIAL | MOBILE

## LUXURY LISTING MARKETING

- Featured in *Luxury Home Magazine* - for Luxury Listings
  - Seattle, Puget Sound, and surrounding regions (see page 3)
- Featured in *The Wall Street Journal (Real Estate)* - for Luxury Listings
  - *Global Reach* (see page 4)
- Advertising in local Publications - *Bainbridge Review (Sound Publishing)*
- Social Media Advertising
  - Targeted advertising of property Meta (Facebook/Instagram) to reach approximately 15,000+ Impressions (views).
- Feature Listing on *BainbridgeHomes.com*
- Listing displayed in the front office window with QR code to online listing info
- Listing sent to local real estate agents
- Exclusive Agent Open House for Luxury Listings
- Review feedback and status with clients
- Review *Realtor.com, Zillow, and Refin* for additions & corrections

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## OUR COMMITMENT TO OUR CLIENTS

- To help get as many qualified buyers as possible into your home until it is sold
- To regularly communicate the results of our marketing activities
- To assist you in negotiating the highest dollar value for your property under the most favorable terms
- To provide complete support from contract to closing

## TAILORED MARKETING OPTIONS

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# LUXURY HOME MAGAZINE

IN PRINT | DIRECT MAILED | ONLINE | DIGITAL | SOCIAL | MOBILE

Luxury Home Magazine® is the leader in the market-specific presentation of luxury homes and the luxury lifestyle. Their publication is an oversized “Coffee Table Magazine,” featuring beautiful photography of exceptional homes with easy-to-read layouts.

Luxury Home Magazine utilizes the most effective methods of targeted delivery to the wealthiest and most affluent buyers and sellers of luxury real estate.

**300+ MILLION**

local defined, targeted locations for your listing!



**150+ MILLION**

printed pages annually coast to coast. Oversized “Coffee Table Magazine” featuring high-end print, exceptional properties and 90-day shelf life.



**15+ MILLION**

views annually on their website  
LuxuryHomeMagazine.com  
showcasing your listing.

**50+ MILLION**

annual impressions on their unmatched social media platforms

**72+ MILLION**

annual impressions on their digital magazine showcasing your listing.



## WHEN WE ADVERTISE IN LUXURY HOME MAGAZINE..

- Your listing is **direct-mailed to an affluent audience of buyers.**
- Your listing is **searchable** on Luxury Home Magazine’s **interactive web platform.**
- Your **listing is showcased** on LHM with multiple photos of the listing and videos.
- Your listing is showcased on LHM with Broker image, web/social links, and contact information.
- Your listing is showcased on LHM with **Google mapping/addresses of property** when active.

**120,000+ READERS**

*Each and every issue*

**30,000+ MAGAZINES**

*Each and every issue*

**21,000+ MAGAZINES**

*Direct Mailed to qualified homeowner*

**9,000+ MAGAZINES**

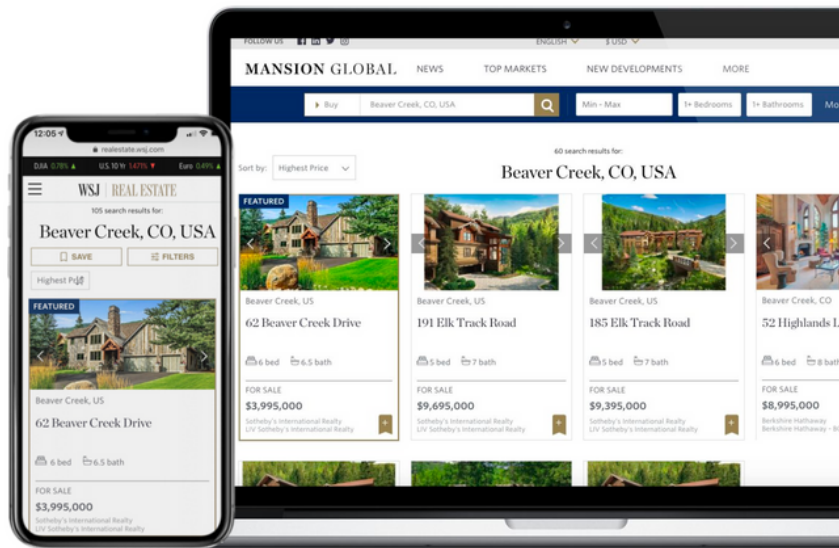
*Distributed to over 300 high-end venues, upscale businesses & professional office*

**30,000+ DIGITAL MAGAZINES**

*Emailed to LHM's private list of realtors, high-end businesses and luxury homeowners across the Puget Sound*

With **5 million affluent unique visitors** on Mansion Global, the Homepage Hero immediately entices readers with visually stunning images and videos in a prominent placement on the site's homepage. **Providing premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer.**

Surface your listing at the top of any relevant search results across *The Wall Street Journal* and *Mansion Global*. **Featured listing upgrades drive engagement, separating your property from the competition.**



## THE FIRST LISTING THEIR AUDIENCE SEES



**178.6M**

monthly unique visitors to the homepage on WSJ

**45x**

more visits than the average listing (Mansion Global)

**35x**

more visits than the average listing

**4.5%**

Average CTR (Clickthrough rate)

**52%**

of WSJ readers are millionaires

**6.5M**

page views globally for Mansion Global



Together, The Wall Street Journal & Mansion Global's brand reach provides an elevated & opportunistic platform for sellers and real estate brokers seeking an active, affluent audience of in-market buyers across the globe.