



LUXURY



LUXURY MARKETING PLAN

THE FUTURE OF LUXURY

Evolved from innovation and dedication to providing the best luxury experience in the real estate industry, eXp Luxury offers a white glove service that will serve you on a global level.



WORLD CLASS MARKETING. TOP DOLLAR RESULTS.

At eXp Luxury, we believe the finest homes deserve the finest marketing. That's why our home marketing program is designed to surpass any other luxury brokerage in quality, sophistication and depth.

We utilize advanced digital strategies, captivating imagery, and best-in-class technology to showcase your property's unique features. Our international network of 88,000 agents in 25 countries allows us to attract high high-net-worth individuals and investors who are actively seeking prestigious residences. Additionally, our properties are showcased in an unrivaled portfolio of elite media brands to reach affluent buyers globally.

As your agent, I am committed to providing personalized attention to every aspect of the selling process. From pricing your property strategically to negotiating offers on your behalf, I will ensure a smooth and successful transaction. You can rely on my strong negotiation skills, market knowledge, and commitment to exceptional client service.

Thank you for considering me as your trusted advisor. I look forward to the opportunity of working together and achieving remarkable results for the sale of your fine home.



VIVIAN HO

REALTOR® | SRES®

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WHY EXP LUXURY

- FRANCE • PORTUGAL • ITALY • GERMANY • SPAIN
- UNITED KINGDOM • POLAND • BRAZIL • COLOMBIA • SOUTH AFRICA
- HONG KONG • INDIA • ISRAEL • DUBAI • AUSTRALIA
- NEW ZEALAND • MEXICO • PUERTO RICO • GREECE



The First Cloud Brokerage
Connecting Luxury Globally.

Singular Global Reach

eXp Realty is the fastest-growing real estate tech company in the world with more than 90,000 agents in the United States, Canada, the United Kingdom, Australia, South Africa, India, Mexico, Portugal, France, Puerto Rico, Brazil, Italy, Hong Kong, Colombia, Spain, Israel, Panama, Germany, Dominican Republic, Greece, New Zealand, Chile, Poland, Dubai and continues to scale internationally. Our unparalleled global reach means we connect with buyers and investors all around the globe to help drive top dollar results for our clients.

- Direct access to 24 global markets / 90,000 agents
- More exposure for your listing
- More networking opportunities

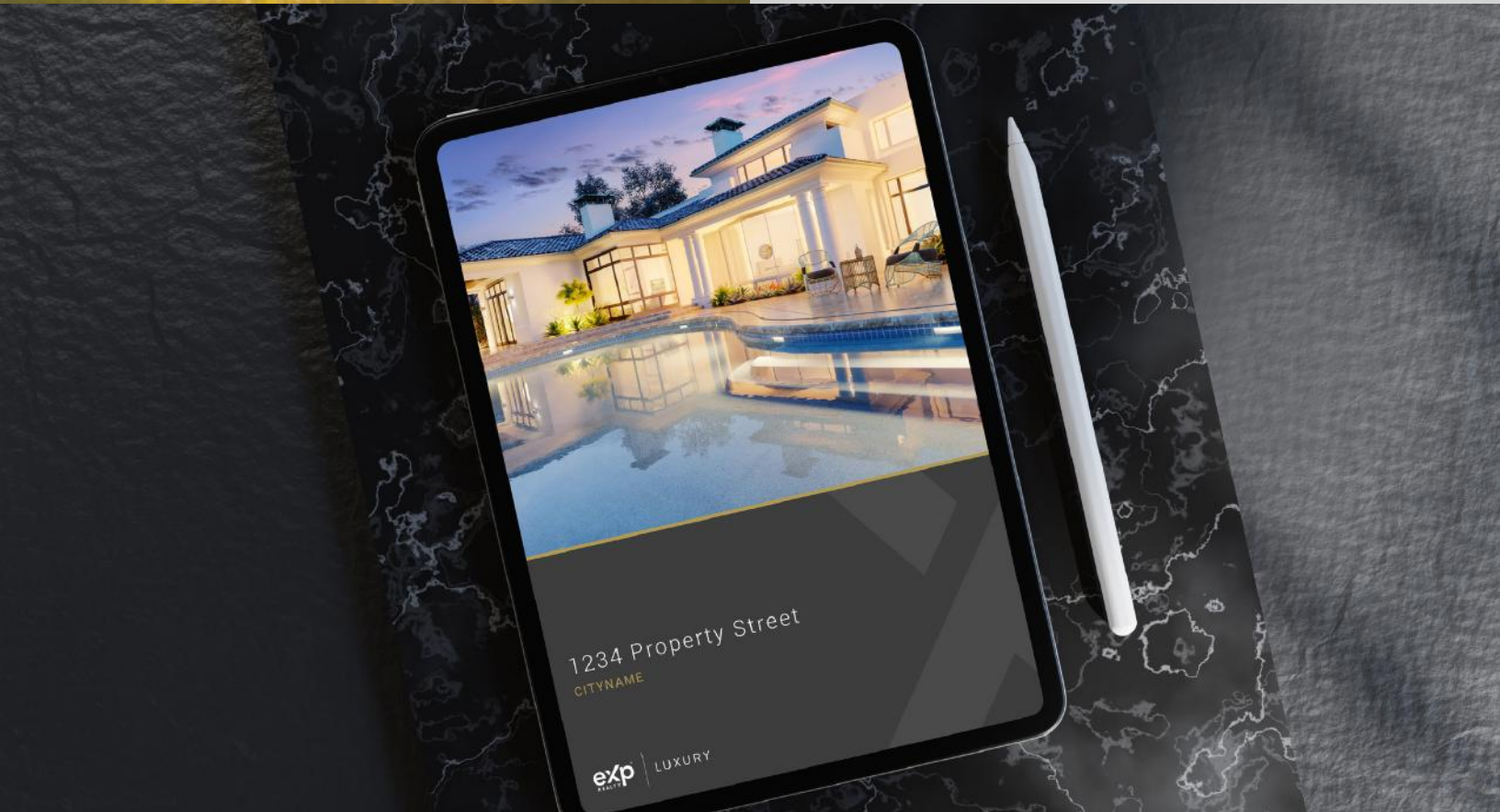


OUR MARKETING



Property Marketing

At eXp Luxury, we set the industry standard in luxury property marketing, combining innovative digital strategies and deep market knowledge to showcase properties to a global audience. Our approach is complemented by traditional marketing excellence, with bespoke print materials designed to captivate discerning buyers. This blend of modern and classic techniques, executed by our team of seasoned professionals, positions eXp Luxury as a leader in the luxury real estate market.



Nobody Does More To Bring You Top Dollar Results

- Elite luxury advertising
- Award winning photo + video
- Global exposure in 75+ countries
- Immersive technology
- Affluent buyer targeting





Elite Luxury Advertising

We are committed to providing our clients with the most comprehensive suite of elite global advertising and prestige marketing available in the industry. Your home is showcased in premium media brands including The Wall Street Journal, Mansion Global, Robb Report and many, many more. It's also translated and distributed to dozens of prominent Real Estate sites throughout Asia, Europe, Australia, the Middle East, South America, and more. By providing exposure for your home to a global audience of affluent buyers and investors, we truly go to the ends of the earth to deliver superior results.

*Earned media outcomes are not guaranteed.

Unparalleled Luxury Advertising

- JamesEdition
- Mansion Global
- Robb Report
- Unique Homes
- Barrons
- MarketWatch
- Wall Street Journal
- Luxury Estate
- UPMKT
- 80+ International Sites
- + more

INTERNATIONAL ADVERTISING

Reach over 100+ international markets with our global advertising solutions. Our multi-language and multi-currency advertising solutions are designed to reach your target audience in over 100+ countries.

100+ International Markets

70+ Languages

www.wallstreetjournal.com | www.facebook.com

THE WALL STREET JOURNAL

Wall Street Journal is the global leader in real estate news and information. Our multi-language and multi-currency advertising solutions are designed to reach your target audience in over 100+ countries.

100+ International Markets

70+ Languages

www.wallstreetjournal.com | www.facebook.com

facebook

Facebook is the world's largest social networking site, with over 1 billion active users. Our multi-language and multi-currency advertising solutions are designed to reach your target audience in over 100+ countries.

100+ International Markets

70+ Languages

www.facebook.com | www.wallstreetjournal.com

MANSION GLOBAL

ONLY THE EXCEPTIONAL

Presenting Global is the ultimate in real estate advertising. Our multi-language and multi-currency advertising solutions are designed to reach your target audience in over 100+ countries.

100+ International Markets

70+ Languages

www.mansionglobal.com | www.facebook.com

BARRON'S

99% of all real estate professionals use Barron's for their real estate advertising needs.

100+ International Markets

70+ Languages

www.barrons.com | www.wallstreetjournal.com

JAMES EDITION

JamesEdition connects buyers and sellers worldwide, facilitating the most important personal transactions. With over 100,000 luxury homes, services and offers for sale in one single search.

200,000+ LISTINGS

120 COUNTRIES

7,000+ TRUSTED SELLERS

www.jamesedition.com | www.facebook.com

UNIQUE HOMES

Multi-national coverage with over 100+ international markets. Our multi-language and multi-currency advertising solutions are designed to reach your target audience in over 100+ countries.

100+ International Markets

70+ Languages

www.uniquehomes.com | www.facebook.com

Robb Report

MAGAZINE FOR THE LUXURY LIFESTYLE

Robb Report is the ultimate in real estate advertising. Our multi-language and multi-currency advertising solutions are designed to reach your target audience in over 100+ countries.

100+ International Markets

70+ Languages

www.robbreport.com | www.facebook.com

YouTube

YouTube is the world's largest video sharing platform, with over 1 billion active users. Our multi-language and multi-currency advertising solutions are designed to reach your target audience in over 100+ countries.

100+ International Markets

70+ Languages

www.youtube.com | www.wallstreetjournal.com

UPMKT

HOME OF STYLE & DISTINCTION

UPMKT is the ultimate in real estate advertising. Our multi-language and multi-currency advertising solutions are designed to reach your target audience in over 100+ countries.

100+ International Markets

70+ Languages

www.upmkt.com | www.facebook.com

MarketWatch

MarketWatch is the ultimate in real estate advertising. Our multi-language and multi-currency advertising solutions are designed to reach your target audience in over 100+ countries.

100+ International Markets

70+ Languages

www.marketwatch.com | www.facebook.com

LUXURYESTATE

LuxuryEstate is the ultimate in real estate advertising. Our multi-language and multi-currency advertising solutions are designed to reach your target audience in over 100+ countries.

100+ International Markets

70+ Languages

www.luxuryestate.com | www.facebook.com

Los Angeles Times
HOT PROPERTY

Stylish Stalwart: Beverly Park mansion for \$110 million

Member: 15th downtown, sleek kitchen with home on 1111 million

882 Primrose Court

Hot Property member: U.S. market leader

Hot Property member: It's a hot spot in the market

Pete Middleton

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

Average Household Net Worth of Robb Report Readers: **\$2.75M**

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.

UNIQ

Unique Homes is the most sought after by buyers and luxury real estate professionals in states and more than 100 countries. International audience of high-end real estate professionals.

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

THE WALL STREET JOURNAL | REAL ESTATE

MANSION GLOBAL

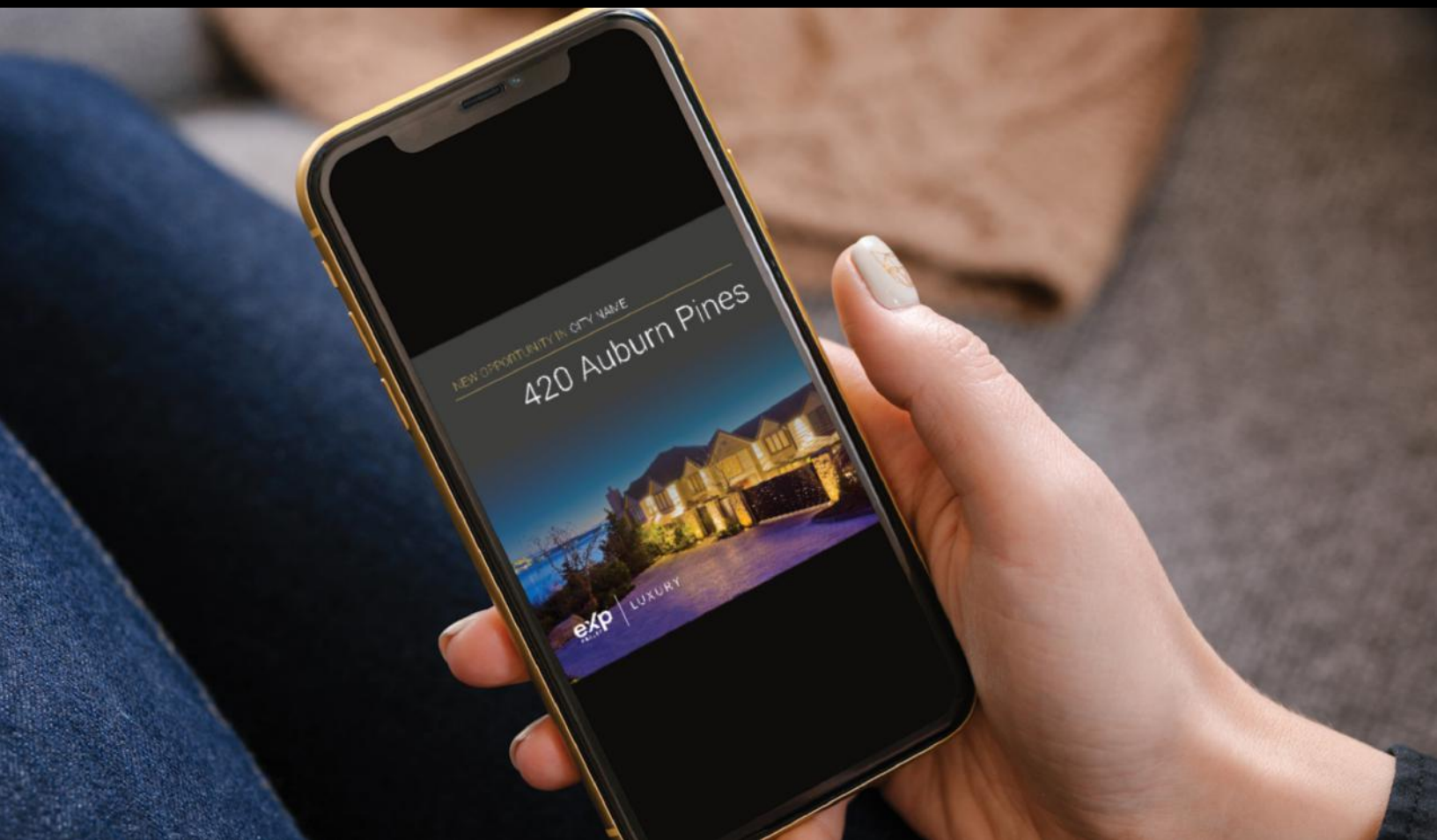
ONLY THE EXCEPTIONAL

Mansion Global is the premier digital publication connecting the world's elite real estate buyers with the most exceptional listings around the globe.

The Technology of Luxury

Our approach involves the use of advanced virtual technologies that enhance images and create captivating virtual tours. This ensures that your home is presented in the most impressive manner, capturing every detail and feature. We ensure that your property stands out on social media platforms and is accessible to users across various mobile devices, offering a seamless viewing experience.

We are also dedicated to keeping you informed at every stage of the selling process. Our commitment to providing real-time reporting and thorough analysis means you are always updated and involved in the journey of selling your home.



How we use Technology

INTELLIGENT

- AI Driven Buyer Targeting
- Strategic Market Analysis
- Robust Performance Tracking

GLOBAL

- eXp Luxury Global Network
- 100+ International Search Sites
- Key Investor Markets

VIRTUAL

- Photorealistic Renderings & Floor - plans
- Remote Showings Globally

SOCIAL

- Showcase to eXp's 92,000+ Social Audience
- Intensive Social Video Advertising

MOBILE

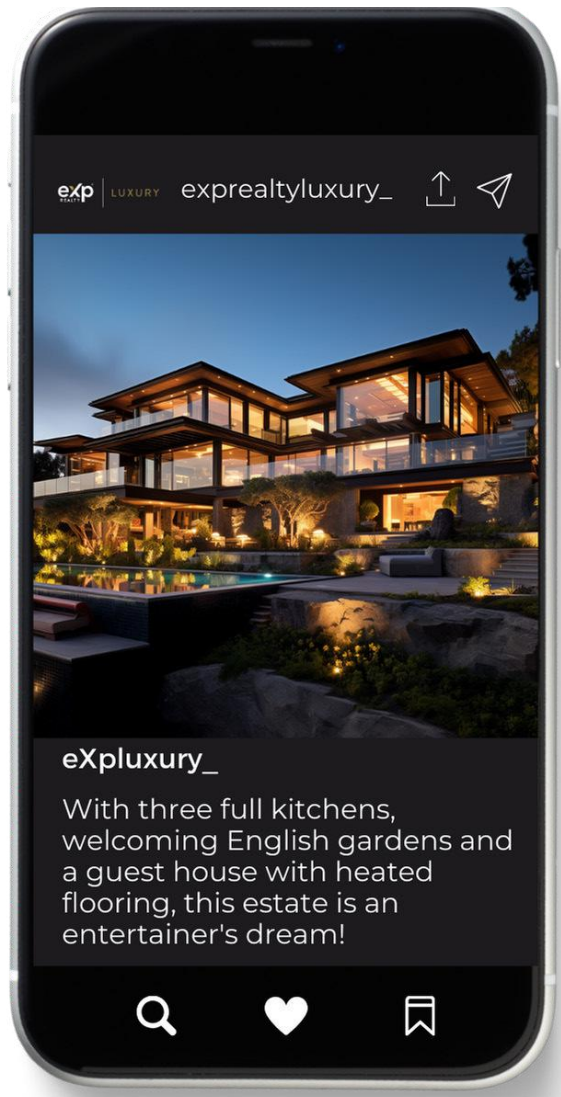
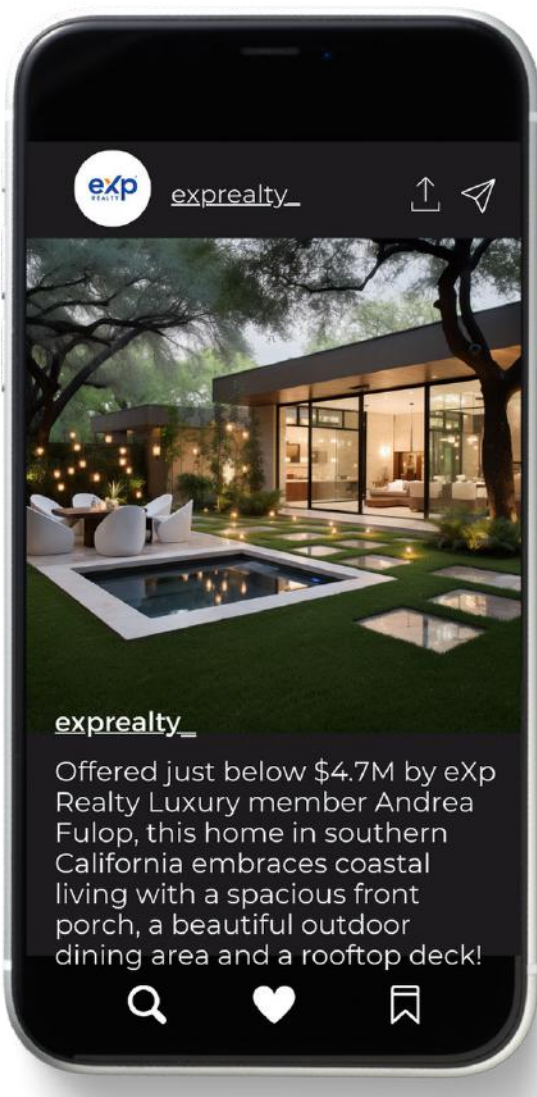
- Mobile-perfect Property Website
- Buyer Mobile Alerts

CONNECTED

- Fully integrated systems to deliver maximum exposure across all media

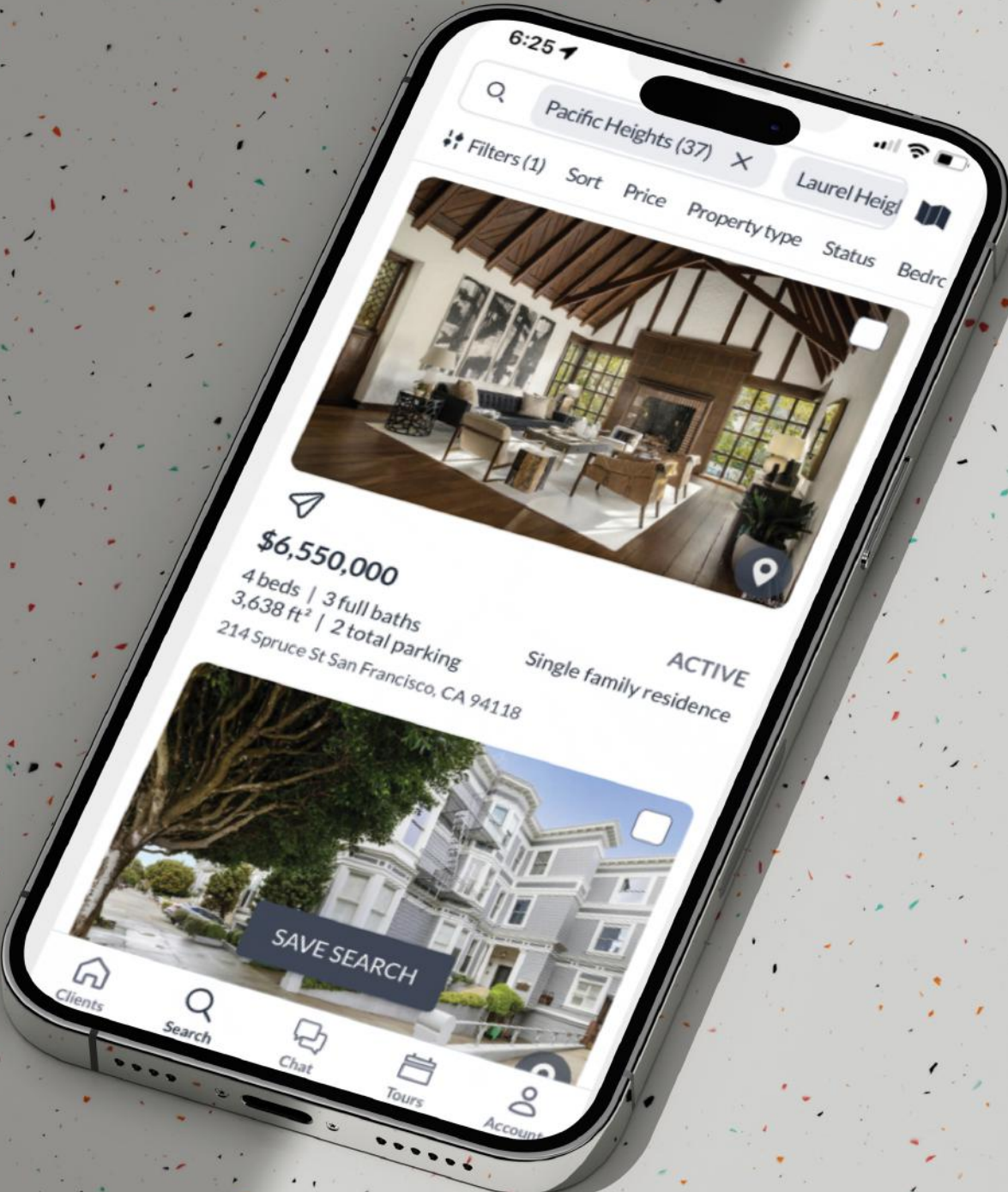


Social Presence



Your home will be featured on both eXp Realty and eXp Luxury channels, tapping into our extensive network with a combined reach of over 92,000 followers on Instagram alone. This exposure maximizes the visibility of your property to a broad and **engaged audience**.

For sellers prioritizing privacy and confidentiality in their home sale, we present eXp Exclusives. This innovative platform grants eXp Realty agents access to a comprehensive database of pre-market and off-market listings throughout the United States and Canada. It ensures sellers maintain the privacy they value, while offering buyers a competitive advantage with early access to listings.



Digital Marketing

In the digital-first era, eXp Luxury recognizes the importance of online presence for luxury properties seeking global exposure. We deploy sophisticated digital marketing strategies, connecting your property with a refined audience of high-net-worth individuals. Leveraging our presence on elite real estate platforms, targeted social media initiatives, and effective SEO, eXp Luxury ensures unparalleled visibility for your listing. This strategic digital approach complements traditional marketing, creating a holistic strategy focused on selling your luxury property efficiently and at a premium value.



WEBSITE

A dedicated website for your property acts as a 24/7 open house, allowing potential buyers to explore its features at their convenience.



VIDEO

High-quality videos offer an engaging way to showcase your property's lifestyle and features, capturing the attention of discerning buyers.



3D WALK THROUGHTS

A 3D walkthrough provides an immersive experience, allowing prospective buyers to tour the property virtually, deepening their connection before an in-person visit.



SOCIAL MEDIA

Strategic social media campaigns amplify your property's exposure, reaching a targeted audience of high-net-worth individuals likely to be interested in a luxury home.

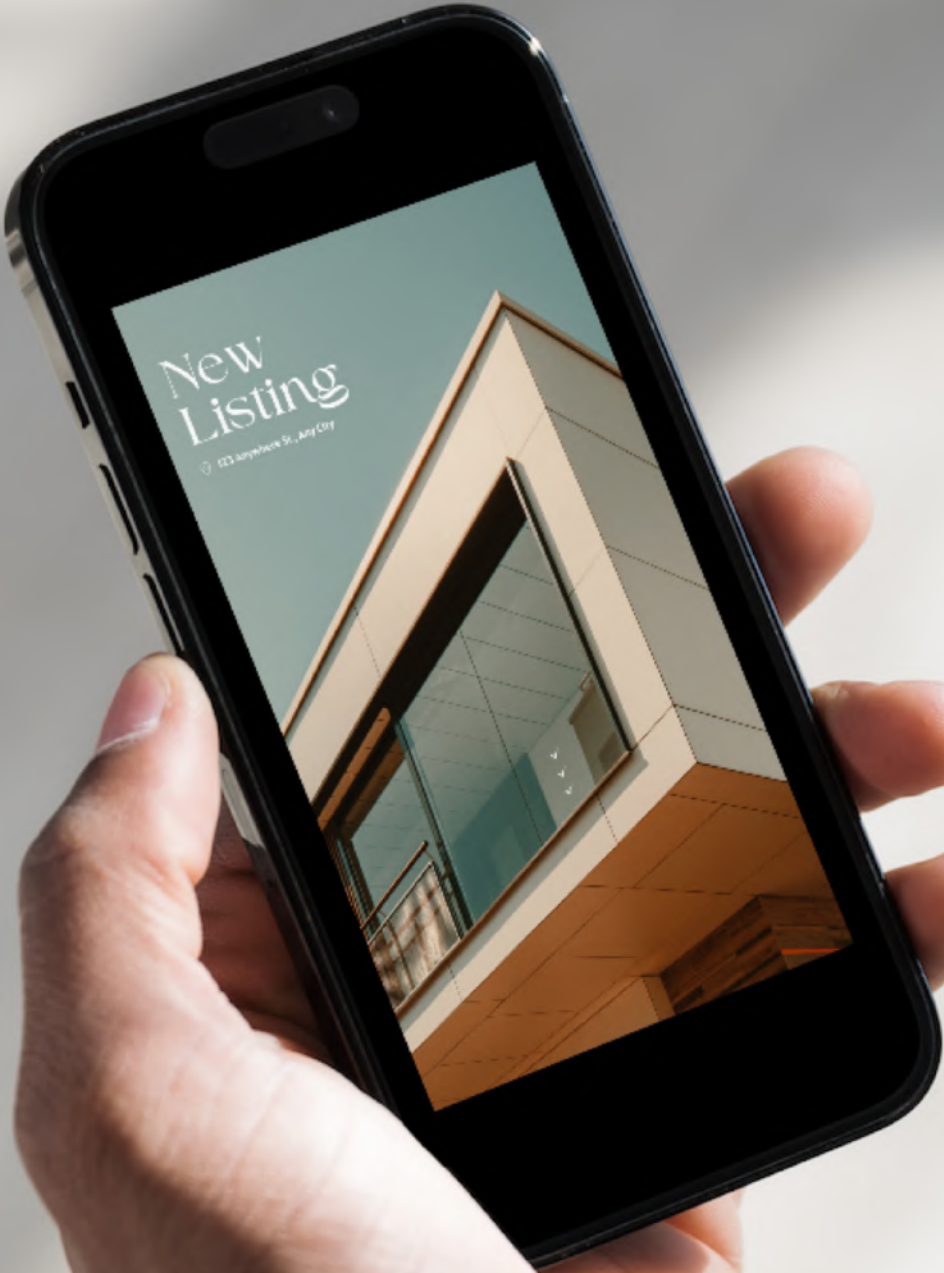


LISTING SERVICES

Premium listing services ensure that your property appears on top real estate platforms, increasing visibility among qualified buyers actively searching for luxury homes.

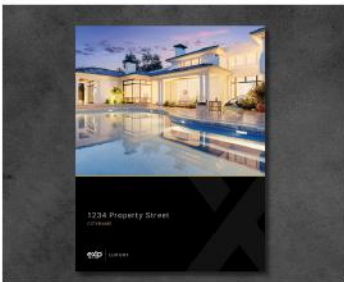
*Earned media outcomes are not guaranteed.

To further enhance your property's exposure, we will implement a strategic paid social media campaign. Our marketing experts will create bespoke advertisements, optimized for platforms like Facebook, Instagram, and more, to attract potential buyers. This approach ensures your property reaches not just a large audience, but the right audience.



Print Marketing

At eXp Luxury, we utilize exquisite print materials, such as sophisticated brochures and flyers, to uniquely showcase your property. These high-quality materials provide a tangible experience, appealing to discerning buyers in a way that digital mediums cannot. Carefully distributed, our print marketing ensures your property remains prominent among a select group of affluent individuals, enhancing our all-encompassing marketing approach with a layer of sophistication.



PROPERTY BROCHURE

A professionally designed property brochure serves as a tangible keepsake that showcases your home's unique features, keeping it top-of-mind for potential buyers.



EXCLUSIVE EVENT INVITATIONS

Invitations to exclusive property-viewing events create buzz and urgency, attracting genuinely interested, high-caliber buyers to experience your home in person.



LUXURY MAGAZINES

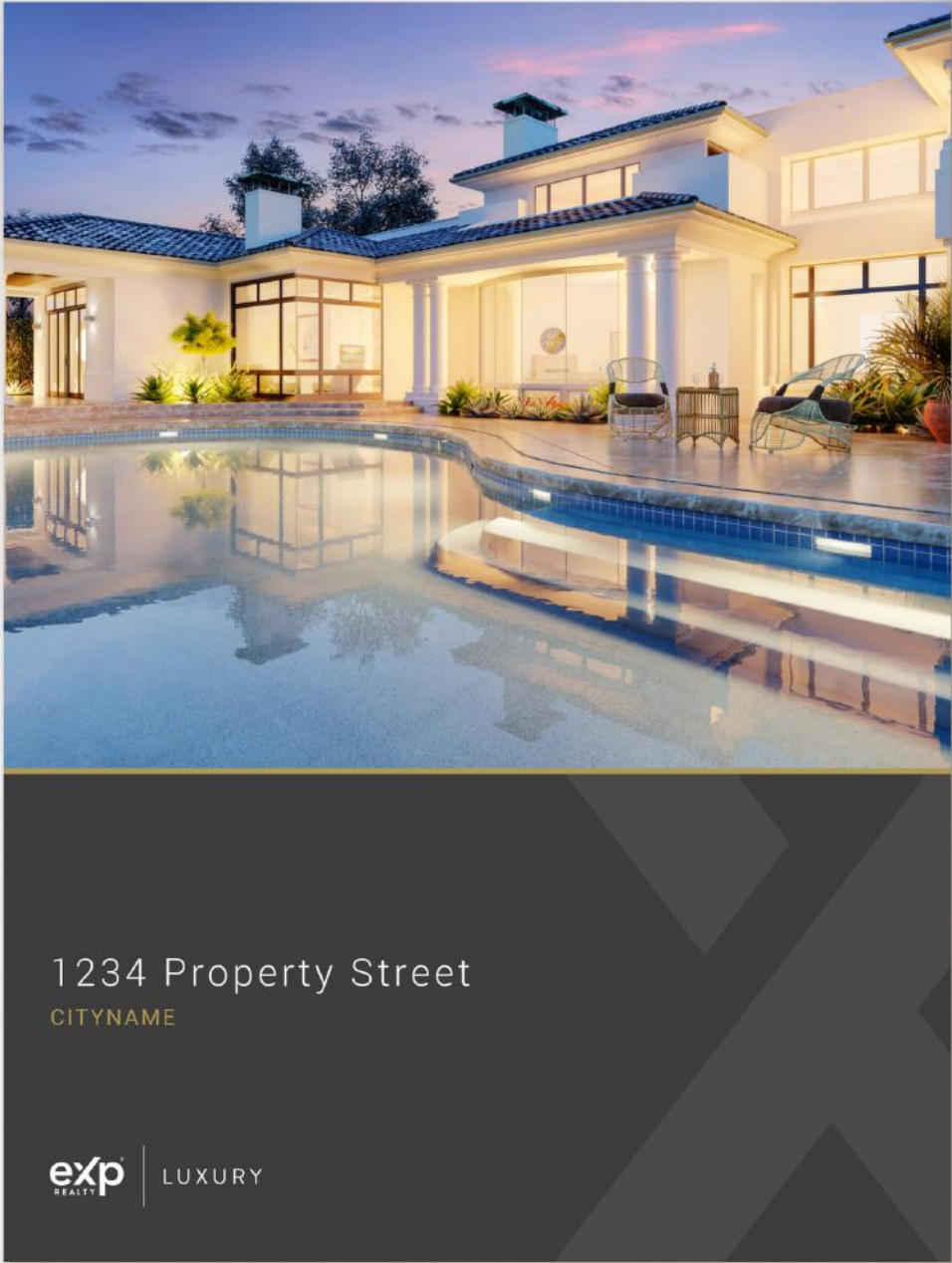
Featuring your property in upscale, lifestyle magazines targets a high-net-worth audience who appreciate the finer things in life, elevating your home's profile in circles that matter.



ADVERTISING

Strategically placed print ads in luxury-focused publications reach a curated audience of high-net-worth individuals, increasing your property's visibility.

Our print materials are crafted experiences, designed to captivate elite buyers. The luxury of high-quality paper and striking designs creates a lasting impression, elevating your property in the upscale market. By strategically distributing these elegant print materials, we ensure that your property commands attention in the most affluent circles, further elevating its status.



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CITYNAME

exp REALTY | LUXURY



LUXURY

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LODESTONE