

# MARKETING CONCIERGE SERVICES

Even with the rapid embrace of digital media, the modern luxury consumer still appreciates the tactile experience of holding a beautiful brochure or a printed invitation in their hands. We will work closely with you to craft a bespoke collection of collateral for your property.



## 100 Extra Large Just Listed Postcards

Experience the power of sleek, high-quality "Just Listed" postcards that will go out to 100 carefully selected addresses surrounding the property. This timeless direct mail strategy has proven to deliver exceptional results in capturing attention and generating real impact. Don't just market, make a statement that resonates with potential clients.



## 100 Extra Large Just Sold Postcards

Experience the power of sleek, high-quality "Just Sold" postcards that will go out to 100 carefully selected addresses surrounding the property. This timeless direct mail strategy has proven to deliver exceptional results in capturing attention and generating real impact. Don't just market, make a statement that resonates with potential clients.



## 50 Printed Double-Sided Flyers

We will design and print 50 magnificent full-color property flyers to make sure your property stands out! A digital version will also be provided.



## 25 4-6 Page Brochure

We will design and print in-house, 25 full-color 11x17 folded brochures.

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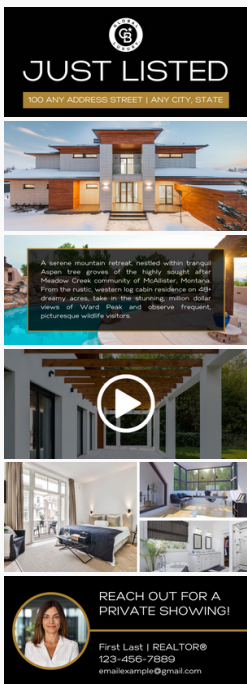


## eFlyer

We will design a professional eFlyer. Through our exclusive CRM platform we will quickly send your listing to MLS participants, your CBIQ database, other real estate agents and hundreds of prospective buyers via email.

## Flyer sent to MLS Roster

We will design a professional eFlyer. Through our exclusive CRM platform we will quickly send your listing to MLS participants, your CBIQ database, other real estate agents and hundreds of prospective buyers via email.

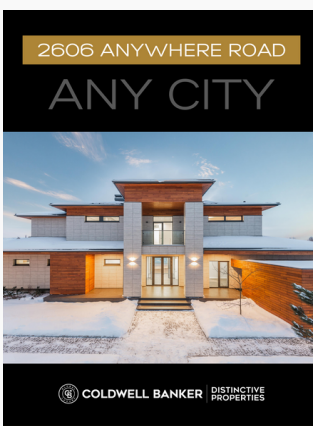


## eFlyer sent to CBIQ Database

We will design a professional eFlyer. Through our exclusive CRM platform we will quickly send your listing to MLS participants, your CBIQ database, other real estate agents and hundreds of prospective buyers via email.

## Luxury Email Blast - GL Only

Capture the essence of luxury with our email blast template, tailored specially for your Global Luxury listing. Engage potential buyers with striking property photos and seamless links to your property website, virtual tour, video, and digital brochure.



## Digital Brochure

We will design an 8-page digital luxury brochure. Impress potential buyers and showcase your property from every angle with this high-end marketing tool.

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## Just Listed Social Media Graphic

We will post a "Just Listed" graphic to our company's Facebook, Instagram and Google Business accounts!



## Just Sold Social Media Graphic

We will post "Just Sold" graphic to our company social media pages congratulating you on your successful closing.

## 14 Day Boost Ad

A fully optimized social media advertisement targeted to specific demographics and tailored to your listing, with 5-, 7-, and 14-day run time options. Supercharge Your Ad Performance - Now with Proven 2023 Results! Average Boost Leads 8-18 | Average Boost Ad views 7,922 | Average Boost Clicks 4,180

## Featured Property on Company Website

Shown on the main page of [cbdistingtive.com](http://cbdistingtive.com), your listing will be featured for 10 days where buyers can see your home first.

## 5 Day Youtube Pre-Roll Ad

Elevate your listing's visibility and captivate your audience with a YouTube pre-roll ad—a compelling video advertisement that plays before users' selected content. This 5-day ad will ensure your message reaches precisely targeted viewers, leaving a lasting impact and boosting your online presence effectively.

## Google Search Ads

Drive immediate visibility and capture the attention of potential customers with a Google Search ad. Your message will appear prominently at the top of relevant search results, ensuring you connect with your target audience when they're actively searching for relevant keywords.

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## Copy Writing

We will seamlessly craft compelling, persuasive, and tailored property descriptions that captivate potential buyers, saving you time and ensuring your listings stand out in a competitive market. Agent must provide bullet points of property descriptions.

## Impact Report

We will send you an impact report with the digital stats on your marketing package. Impact reports will be provided upon agent request anytime throughout the listing journey. This ensures a client-centric approach that aligns with individual timelines and needs.

## Home & Estates Ad - 1/4 Page

Distributed four times a year and paired with the Wall Street Journal, Homes & Estates offers stories of lifestyle inspiration in a range of luxury pursuits, including real estate, architecture, design, art, fashion, culture, and travel.

## Personal Consultation

Elevate your luxury listing marketing strategy with a personalized consultation from our specialized marketing team. We'll collaborate closely to tailor a bespoke plan that highlights your property's unique features and maximizes its exposure to the most discerning audience.

## Press Release - Only GL

Ignite the local media's interest with a captivating press release showcasing the unique features of your luxury listing.

## 10,000 Impressions

Impressions refer to the number of times an advertisement or piece of content is displayed to potential customers. They are crucial for business as they amplify brand visibility, increasing the likelihood of engagement and conversions. Higher impressions mean greater exposure to your target audience, fostering brand recognition and trust. Each impression represents an opportunity for your message to resonate with potential customers, driving traffic, leads, and ultimately, sales. By maximizing impressions through strategic marketing efforts, businesses can effectively expand their reach and enhance their bottom line.