MAGNIFICENT CUSTOM ESTATE PRESTIGE REAL ESTATE MARKETING PLAN





LISA LOVELAND Keller Williams Realty (617) 834-0137 lisaggloveland@gmail.com www.lisaloveland.com



THE FINEST HOMES DESERVE THE FINEST MARKETING.

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, Jetset Magazine and the International Herald Tribune. 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, Twitter 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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It starts with

PERFECT PRESENTATION



A Dedicated Website

Your home will be featured on its own dedicated Property Website, including a custom domain and stunning, professionally produced Aerial Video Tour.

REACHING MOBILE USERS

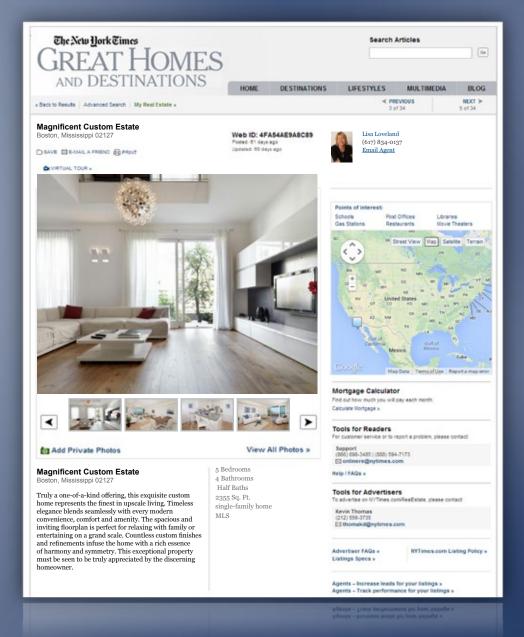
Your home's website is perfectly optimized and presented to smartphone and tablet users, so everyone gets the best possible experience

Engaging Content

High definition video and image galleries, interactive maps and more make your home's web presence distinctive and eye-catching.



The New York Times



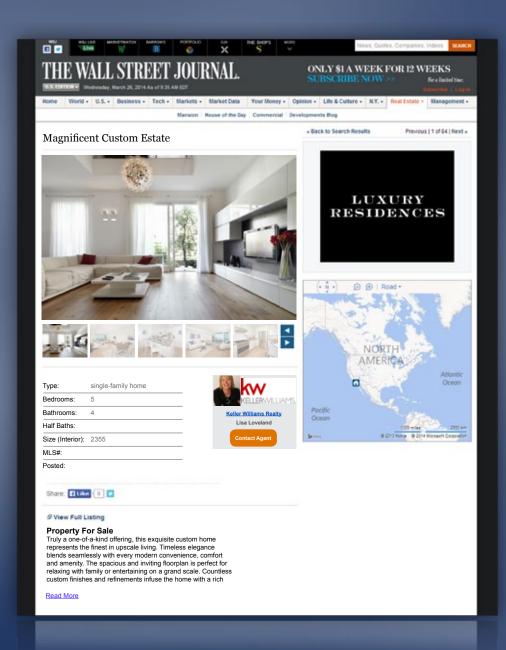
With over 25 million unique visitors each month, NYTimes.com is the #1 individual newspaper site in the U.S. Access and connect with award-winning journalism—in articles, video, slideshows and multimedia features—and become part of one of the most engaged, loyal community of readers on the Web.

Herald Cribune

The International Herald Tribune is the global edition of The New York Times and provides a balanced, intelligent perspective on world news, business, culture, sport and more, making it required reading for half a million influential, sophisticated readers in 160 countries around the world.



THE WALL STREET JOURNAL.



WSJ.com is the leading provider of business and financial news and analysis on the web, offering the ability to reach Executives, Opinion Leaders and other upscale professionals. The site goes much deeper, providing round-the-clock coverage, as well as interactive features. The powerful connection between wsj.com and its loyal "blue chip" audience makes the site an indispensable venue for our advertisers.



Robb Report



Robb Report Exceptional Properties offers unparalleled access to discriminating home and property owners. These highly sought-after consumers, many of whom own multiple residences, are responsible for a disproportionate amount of spending on luxury home goods and services, and are active buyers and sellers of luxury properties.



Jetset M A G A Z I N E



Jetset Magazine is the leader in digital advertising for the luxury market with access to an exclusive audience of the wealthiest demographic in the world. Advertisers benefit from cost-effective marketing by reaching a highly concentrated audience of the 1% controlling more than 50% of the world's wealth. Jetsetmag.com receives millions of page views each month in addition to the 36,000 digital subscribers who read the magazine online every issue.





INTERNATIONAL ADVERTISING













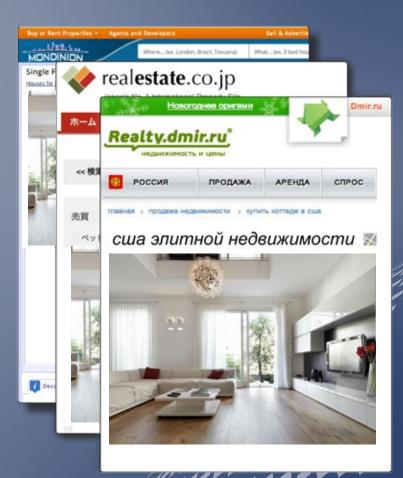








Your home will gain international exposure in over 30 prominent Real Estate search sites around the world targeting affluent global investors, including China, Russia, Canada, Germany, Brazil, France, Singapore, UAE and many others.

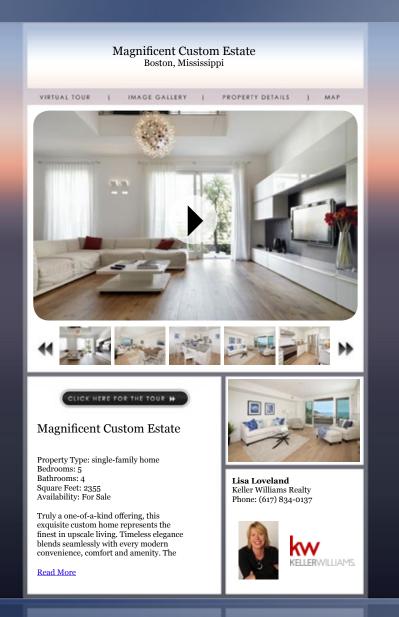






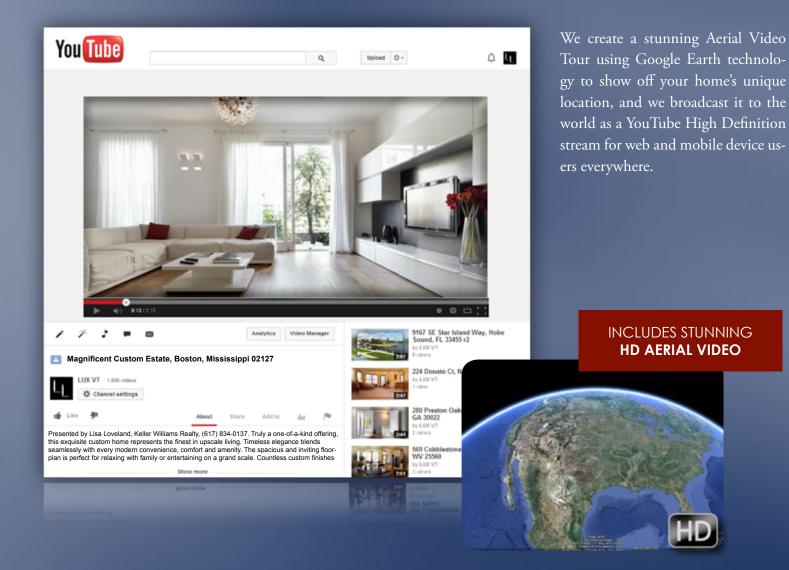
MASS EMAIL BROADCAST

Your home is promoted to thousands of Brokers, Buyers and Investors via a high-impact Email Brochure with multiple photos and video links. Our exclusive database includes local Agents and Brokers as well as Luxury Brokerages around the US and the world.



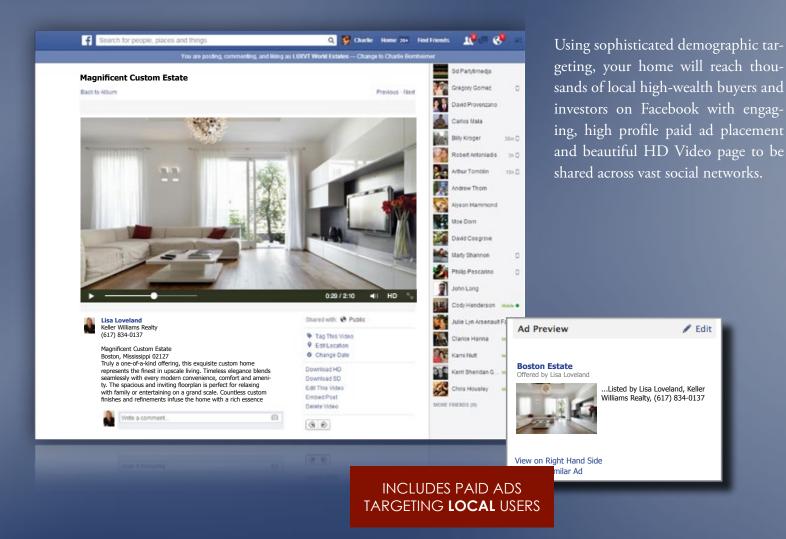


You Tube





facebook





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