



LUXURY



LUXURY MARKETING PLAN

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, and Germany, 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.

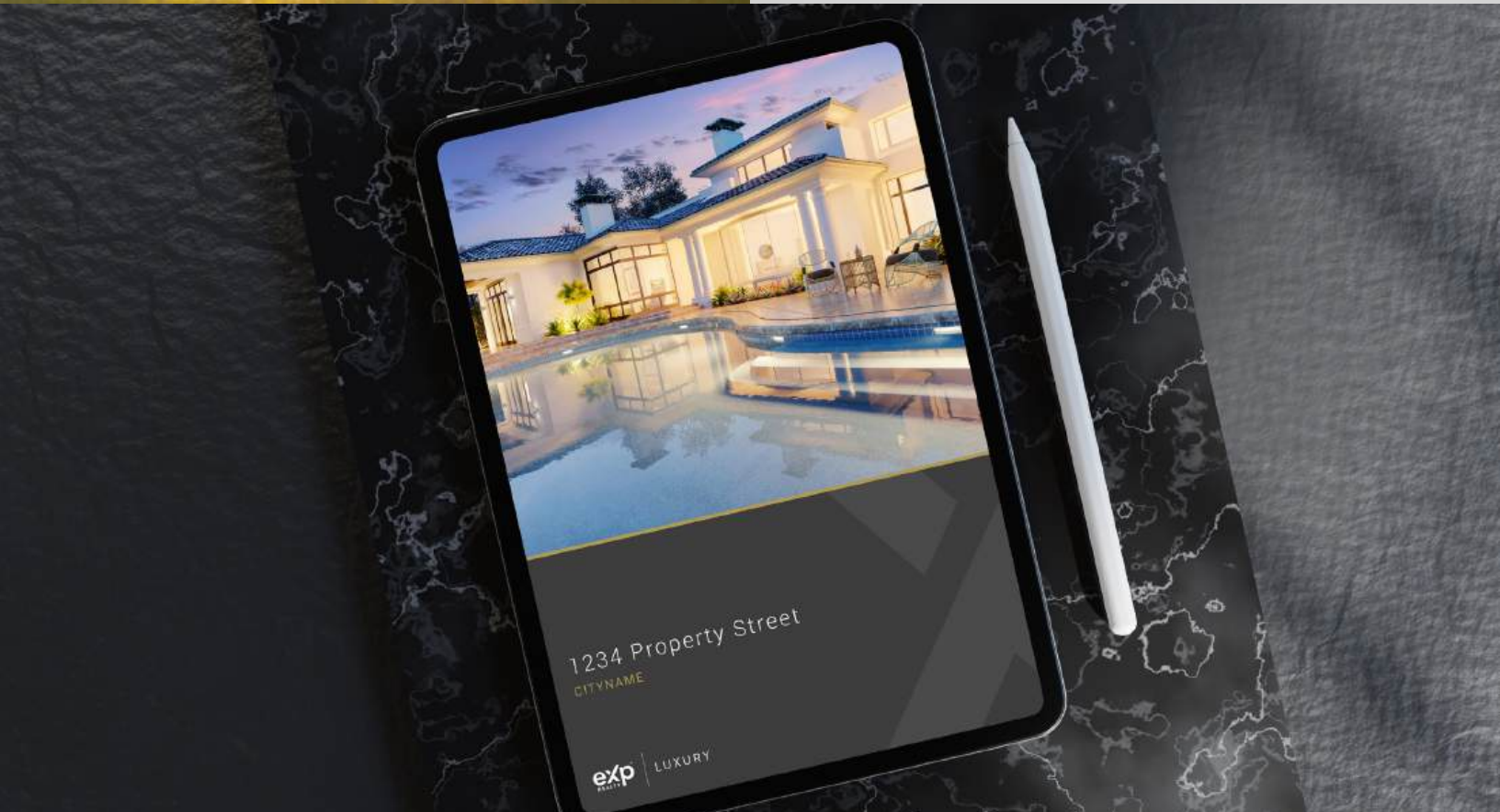
- Direct access to 24 global markets / 90,000 agents
- More exposure for your listing
- More networking opportunities





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

Through international agents, we have a wide range of advertising opportunities available in over 100+ countries.

100+ COUNTRIES
70+ LANGUAGES

www.exp.com

THE WALL STREET JOURNAL

With its reach, an elite audience, and a reputation for quality reporting, The Wall Street Journal is the perfect platform for luxury real estate advertising.

100+ COUNTRIES
100+ LANGUAGES

www.exp.com

facebook

The world's largest social networking platform. Reach over 2 billion people and drive traffic to your business.

www.exp.com

MANSION GLOBAL

ONLY THE EXCEPTIONAL

Known Globally as the authority in luxury real estate, Mansion Global is the premier platform for high-end real estate advertising.

2.3x
50%
100+ COUNTRIES

www.exp.com

BARRON'S

99% of all high-net-worth individuals use Barron's for financial information.

www.exp.com

JAMES EDITION

JamesEdition connects buyers and sellers worldwide. In fact, this is the most important general real estate listing site with over 200,000+ luxury homes, mansions and villas for sale in one simple search.

200,000+ LISTINGS
120 COUNTRIES
7,000+ TRUSTED SELLERS

www.exp.com

UNIQUE HOMES

Unique Homes is the premier platform for high-end real estate advertising. It is the only real estate listing site that offers a multi-million dollar homes for sale in one simple search.

www.exp.com

Robb Report

Robb Report is the premier platform for high-end real estate advertising. It is the only real estate listing site that offers a multi-million dollar homes for sale in one simple search.

\$2.75M
100+ COUNTRIES

www.exp.com

YouTube

With over 1 billion users, YouTube is the perfect platform for luxury real estate advertising. It is the only real estate listing site that offers a multi-million dollar homes for sale in one simple search.

www.exp.com

UPMKT

UPMKT is the premier platform for high-end real estate advertising. It is the only real estate listing site that offers a multi-million dollar homes for sale in one simple search.

www.exp.com

MarketWatch

MarketWatch is the premier platform for high-end real estate advertising. It is the only real estate listing site that offers a multi-million dollar homes for sale in one simple search.

40%
78%
100+ COUNTRIES

www.exp.com

LUXURYESTATE

LuxuryEstate is the premier platform for high-end real estate advertising. It is the only real estate listing site that offers a multi-million dollar homes for sale in one simple search.

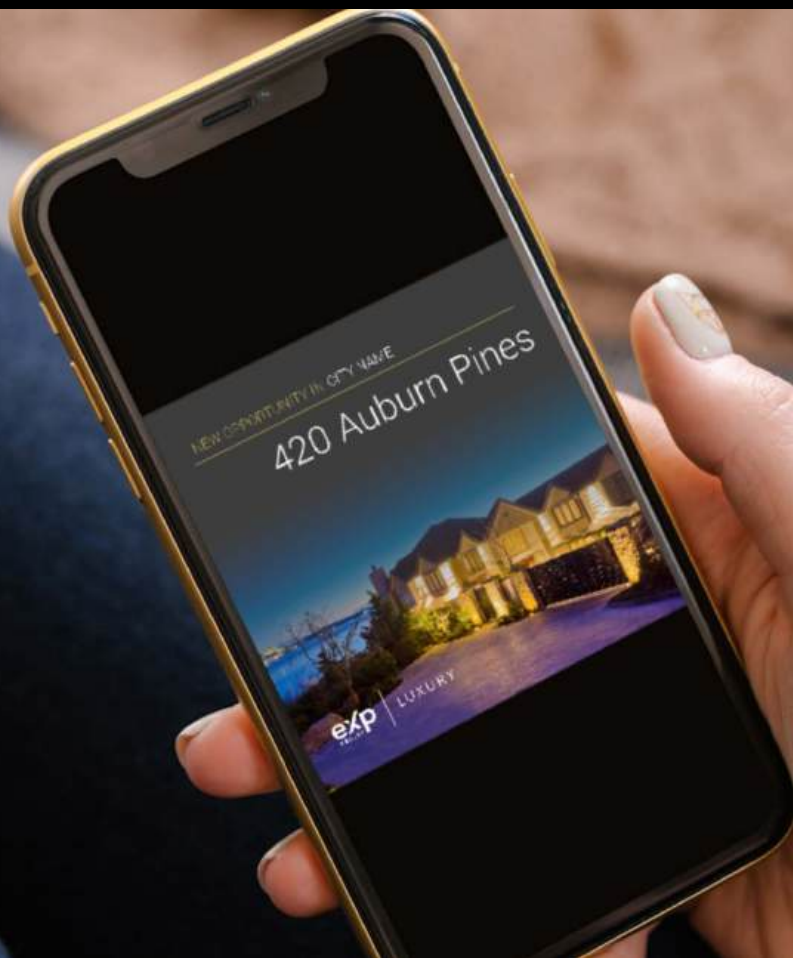
500,000
120
100+ COUNTRIES

www.exp.com

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

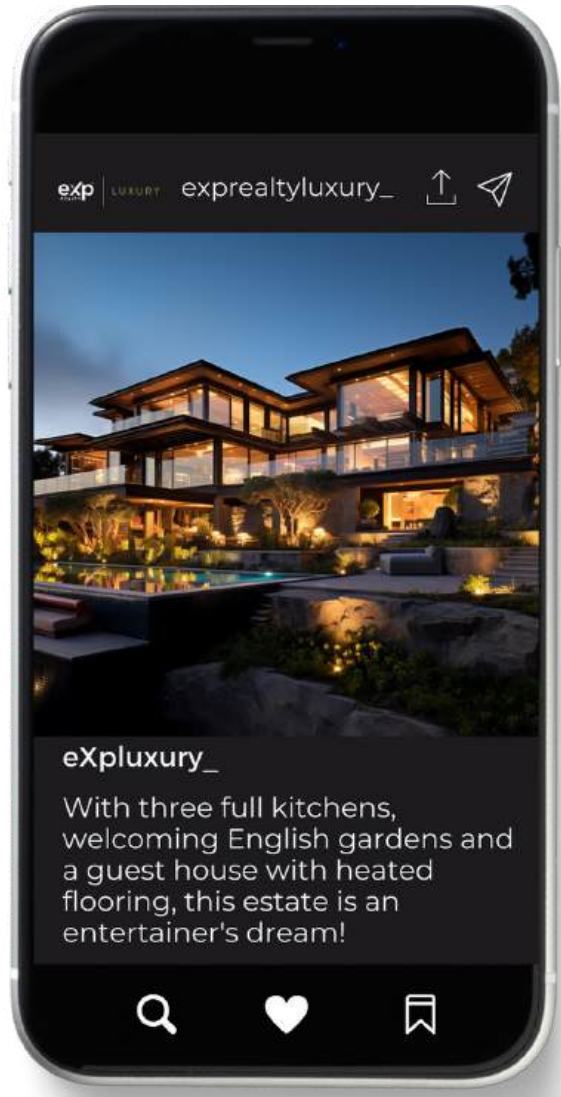
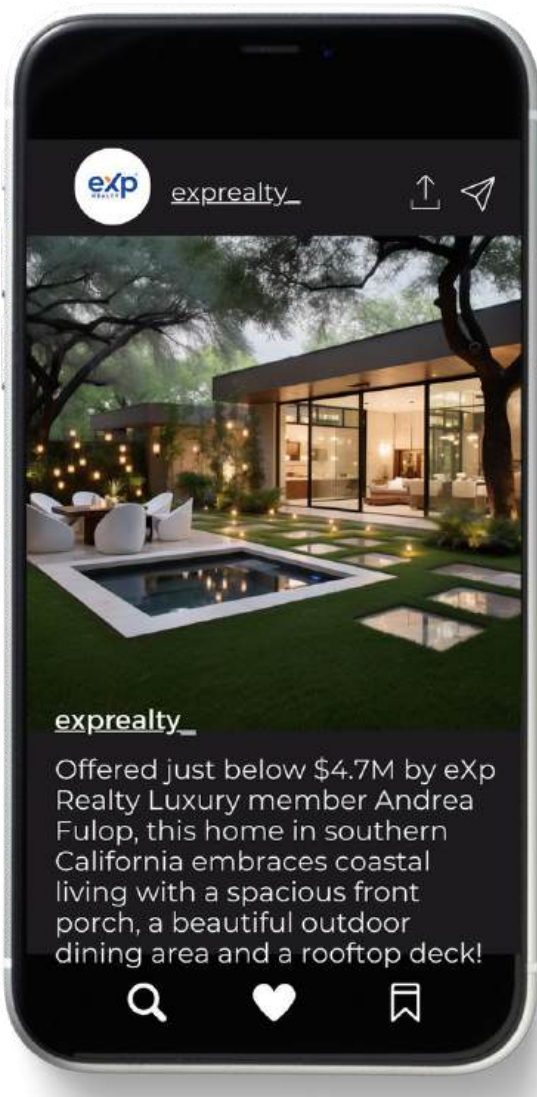
- Mobile-perfect Property Website
- Buyer Mobile Alerts

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**.

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-THROUGHS

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.

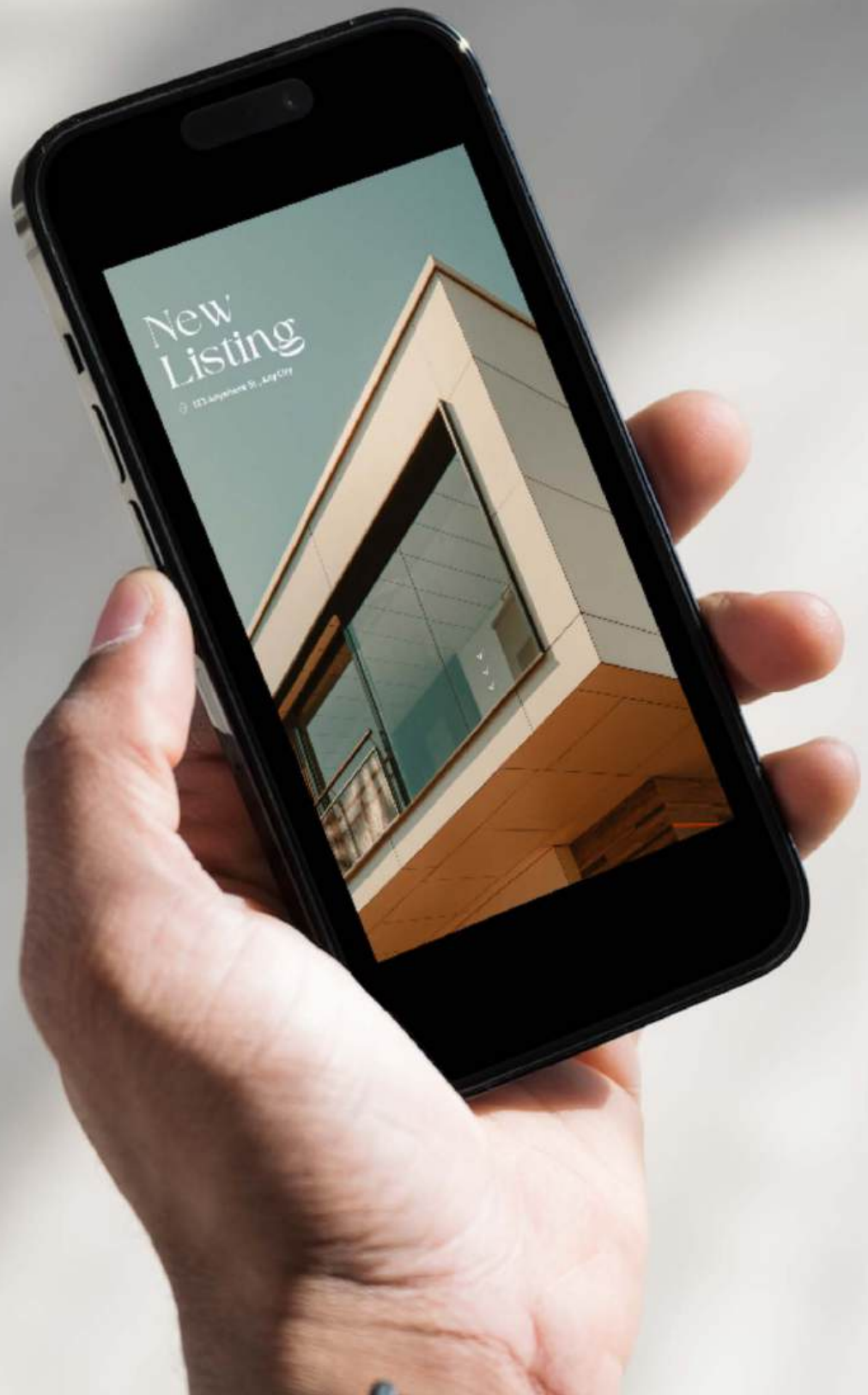


LISTING SERVICES

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.



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.



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.



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**.



1234 Property Street
CITYNAME

exp REALTY | LUXURY

exp[®]
REALTY

LUXURY