

DISCOVER

A NEW LEVEL OF LUXURY MARKETING EXCELLENCE

DISTINCTIVE
COLLECTION

by

**Better
Homes**
and Gardens.
REAL ESTATE
FLORIDA 1ST





PHOTO COURTESY OF JOY TRIGLIA



THE DISTINCTIVE COLLECTION

by Better Homes and Gardens
Real Estate





FULL SERVICE REAL ESTATE

When you work with a Better Homes and Gardens Real Estate luxury agent,
we will become your one stop shop!

MARKETING MANAGER

- Showcase your property with the finest marketing
- Develop and implement a customized marketing plan
- Determine the best price in line with market forces
- Communicate regularly so you are informed

LIAISON MANAGER

- Introduce new buyers to your property
- Pre-qualify the buyers to avoid time-wasters
- Provide you with timely updates on viewings and feedback

NEGOTIATOR

- Present and negotiate with potential buyers on your behalf
- Guide you on the offer and process
- Keep your best interests as our first priority

CLOSING MANAGER

- Provide information to the buyer/buyers in a timely manner
- Liaise with lawyer/closing agent and deliver closing documents
- Facilitate answers and resolve any issues during the closing process, ensuring a seamless transaction from beginning to end

CONCIERGE

- Provide you with access to experts including legal advisors, insurance experts, builders, landscapers, interior designers, rental experts, home stagers, painters, handymen, home inspectors and moving services

DISTINCTIVE COLLECTION

**The only real estate
brand that is relevant
365 days a year with
the consumer.**

Our luxury offering, Distinctive Collection by Better Homes and Gardens Real Estate, offers discerning clients the service and market experience one would expect from a brand whose legacy was built upon a passion for luxury living.

By offering unparalleled value 365 days a year, we are the only company that continues to add value to their customers before, during and after their interactions.

Harness the value of a brand that everyone knows and trusts



DISTINCTIVE HERITAGE

With an unmatched lifestyle heritage, Better Homes and Gardens Real Estate (BHGRE) is ideally positioned to deliver on your expectations. We provide the highest level of service and innovation in the luxury real estate market.

For over 90 years, Better Homes and Gardens has been an integral part of the American home, shaping and enriching the lives of hundreds of millions of people.





PHOTO COURTESY OF JOYTRIGLIA



DISTINCTIVE EXPERTISE

For generations, Better Homes and Gardens has set the standard in stylish living for home connoisseurs across the country. As a boutique, dynamic real estate company, Better Homes and Gardens Real Estate (BHGRE) was built on a trusted, iconic foundation with which no other real estate brand can compete.



DISTINCTIVE COLLECTION



Better Homes and Gardens Real Estate Florida 1st has been successfully representing homeowners in the Tri-County area for over 15 years. We have an in-depth knowledge of the market and are proud to bring the renowned legacy of our brand to the sale of your property.

Entrust your investment to a consummate professional who understands the nuances of luxury/waterfront real estate and who will best represent your property to prospective buyers through innovative marketing and a targeted sales strategy.

PARTNERSHIPS



Realogy Holdings Corp. (NYSE: RLGY) is the leading and most integrated provider of residential real estate services in the U.S. that is focused on empowering independent sales agents to best serve today's consumers. Although other real estate brands are aligned with Realogy, Better Homes and Gardens Real Estate is the ONLY brand that has a partnership with Meredith Corporation.

1 in every 5 homes sold in the U.S. is sold through a Realogy brand which includes: Better Homes and Gardens. Realogy was named one of the World's Most Ethical Companies® for the 8th consecutive year by Ethisphere® Institute.



Cartus Relocation is the largest corporate provider of relocation services in the world. This partnership delivers more qualified buyers to your property than any other local brokerage. Cartus assists more than 200,000 transferees each year and serves more than 50 of the Fortune 500 Companies. If you are moving out of the area, we can connect you with a real estate expert in your destination city.

PARTNERSHIPS



Meredith Corporation (NYSE: MDP) is a media conglomerate with a long history in sight, sound and motion. As publisher for Better Homes & Gardens, Time, People, Sports Illustrated, Fortune, Southern Living, Food & Wine and other top magazines, Meredith offers unparalleled first party data and proprietary research along with editorial and e-commerce expertise.

7B+

Annual Video Views

200M+

Unique Monthly Visitors (U.S)

135M+

Readers

216M

Social Media Followers

143M+

Monthly Digital Consumers

13,000+

Bloggers & Influencers



Exclusive to Better Homes & Gardens Real Estate, PinPoint capitalizes on the scale and scope of Meredith's audience of 175 million consumers through rich customer profiles, customizable geo-targeting, and predictive analytics within a fully responsive mobile environment. BHGRE agents use this tool to showcase and execute campaigns in a more intelligent way to target consumers who may be in the home buying and selling market.

With a highly engaged social universe, 175 million-strong consumer database and 60 million unique visitors, Meredith provides an unrivaled competitive advantage to Better Homes & Garden Real Estate agents globally.

listglobally

WITH LISTGLOBALLY
YOUR PROPERTY WILL BE VALUED AND SEEN
BY POTENTIAL BUYERS
AROUND THE WORLD

**Better
Homes**
and Gardens.
REAL ESTATE

21 PORTALS | **29** COUNTRIES



DISTINCTIVE
COLLECTION
by
**Better
Homes**
and Gardens
REAL ESTATE®

+100 PORTALS | **+60** COUNTRIES

Access ListGlobally via the BHGRE® Greenhouse!
Broker/Owner access available under the "Office Tools → Listing Distribution" page.
Agent access available under the "Agent Tools → Listing Distribution" page.

All BHGRE® listings will be promoted within these 4 brands:



portia

Properstar

trovit

Distinctive Collection Portals:

房天下
Fang.com

SeLoger

安居客
anjuke.com

99acres
India's No.1 Property Portal

the
houseshop

Immovlan.be

and many more...

* As part of a trust mandate. To find out more, please contact your agency. For complete service details and a current list of the ListGlobally portal network, visit www.listglobally.com ListGlobally SA, E & O.E., June 2019



THE LUXURY CONNECTION

The Distinctive Collection and its Global Network

We take you where you need to be.



PHOTO COURTESY OF JOYTRIGLIA



LUXURY MARKETING

Strategic Marketing For Your Home

ONLINE MARKETING

Nearly 95% of home buyers begin their search on the internet. Mobile devices and online search tools have enabled home buyers the ability to know more about a property before their first contact with a real estate professional.



Listtrac, known as the “Google Analytics for listings” is a dynamic and intelligent technology tool measuring user engagement data, such as favoriting, saving and sharing of listings. BHGRE agents use these metrics to better assess and implement an effective syndication and advertising strategy for your luxury home.



Listglobally is the worlds largest international listing distribution syndicate. Listings are translated into 16 different languages to ensure buyers get accurate information and are then syndicated to their network of luxury real estate portals.



21
PORTALS

29
COUNTRIES



100+
PORTALS

60+
COUNTRIES

ONLINE MARKETING

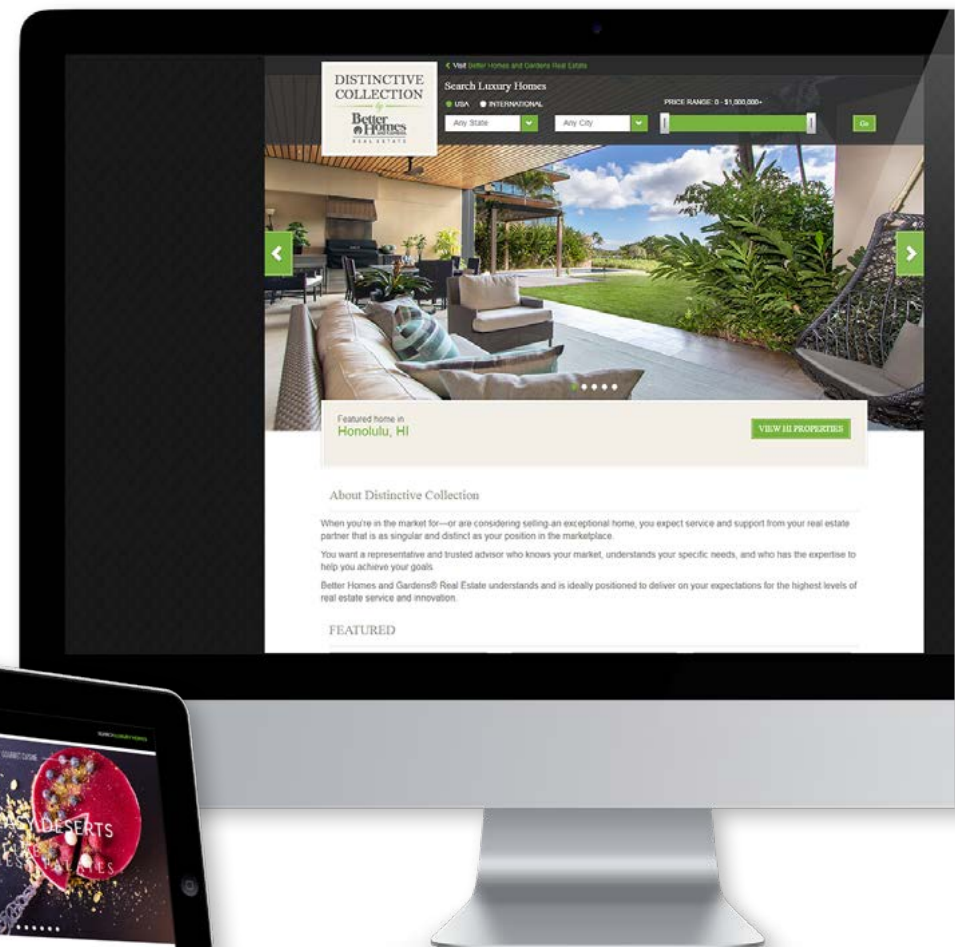
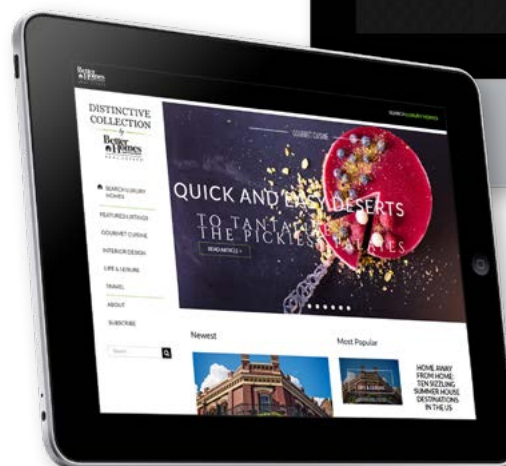
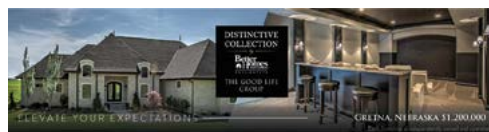
Better Homes & Gardens Real Estate runs a special luxury campaign on websites featuring listings from our network. These banner advertisements allow us to target consumers anywhere in the world, expanding your home's global exposure.

DISTINCTIVE COLLECTION WEBSITE

Listings are displayed on bhgrecollection.com, our dedicated luxury site. Users can browse the site and search for listings as well as view details on a specific listing. Users can also easily contact the listing agent or office for more information.

DISTINCTIVE COLLECTION BLOG

Timely and relevant, our Distinctive Collection luxury blog found on bhgrecollection.com/blog covers a myriad of topics including Gourmet Cuisine, Interior Design, Lifestyle, Trends and Travel.





OUR MULTI - PLATFORM STRATEGY



The power of showcasing your home and its unique features through professional photography and sophisticated marketing strategy is crucial to setting your home apart from the competition.

We take a multi-platform approach to maximize your property's exposure to potential buyers.

- Branding
- Social Media
- Content Marketing
- Email Marketing
- Videos
- SEO & SEM
- Paid Searches
- Paid Lead Generation
- App Development
- Retargeting

OFFLINE MARKETING

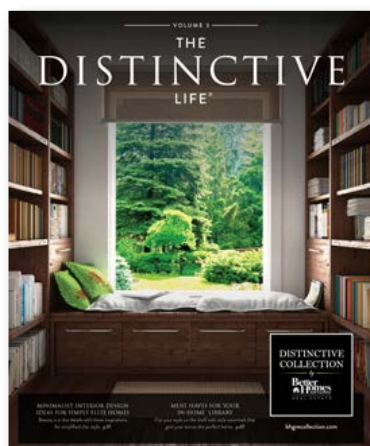
Sophisticated and professionally prepared marketing is essential to maximizing your home's exposure and requires more than just listing your home for sale on the internet and multiple listing service. We have opportunities to advertise your property in publications and websites that matter most to affluent buyers.



PRINT: NATIONAL

UNIQUE HOMES MAGAZINE

Distinctive Collection agents also have complimentary exposure opportunities in *Unique Homes* magazine. By submitting high quality property images and listing information, your home will be considered for one of our full-page ads in this high profile publication.



THE DISTINCTIVE LIFE® MAGAZINE

Fully customized for Distinctive Collection, *The Distinctive Life*® magazine includes 50+ pages of custom editorial content, and over 20 pages of Distinctive Collection luxury listings — provided by our network.

4X

Published Quarterly

500,000

Readership

1.2M

Website Visitors

OFFLINE MARKETING

PRINT: LOCAL

DIRECT MAIL

Promotional materials showcasing your home that are mailed to your neighbors, potential buyers, and other real estate agents.

PROPERTY BROCHURES

Sophisticated brochures highlight the unique aspects of your luxury home through professional photography and customized content.

NEWSPAPERS AND MORE!



BROKERAGE

FRONT DISPLAY

We will showcase your listing in our storefront with an eye-catching backlit LED display, grabbing the attention of those passing by.



MAXIMUM EXPOSURE

42.4M

Readers/Month

WSJ.COM

Wall Street Journal reaches an online global audience in three languages, where your property can be viewed by prospective buyers worldwide.

WSJ

1.1M

Readers/Month

ROBB REPORT

The leading voice in global luxury markets, Robb Report's discerning audience has a shared appreciation and desire for quality, exclusivity, heritage, taste, and fine design.

Robb Report

2.5M

Visitors/Month

JUWAI.COM

Juwai.com is the largest international property source for the Chinese real estate buyer in China and major Chinese communities in Taiwan, Hong Kong, Malaysia, and Singapore.



180M

Visitors/Month

ZILLOW GROUP

The Zillow Group is comprised of the largest real estate and home-related online brands focusing on renting, buying, selling, financing, and home improvement.



MAXIMUM EXPOSURE

11M

Visitors/Month

REALTOR.COM

Leading real estate resource where viewers can search for properties, information, and tools regarding the home buying and selling process.

realtor.com[®]

2.3M

Visitors/Month

MANSION GLOBAL

Offering an online platform for those luxury properties listed over \$1M to gain worldwide exposure and potential buyers across the globe.

MANSION GLOBAL

20M

Visitors/Month

LISTHUB

Listhub is the largest U.S. platform for listing distribution, where your home will be marketed and viewed by 20 million+ people through 80+ publishers and on 750+ targeted websites.

ListHub

20M

Visitors/Month

LISTHUB GLOBAL

ListHub Global reaches over 60 million buyers and investors across 100+ trusted international websites in more than 65 countries.

ListHubGlobal



SOCIAL MEDIA


As part of our marketing plan, your home will receive unparalleled exposure to consumers and real estate professionals across the globe through our extensive online marketing.

 FACEBOOK / **14.6M+ followers**

 TWITTER / **2.5M+ followers**

 YOUTUBE / **100K+ subscribers**

 INSTAGRAM / **2M+ followers**

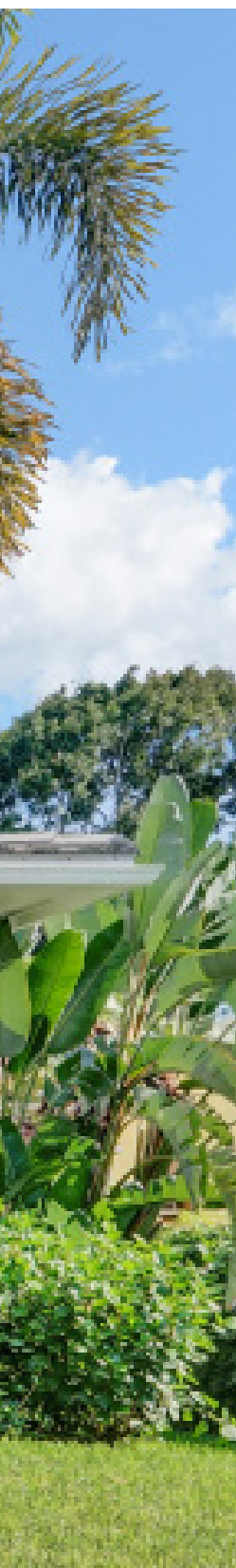
 PINTEREST / **1.7M+ followers**



BHGRECOLLECTION.COM

BHGRE Distinctive Collection – Better Homes and Gardens Real Estate | Homes for Sale | Real Estate Listings





THE POWER OF PRICING

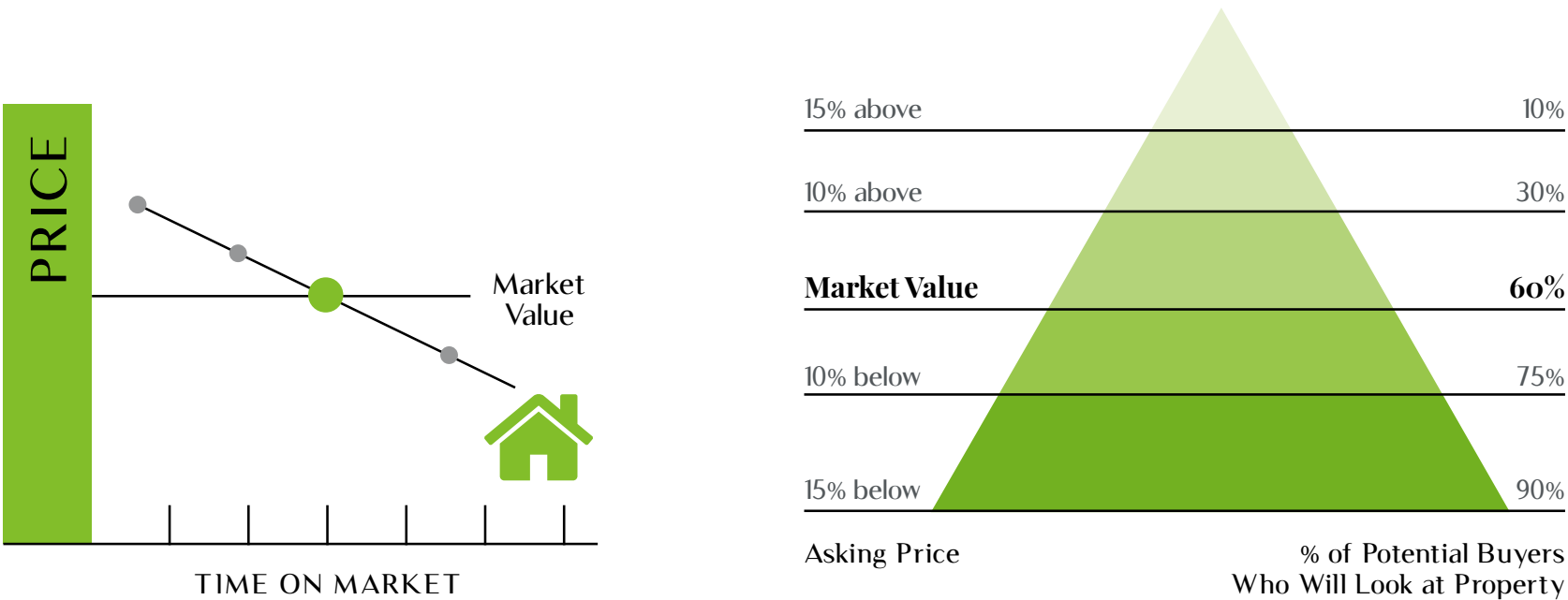
OUR OBJECTIVE

Our mutual objective is to sell your home:

For The Highest Possible Price | In The Shortest Amount Of Time | With The Most Favorable Terms

Prior to implementing any marketing strategies, it is critical to go through a process of discovery – determining the fair market value, understanding the current market conditions, and reviewing the variety of factors which will help us to prepare your home for sale.

Since no two homes are identical, there are many factors which can influence the sale of a home. **Pricing a luxury home requires a different level of expertise and strategy**, and at BHGRE, we pride ourselves on competitive pricing strategies to generate the most activity from agents and buyers.



PRICING YOUR HOME

Pricing a luxury home for sale is both an art and a science. Understanding the location, market dynamics, amenities, architectural qualities, and craftsmanship, are vital factors in marketing luxury homes. We apply our knowledge and expertise to create an effective price strategy.

IF YOU WANT TO SELL, BE REALISTIC

- Buyers have a short attention span
- Pricing your home right is critical
- Pricing attracts buyers
- Overpriced homes will not sell
- Overpriced homes – Time and Money lost for EVERYONE

Factors that affect pricing and value of your home:

- | | |
|--|-------------------------------------|
| 👁️ Expertise and Experience of Real Estate Agent | ✓ Home Condition/Current State |
| 👁️ Location and Neighborhood | ✓ Upgrades, Features, and Amenities |
| 👁️ Local Market Conditions | ✓ Staging |
| 👁️ Mortgage Index Rates | ✓ Seller's Motivation |



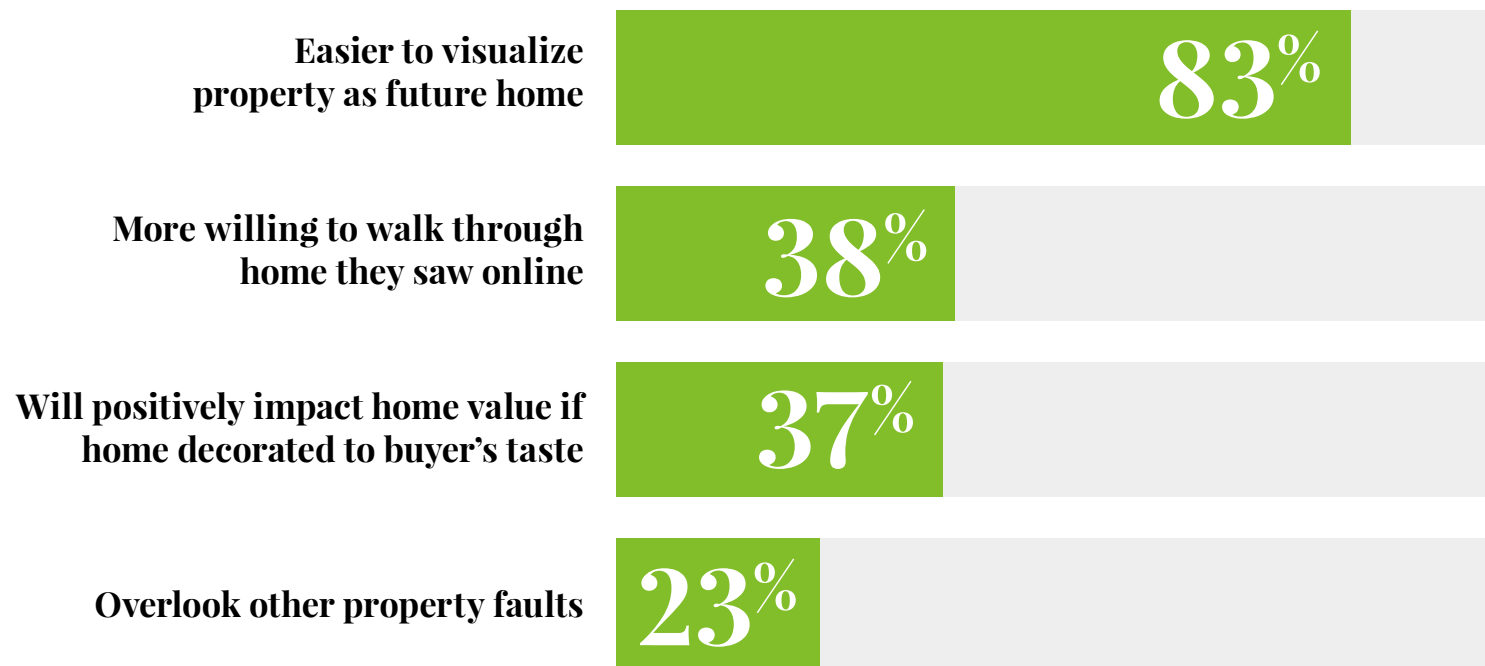
PHOTO COURTESY OF JOY TRIGLIA

STAGING YOUR HOME

Preparing your home is one of the most difficult, emotional, and critical steps to maximize its value - living in a home and selling a home are very different. No matter how stunning, loved, or well-maintained your home is, **it is important for buyers to start envisioning your home as a place of their own.**

Effective staging helps to better represent your home in the market by showcasing your property's strengths and downplaying any weaknesses. Staging doesn't necessarily mean hiring a professional - it may just be re-purposing current items or rearranging existing furniture.

IMPACT OF BUYERS VIEWING A STAGED HOME



Source: National Association of REALTORS® 2019 Profile of Home Staging



PHOTO COURTESY OF JOY TRIGLIA

PREPARE TO PRESENT YOUR HOME

Effective, beautiful home photography and video tours create the right - and lasting - first impression of your property in the minds of prospective buyers. Professional photography is a necessity, not a luxury, particularly in the high-end market. Luxury photography and video should incorporate the right lighting, staging and perspective.

“Professional Photography is Essential”





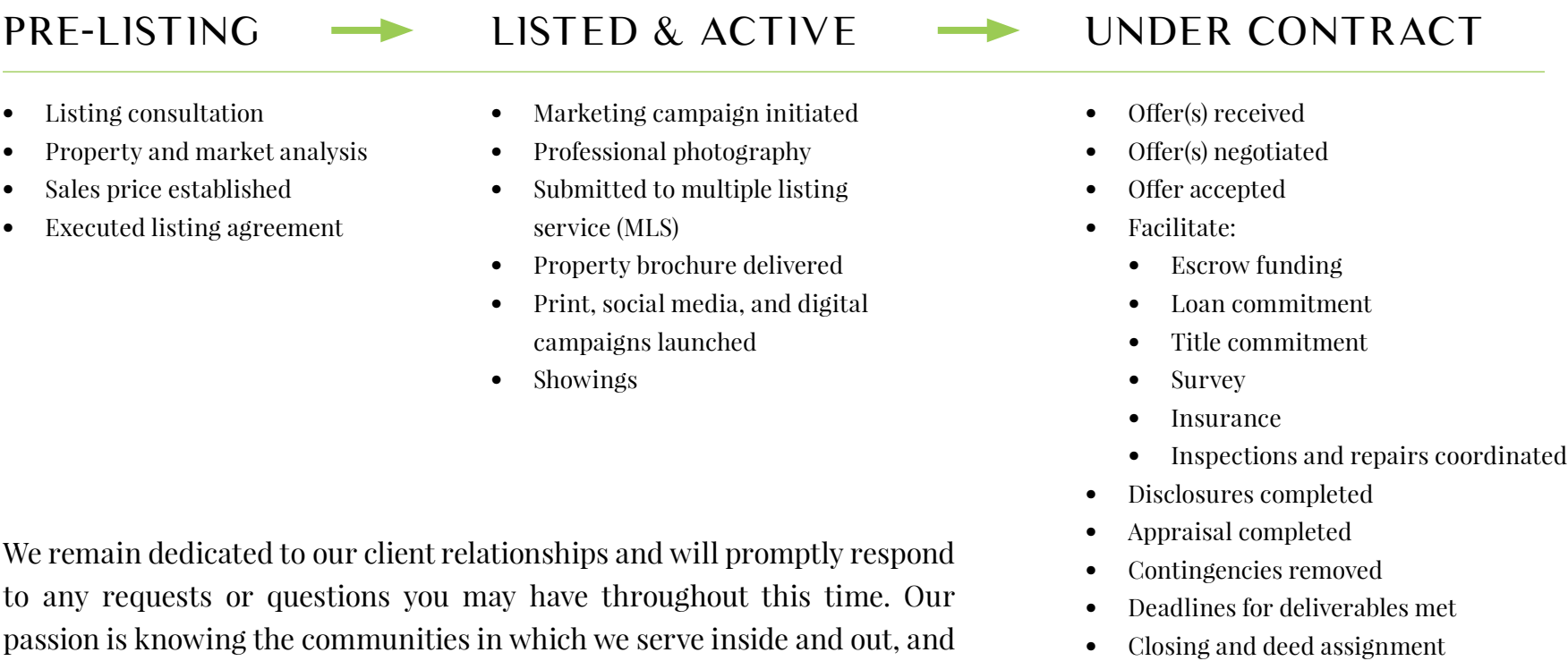
PHOTO COURTESY OF JOY TRIGLIA

PREPARE TO PRESENT YOUR HOME

FROM LISTING TO CLOSING AND BEYOND

As a Better Homes & Gardens Real Estate customer, you are our highest priority. We strive to have the successful sale of your home be the first of many opportunities in which we can be of service in achieving your real estate goals.

As your real estate advisor, we will guide you through every step to ensure a seamless transaction from listing to closing. Most homes close within 30-60 days of contract, so we work quickly to facilitate inspections, cooperate with the buyers agent and lender for loan commitment, monitor deadlines and more. The timeline below is an overview of what you can expect when you choose to list your home with Better Homes and Gardens Real Estate.







*Thank you for giving us the opportunity to
do business with you!*

**When you want your home sold, choose a trusted
luxury brand that is relevant 365 days a year and
a local luxury home specialist who gets results.**

DISTINCTIVE COLLECTION

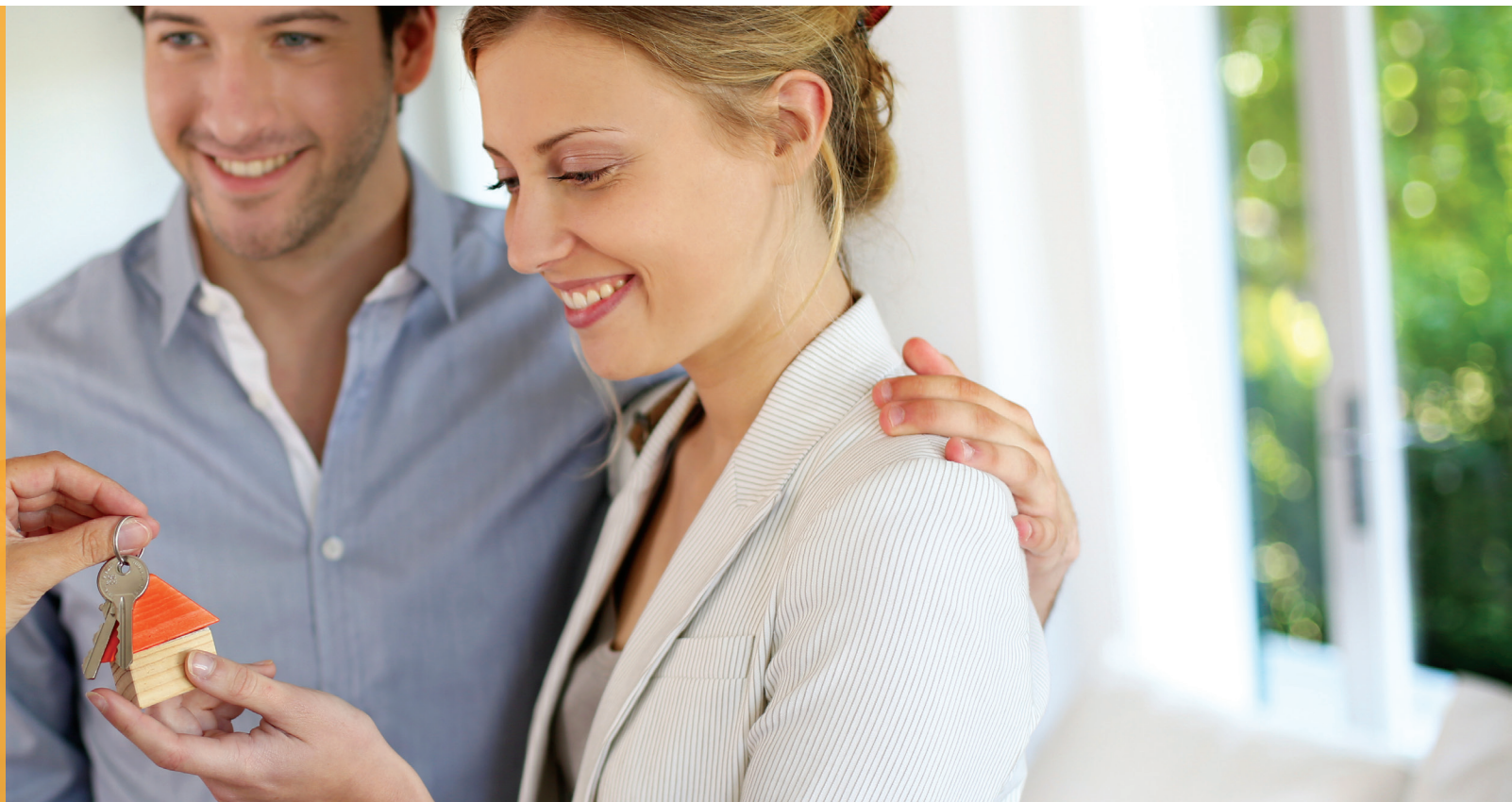
— *by* —

**Better
Homes**
and Gardens

R E A L E S T A T E[®]

Lawyers 1st Title

The professionals at Lawyers 1st Title will make your next real estate sale or purchase as seamless and stress-free as humanly possible. You deserve a professional, well-organized closing in your time frame and at a reasonable price. Choose Lawyer's 1st Title for your real estate transactions anywhere in Florida.



Buying and selling property in South Florida's fast-paced real estate market can present unique challenges for both buyers and sellers. Lawyers 1st Title, attorney owned and operated, has the on-site resources and staff needed to handle every aspect of your closing- including difficult or unforeseen last minute circumstances. And because a real estate transaction may be your greatest investment, you need an expert to make certain the title is transferred properly without any defects. The professionals at Lawyers 1st Title will make your next real estate purchase or refinance as seamless and stress free as humanly possible.



We take pride in offering our customers a wide variety of loan products and commitment to helping them achieve their dream of home ownership.

Supreme Lending, one of the most respected Mortgage Bankers, was established in 1999 by Scott Everett. Having an extensive business and mortgage background, Mr. Everett has secured the respect of mortgage professionals and is committed to attracting not only the most professional loan officers but also the most cutting edge loan products throughout the United States.



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REAL ESTATE®
FLORIDA 1ST

IMAGINE BETTER

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