

SOLD

Luxury Retreat in North Scottsdale

REAL ESTATE MARKETING PLAN



Jay Martinez
Luxe Real Estate Group
602.369.7450
jaymichaelmartinez.com



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 and duPont Registry. 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 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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YOUR HOME DESERVES WORLD CLASS MARKETING

ELITE ADVERTISING

Your home will be featured in prominent global media brands including:

- NEW YORK TIMES
- DUPONT REGISTRY
- WALL STREET JOURNAL
- UPMKT
- ROBB REPORT
- MANSION GLOBAL



PERFECT PRESENTATION

- Dedicated Website
- Luxe Video Tour
- Google Earth Aerial Flyover
- Mobile + Social



LOCAL VISIBILITY

- Elegant Brochures
- Distinctive Signage
- Direct Mail
- Targeted Local Ads



SOCIAL MARKETING

- Social video ads targeted to your perfect buyer
- Location, wealth, interests, and lifestyle
- Facebook, Instagram, YouTube and more



CLIENT SATISFACTION

- Weekly Activity Reports
- Interactive media kit showing your ads and campaign highlights



Call today for a complimentary **Home Valuation + Marketing Plan.**



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PERFECT PRESENTATION

Your home will be featured on its own dedicated property website and URL, ideal for lead capture and social sharing. The presentation includes a stunning Google Earth aerial flyover and Youtube Video Tour. The dedicated mobile and iPad tours allow for seamless viewing on any device.



SEE IN ACTION



Google Earth
Aerial flyover



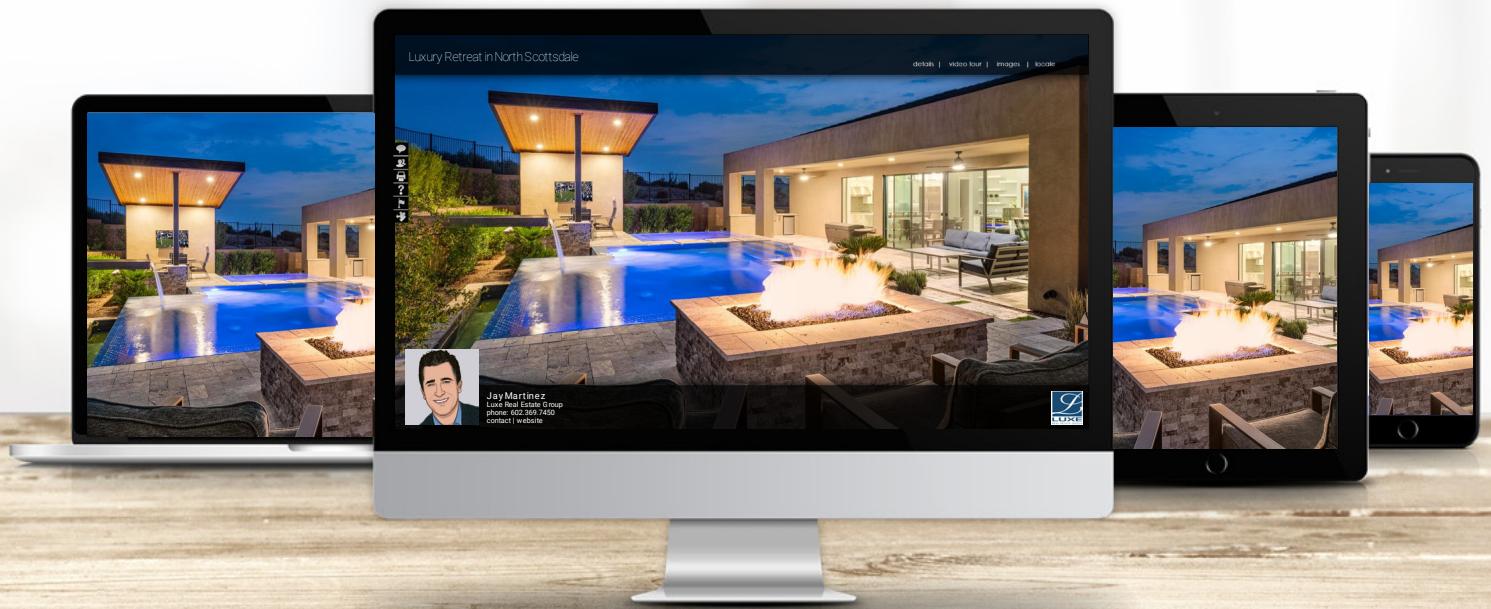
Dedicated Website
& url



Optimized for
Mobile & Ipad



Lead Capture &
Social Sharing

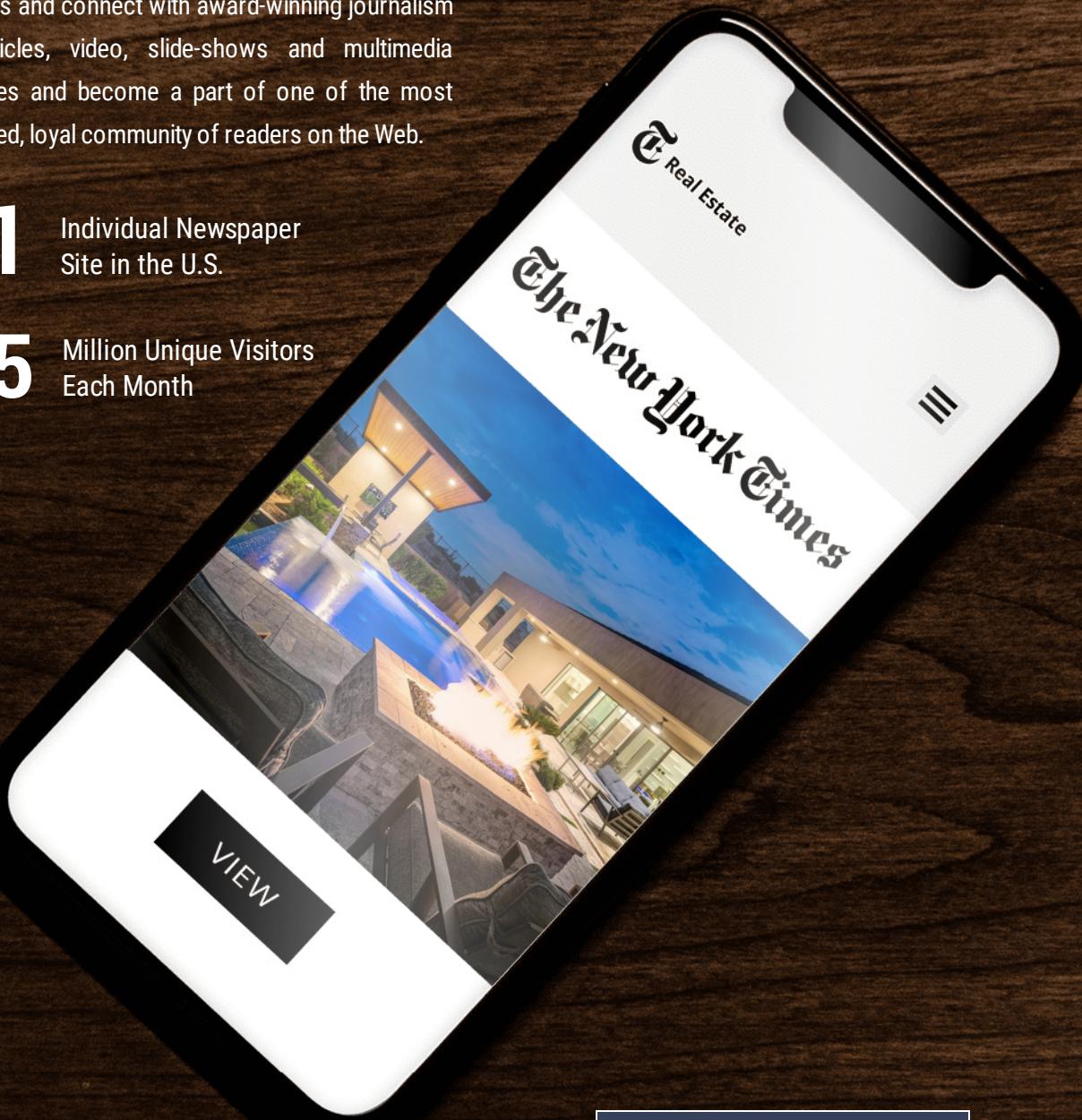


The New York Times

Access and connect with award-winning journalism in articles, video, slide-shows and multimedia features and become a part of one of the most engaged, loyal community of readers on the Web.

#1 Individual Newspaper Site in the U.S.

25 Million Unique Visitors Each Month



SEE IN ACTION

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

↑↑ Highest Rank of Executive Management Readership



SEE IN ACTION

THE WALL STREET JOURNAL. REAL ESTATE

Luxury Retreat in North Scottsdale

View Tour

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Got a tip for us?

UPMKT

H O M E S O F S T Y L E & D I S T I N C T I O N

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.



SEE IN ACTION



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.



\$2.75M

Highest Household
Income 2017 IPSOS
Affluent Survey

Average Household
Net Worth of Robb
Report Readers



SEE IN ACTION



MANSION GLOBAL

ONLY THE EXCEPTIONAL

Mansion Global is the premier digital destination connecting the world's most affluent real estate buyers with prestigious properties around the globe through relevant, timely listings and compelling content.

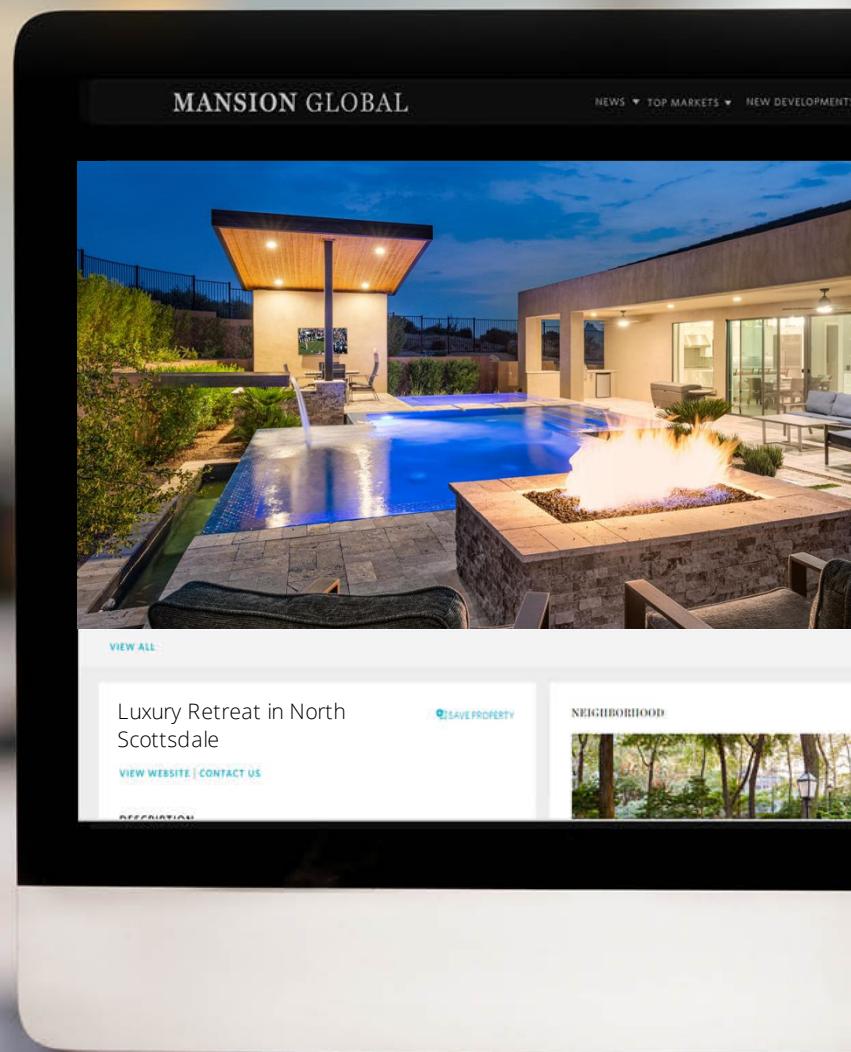
2.3
MILLION

Monthly Unique Users

50%

Of Visitors Planning
to Build/Buy a Home

 SEE IN ACTION



duPont REGISTRY

From tropical island estates to lush country cottages, duPont REGISTRY™ brings a wealth of international luxury properties directly to the affluent consumer in their home.

\$2.2M

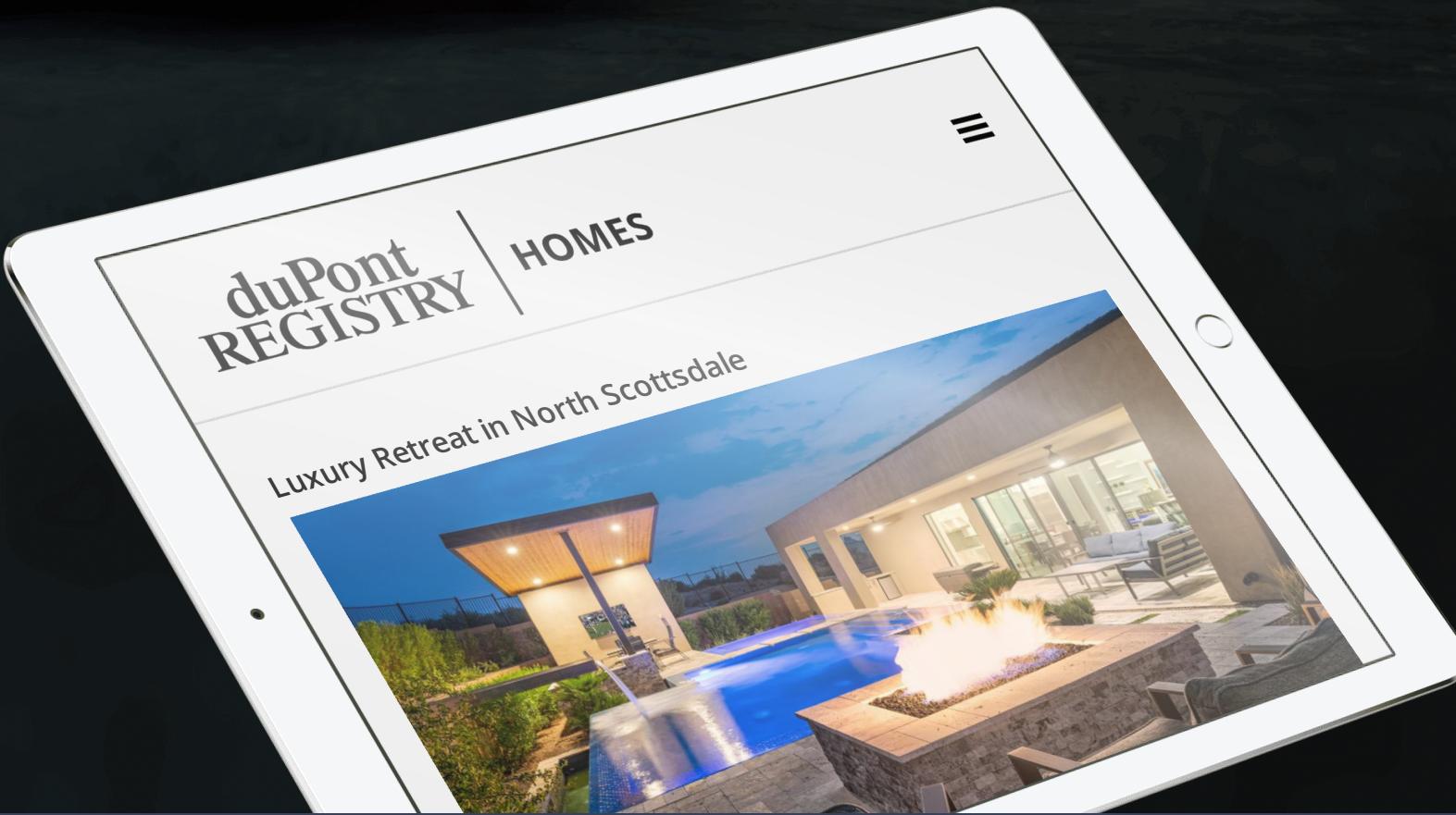
Average
Household
Net Worth

#1

Ranked Luxury
Real Estate
Marketplace



SEE IN ACTION

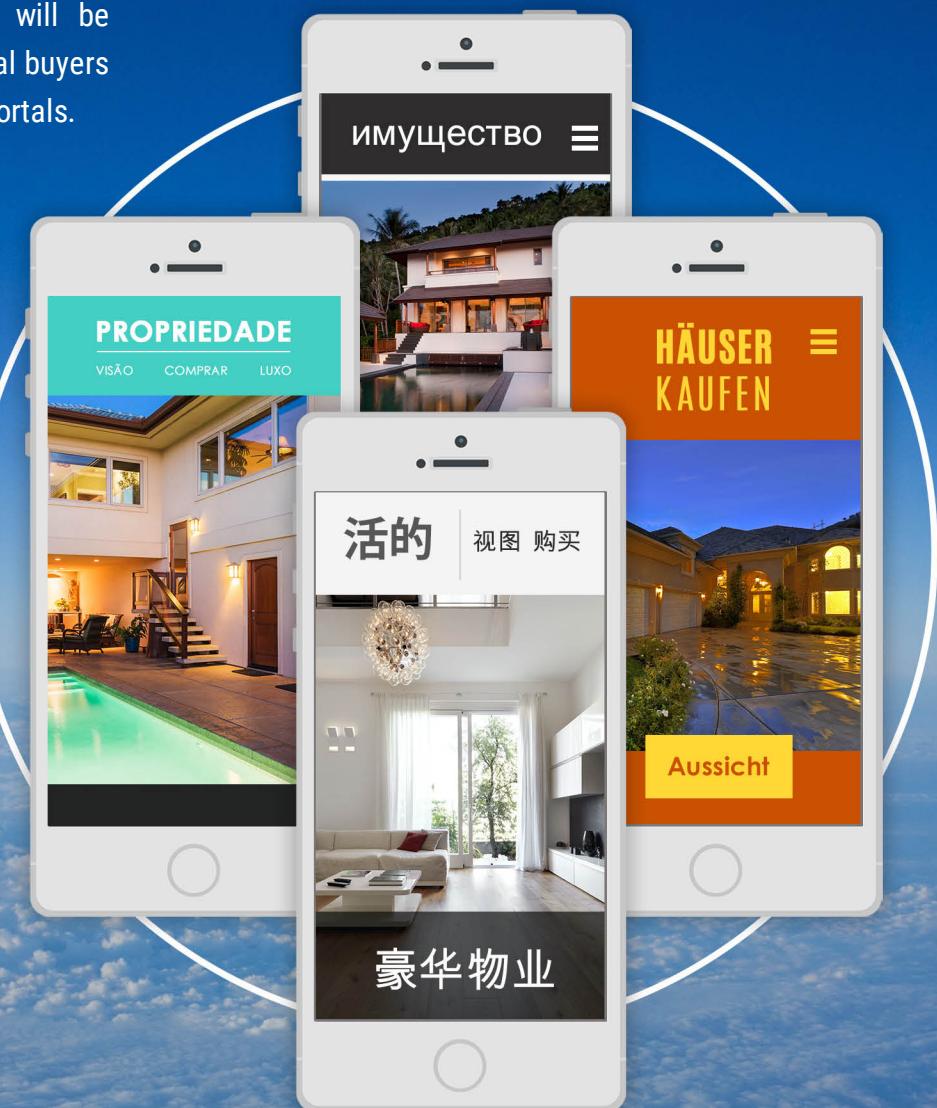


INTERNATIONAL ADVERTISING

The number of international buyers is increasing daily. Your home will be exposed to millions of potential buyers across our global network of portals.

100+
International Ads

70+
Key Markets Like
Russia & China



INTERNATIONAL REACH

Your home will gain international exposure in over 90 prominent Real Estate search sites around the world targeting affluent global investors, including China, Russia, Canada, Germany, Brazil, France, Singapore, UAE and many others.

 Cyprus	 Macau	 Bulgaria	 Qatar
101evler	Go853	Imot	ProperstarQA
 India	 Argentina	 Serbia	 Sweden
99 Acres	GoPlacelt Argentina	Imovina	ProperstarSE
 France	 Chile	 Portugal	 United Kingdom
Acheter Louer	Goplacelt Chile	Kamicasa Portugal	ProperstarUK
 China	 Colombia	 Spain	 Ireland
Anjuke	GoPlaceit Colombia	Kamicasa Spain	PropertySteps
 Global	 Mexico	 Canada	 Canada
Arkadia	GoPlaceit Mexico	Kangalou	Publimaison.ca
 Estonia	 Peru	 France	 Cambodia
City 24 Estonia	GoPlacelt Peru	Laprovence-immo.com	Real Estate Cambodia
 Latvia	 Uruguay	 Algeria	 Australia
City 24 Latvia	GoPlacelt Uruguay	Lkeria	Real Estate World
 Lithuania	 Venezuela	 Romania	 Czech Republic
City 24 Lithuania	GoPlaceit Venezuela	Magazinul De Case	Realcitycz.com
 France	 Papua New Guinea	 Ukraine	 Slovakia
Côte et Littoral	Hausples	MestoUa	Reality Slovakia
 Tanzania	 Algeria	 Global	 Morocco
Dar Property	Hebdoimmobilier-dz.com	Mitula	Selektimmo
 Poland	 Global	 Monaco	 France
Domy	Homeglobally	Montecarlo-realestate.com	SeLoger
 Cambodia	 Kazakhstan	 Poland	 Senegal
Dotproperty Cambodia	Homsters.kz	MorizonPI	SenegalCity
 Indonesia	 Fiji	 Morocco	 Myanmar
Dotproperty Indonesia	Housing Paradise	Mubawab	ShweProperty
 Laos	 Chile	 Qatar	 China
Dotproperty Laos	Icasas CL	MubawabQA	Sodichan
 Malaysia	 Colombia	 Philippines	 Tunisia
Dotproperty Malaysia	Icasas Co	MyPropertyPH	Sokna
 Myanmar	 Mexico	 Poland	 Greece
Dotproperty Myanmar	Icasas Mx	Oferty	Spitogatos.gr
 Philippines	 France	 South Africa	 Romania
Dotproperty Philippines	Immo.midilibre.fr	PersquareCoZa	Storia
 Singapore	 France	 United Arab Emirates	 France
Dotproperty Singapore	Immo.nicematin.com	ProperstarAE	Surfaceprivee.com
 Thailand	 France	 Canada	 Germany
Dotproperty Thailand	Immo.varmatin.com	ProperstarCA	Sz-Immo
 Vietnam	 Italy	 United States	 Thailand
Dotproperty Vietnam	Immobiliare	ProperstarCOM	ThailandProperty
 China	 New Caledonia	 Germany	 United Kingdom
East West Property	Immonc.com	ProperstarDE	EnglishMansions.com
 Global	 French Polynesia	 France	 United Kingdom
EdenWay	Immopf.com	ProperstarFR	The House Shop
 Turkey	 France	 Italy	 Greece
Emlaktown	ImmoStreet.com	ProperstarIT	Tospitoumou.gr
 France	 Switzerland	 Japan	 Global
Figaro Immo	ImmostreetCH	ProperstarJP	Trovit
 Spain	 Belgium	 Mexico	 Austria
Globaliza	ImmoVlan	ProperstarMX	Willhaben
 Panama	 Luxembourg	 Greece	 Pakistan
WorldPanamaRealestate	Wortimmo	XE	Zameen

facebook

Facebook is the premier avenue for reaching buyer leads. We create a beautiful HD Video page to be shared across vast social networks and draw attention to your home.



LUXE
REAL ESTATE GROUP

Home About Photos Reviews Events Posts Community Create a Page

Like Follow Share ...

Luxury Retreat in North Scottsdale

Like Follow Share



SEE IN ACTION



YouTube



We create a stunning Aerial Video Tour using Google Earth technology to show off your home's unique location, and we broadcast it to the world as a YouTube High Definition stream for web and mobile device users everywhere.



SEE IN ACTION



THE FINEST HOMES DESERVE
THE FINEST MARKETING.



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