



LUXURY  
COLLECTION<sup>SM</sup>

# LUXURY MARKETING CAPABILITIES

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Berkshire Hathaway HomeServices Georgia Properties provides exceptional service along with an expansive range of marketing and advertising opportunities for our listings.

Our Luxury Collection listing resources offer a strategic action plan to showcase a property's unique features and connect it with luxury agents and buyers both locally and globally.



**BERKSHIRE  
HATHAWAY**  
HOMESERVICES

GEORGIA  
PROPERTIES



## THE COLLECTIVE DIGITAL MAGAZINES

Our distinctive Luxury Collection digital publications, “The Collective Atlanta” and “The Collective Mountain and Lake”, showcase high-end properties throughout the year. These exclusive digital magazines enjoy an expansive readership, facilitated by our global network spanning more than 50K readers across the world.

[COLLECTIVEMAGATL.COM](http://COLLECTIVEMAGATL.COM) | [COLLECTIVEMAGML.COM](http://COLLECTIVEMAGML.COM)



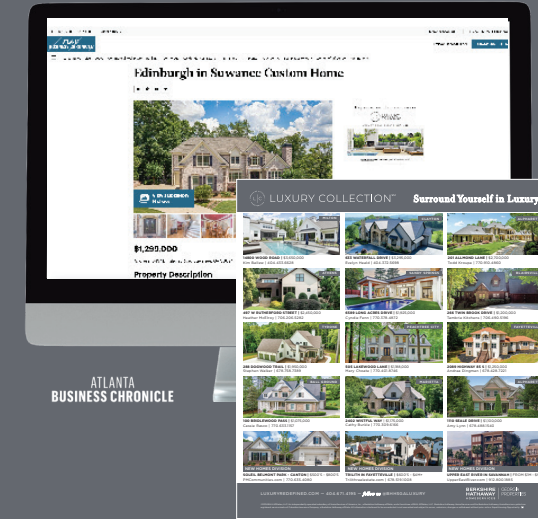
## LUXURYREDEFINED.COM

LuxuryRedefined.com is our proprietary website dedicated to showcasing our exclusive Luxury Collection listings. LuxuryRedefined.com is more than just a website; it is a gateway to discovering the finest luxury real estate in Georgia. By offering tailored search options, stunning visuals, extensive engagement, and advanced digital tools, we provide a premier platform that meets the unique needs of discerning buyers. At Berkshire Hathaway HomeServices Georgia Properties, we are dedicated to helping our clients find not just a home, but a lifestyle they will love.



## ATLANTA BUSINESS CHRONICLE HOME OF THE DAY

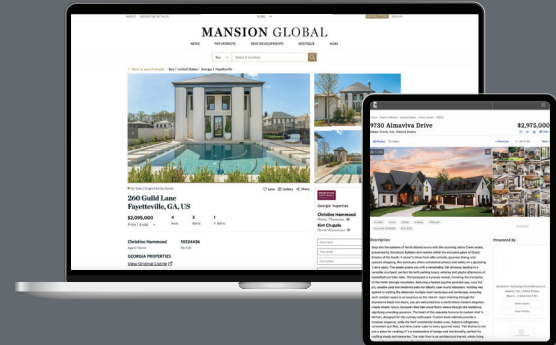
In the competitive luxury real estate market, visibility and prestige are paramount. The exclusive relationship between Berkshire Hathaway HomeServices Georgia Properties and the Atlanta Business Chronicle’s Home of the Day promotion is a strategic advantage that elevates our Luxury Collection listings. By leveraging their digital and print platforms and targeted reach, we can effectively showcase our properties to a discerning audience, driving high-quality leads and successful sales. This partnership not only enhances our brand’s prestige but also ensures that our luxury listings receive the attention and recognition they deserve.



## LUXURY LISTING SYNDICATION

In addition to featuring listings on our luxury microsite, LuxuryRedefined.com, we strategically partner with powerful industry leaders to expose your home locally and internationally. Your listing will automatically be featured on global luxury real estate portals including Mansion Global, LuxuryRealEstate.com, FinancialTimesofLondon.com, and more! In addition, we provide various upgrade opportunities for premium placement to increase your reach on these sites.

**45K+** websites | **4.5M** page views | **100M** searches



LUXURYREDEFINED.COM  
WHO'S WHO IN LUXURY REAL ESTATE

MANSION GLOBAL  
ONLY THE EXCEPTIONAL

PropGOLuxury.com  
Luxury Properties Worldwide

BERKSHIRE HATHAWAY HOMESERVICES  
GEORGIA PROPERTIES

居外  
Juwai.com

WHO'S WHO IN LUXURY REAL ESTATE

THE WALL STREET JOURNAL

CHALK DIGITAL

berkshirehathawayhs.com

UNIQUE HOMES

## CHALK DIGITAL

The CHALK Digital platform is an innovative automated system designed to swiftly create and deploy precisely tailored digital advertisements. CHALK Digital leads the industry with its unparalleled advertising network, specifically crafted for optimal real estate property exposure. Seamlessly incorporating geotargeting, automated ad generation, and strategic placement across premier digital advertising networks, CHALK ensures swift and efficient visibility for property listings. Our comprehensive approach extends across diverse channels, such as social media, in-app mobile and browser advertising, and connected television, maximizing reach and impact.

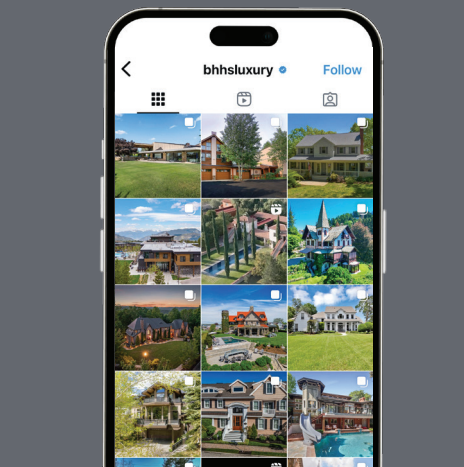


## @BHHS LUXURY SOCIAL MEDIA SPOTLIGHT

National social media coverage specifically for luxury homes can be found on several social media platforms under @BHHSluxury.

The Berkshire Hathaway HomeServices Luxury Collection's social media channels are a powerful tool for marketing luxury real estate. By leveraging our broad reach, high-quality visual content, real-time engagement, influencer collaborations, and data-driven strategies, we can effectively showcase our properties to a discerning and affluent audience. This multi-faceted approach not only increases visibility and engagement but also drives high-quality leads and successful transactions, solidifying our position as a leader in the luxury real estate market.

@bhhsluxury



## NEW LISTINGS EMAIL ANNOUNCEMENT

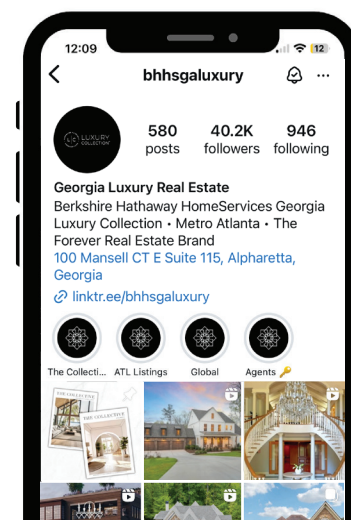
BHHS Georgia Properties Luxury Collection Weekly Broker Open/ Caravan and New Listings e-Blasts are powerful tools for maximizing the exposure and interest in our luxury listings. By directly engaging top-producing agents through these initiatives, we enhance the visibility, appeal, and marketability of our properties. These efforts not only strengthen our relationships with key agents but also accelerate the sales process, ensuring that our luxury listings receive the attention and recognition they deserve in the competitive metro Atlanta market.



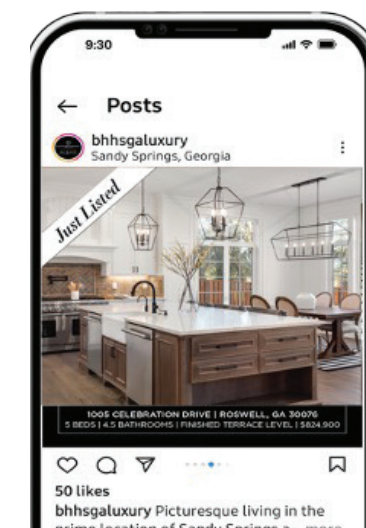
## @BHHS GALUXURY SOCIAL MEDIA

We utilize social media to share the excellent work our brand and network members are doing. Our robust and ever-growing social media presence continues to attract customers, existing clients and sales associates, giving them a chance to connect and share enthusiasm for the brand. Additionally, we leverage social media campaigns to create opportunities to harness the effectiveness of our online presence.

FOLLOW US!



#1 INSTAGRAM LEADER FOR GEORGIA REAL ESTATE ENGAGEMENT

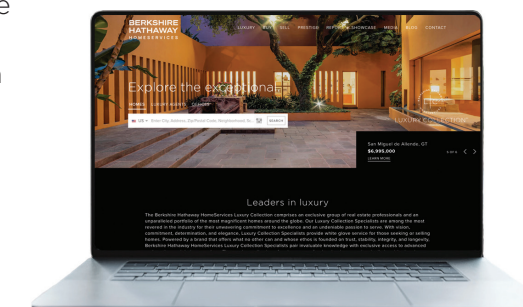


## BHHS LUXURY COLLECTION.COM

BHHS LuxuryCollection.com, the dedicated website for the Berkshire Hathaway HomeServices Luxury Collection, significantly enhances property exposure and features for a global audience. This platform showcases the extensive range and geographic diversity of our luxury listings.

Key Features:

- **Luxury Carousel:** Highlights properties on home page.
- **Featured Residence:** Spotlights specific high-end listings.
- **Luxury Lens:** Offers in-depth visual tours and insights.
- **Blog Property Feature:** Provides articles about select properties.
- **Luxury Collection Media Coverage:** Shares press and media mentions, boosting credibility and visibility.



## GLOBAL OPEN HOUSE

The Berkshire Hathaway HomeServices Luxury Collection Global Open House is a virtual event that brings together agents from around the world to explore and celebrate some of the most exquisite luxury listings represented by network members, and to discuss unique marketing and sales opportunities. Each event includes virtual video tours of the properties and is followed by a live Q&A session with the listing agents.



## PUBLIC RELATIONS/EDITORIAL DIGITAL + PRINT

Our Luxury Collection Public Relations efforts are designed to maximize global exposure and enhance the prestige of our luxury listings. Through strategic PR campaigns, we ensure our properties are featured in high-end publications and media channels worldwide, targeting affluent consumers and industry influencers. This exposure not only enhances the visibility of our properties but also solidifies our reputation as a leader in the luxury real estate market.



HAUTE RESIDENCE

AD

ARCHITECTURAL DIGEST

TRAVEL+LEISURE

Robb Report The New York Times

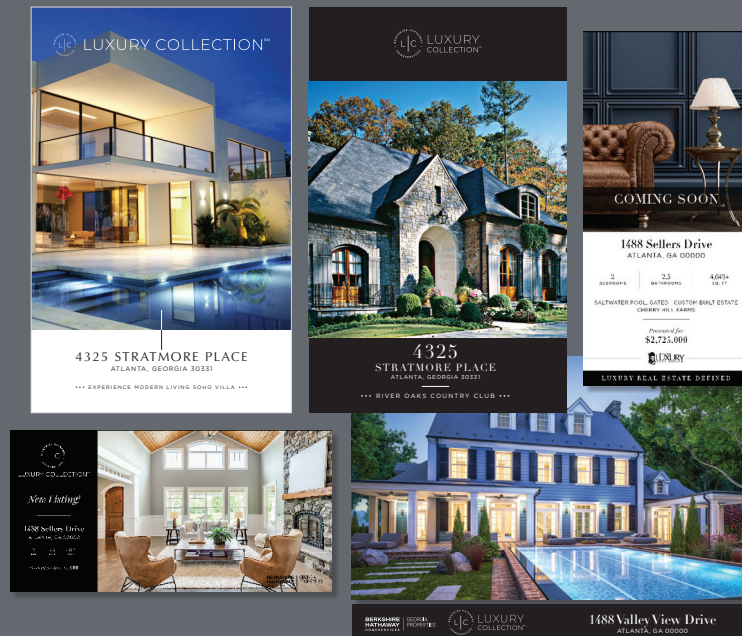
## PRINT ADVERTISING

Advertising in local newspapers and high-end publications such as *Prestige Magazine*, *Unique Homes*, *The Atlantan*, *Modern Luxury Interiors*, and *the Wall Street Journal* is a strategic move that maximizes the local and global exposure of Berkshire Hathaway HomeServices Georgia Properties' luxury listings. By targeting affluent consumers through trusted and prestigious platforms, we ensure that our properties receive the attention and recognition they deserve. This approach not only enhances the visibility and appeal of our listings but also reinforces our brand's commitment to excellence and luxury, driving successful sales and solidifying our position as a leader in the luxury real estate market.

## UNIQUE HOMES | PRESTIGE | INTERIORS

## PRINT MARKETING

Berkshire Hathaway HomeServices Georgia Properties Luxury Collection's print materials are an indispensable asset in marketing our high-end listings. By leveraging stunning high-resolution photography and engaging storytelling, we create a compelling and tangible representation of our luxury properties. These materials not only enhance the visibility and appeal of our listings but also leave a lasting impression on potential buyers, driving interest and facilitating successful sales. In the competitive luxury real estate market, our soft touch printed materials are a testament to the quality and exclusivity of our brand, ensuring our properties are presented in the best possible light.



## LUXURY COLLECTION PROPERTY JOURNEY

### PRE-LISTING

Luxury Listing Marketing Session  
Custom Digital Luxury Listing Presentation  
Review affiliate and strategic media plan  
Listing Copywriting w/Consultation

### COMING SOON

Initiate all Coming Soon Announcements/Media Property feature in BHHS GA eNewsletter as Coming Soon

### LAUNCH DAY+

7 Day Targeted Display Listing Campaign reaches a 15 mile radius audience to create interest

Media Syndication to over 45K websites; including several prominent luxury websites that include:

- Juwai.com | Zillow.com
- WSJ.com | WSJ.com/Asia
- WSJ.com/Europe
- Mansion Global
- LuxuryRealEstate.com
- BerkshireHathawayHS.com
- BHHSLuxuryCollection.com
- MansionGlobal
- WeChat
- UniqueHomes.com
- PropGOLuxury.com
- Financial Times of London
- InternationalMLS.com
- LuxuryRedefined.com

Social Media Asset Display (IG + FB)

Print Listing Collateral

Property Feature BHHSGA New Listings eNewsletter

The Collective Digital Magazine

Broker Open

Open House

### OFFICE PROMOTION

Sales Meetings, Social, eNewsletter

### PRINT/DIGITAL ADVERTISING (TBD)

ABC Home of the Day, Modern Luxury Atlantan and Interiors, Prestige and more.

### AFFILIATE LUXURY AND PR

Opportunity to be featured in local and global partnered media - PRINT, DIGITAL, SOCIAL:

- Mansion Global
- Wall Street Journal
- Robb Report
- Haute Residence
- New York Times
- Travel + Leisure
- Architectural Digest, etc

Submission to affiliate for

- Luxury Lens IG/Social
- Home Page Feature
- Luxury Collection Stories online
- Featured Residence

Highlight/Dedicated Social Media Promotion on BHHSGLuxury

### ADDITIONAL SERVICES

Listing Refresh Session  
revitalize stagnant listing and boost exposure/interest

Exclusive Luxury Listing Performance Analysis  
provide accessible analytics across BHHSGA/LuxuryRedefined.com, LuxuryRE.com, Zillow, as available.

This marketing overview provides an example of what one should request and expect to receive for their luxury marketing plan. Each marketing plan will be highly customized to the seller's expectations and the investment in marketing will vary based on the caliber of the listing. Please note that items listed for consideration will be submitted and Associate will be notified if selected. Items listed may change due to demand/availability.



LUXURY  
COLLECTION<sup>SM</sup>

LUXURY REAL ESTATE **DEFINED**

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