

A tailored marketing campaign

Designing custom strategies

With a comprehensive understanding of your home's position in the market and a pricing strategy to meet your goals within an acceptable time frame, our marketing team will develop and execute a custom strategy to promote your home to the target audiences we have identified. Professional photographers will capture images of your home that stand out on the pages of world-class publications. Our designers and copywriters will work together to build campaigns that may include direct mail, online and print advertising, social media, and high-end showcase exposés in targeted shops throughout our global network. We will market your property to prospective buyers, whom we have specifically identified both within and outside our network, and among our existing portfolio of shops throughout the Americas and around the world.



Full service marketing and advertising:

- ◆ Professional, high-quality creative assets
- ◆ Engel & Völkers brand recognition
- ◆ Advertisements in local, national, and international publications
- ◆ Preferred placements and branding on top real estate search sites
- ◆ Presence on the Engel & Völkers global website platform
- ◆ Social media and public relations



ADAM DONOVAN • ENGEL & VÖLKERS NEW YORK CITY
430 Park Avenue · 11th Floor | New York · NY 10022 | O 12126167600
Adam.Donovan@evrealestate.com | AdamDonovan.evrealestate.com

Comparative Market Analysis

Research and results

When listing your property with Engel & Völkers, you receive the invaluable benefits of its exposure to our highly targeted contacts, shops, and advisors across the street, country, and world. The listing process begins with a comprehensive analysis of your property by an Engel & Völkers advisor who uses proprietary tools to create a Comparative Market Analysis that includes a pricing and marketing strategy, giving your

home a greater chance of finding the best buyer in an acceptable time frame. A Comparative Market Analysis performed by an Engel & Völkers advisor is one of our essential services; it ensures the most accurate assessment of your home's value based on data and information that includes current and historical real estate activity in your market.

Our property pricing perspective:

- ◆ Detailed knowledge of the local market provides insight into the buyer's perception of the home's value.
- ◆ Accurate pricing based on Comparative Market Analysis is key to achieving the best possible value from the sale of your home.
- ◆ Starting with an accurate price from the outset will yield the highest results.
- ◆ Interest in a home decreases the longer the home remains on the market.
- ◆ Certain home improvements may be suggested to help it sell; however, in some instances, the portion of the price related to home improvements may be less than the actual cost of improvements.
- ◆ An offer will typically be lower than the listed price but can be negotiated higher as an offer also signifies that a connection to the home has already been made.



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Outlining our strategy

An in-depth look

Following an initial assessment, we prepare a customized presentation in which we explain what our research and expertise have discovered regarding the value of your property. This tailored presentation will include our analysis of the market and who we've identified as the most qualified buyers for your property. We will share the specific steps we plan to take—inclusive of advertising, strategic placement within online real estate search engines, public relations and social media opportunities, direct mail strategies, and exclusive Engel & Völkers offerings—to maximize exposure of your property to the target audiences we've identified. We will also work together to determine a pricing strategy that meets your goals.

In providing this highly detailed view of the sales strategy, we are able to learn more about your expectations so we can make sure to meet and exceed them at every stage in the process.



Our measures for property marketing:

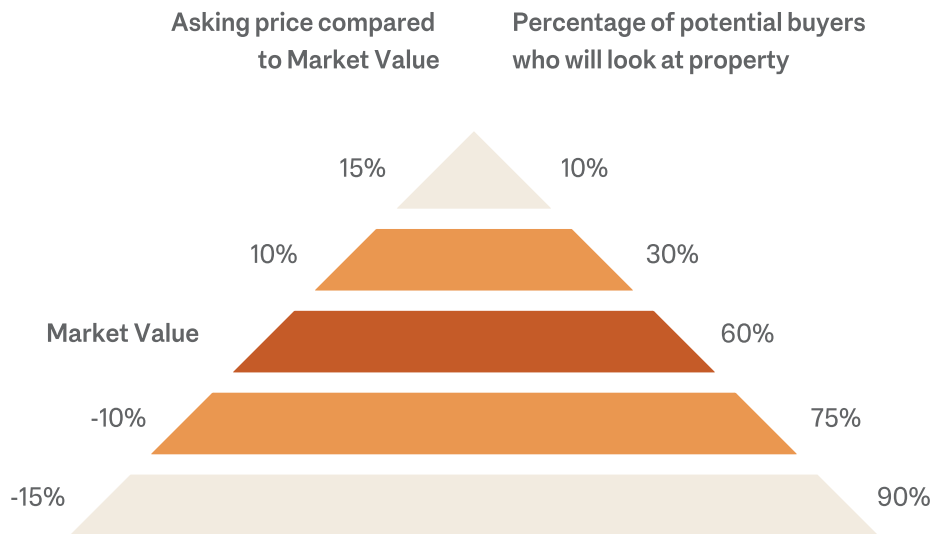
- ◆ Expert evaluation of the property
- ◆ Detailed analysis of the target audience
- ◆ Current local market activity and historical trends
- ◆ Marketing and advertising support
- ◆ Pricing strategy



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An effective pricing strategy

Listing to sell



To find the ideal buyer for a home, it must be exposed to a large, relevant audience of potential buyers. Because Engel & Völkers has shops and advisors spanning the globe, there are no boundaries to the exposure we can provide for your property. The market has a direct impact on the amount of attention a home will receive based on its listed price. Pricing above market value will get the

attention of fewer potential buyers, while pricing at or slightly below market value will attract more. As a trusted advisor, it is my passion and responsibility to understand market trends in order to create the most strategic listing and marketing strategies, inclusive of pricing, to ensure that you receive the best value for your home—allowing you to move on to the next phase of your life.



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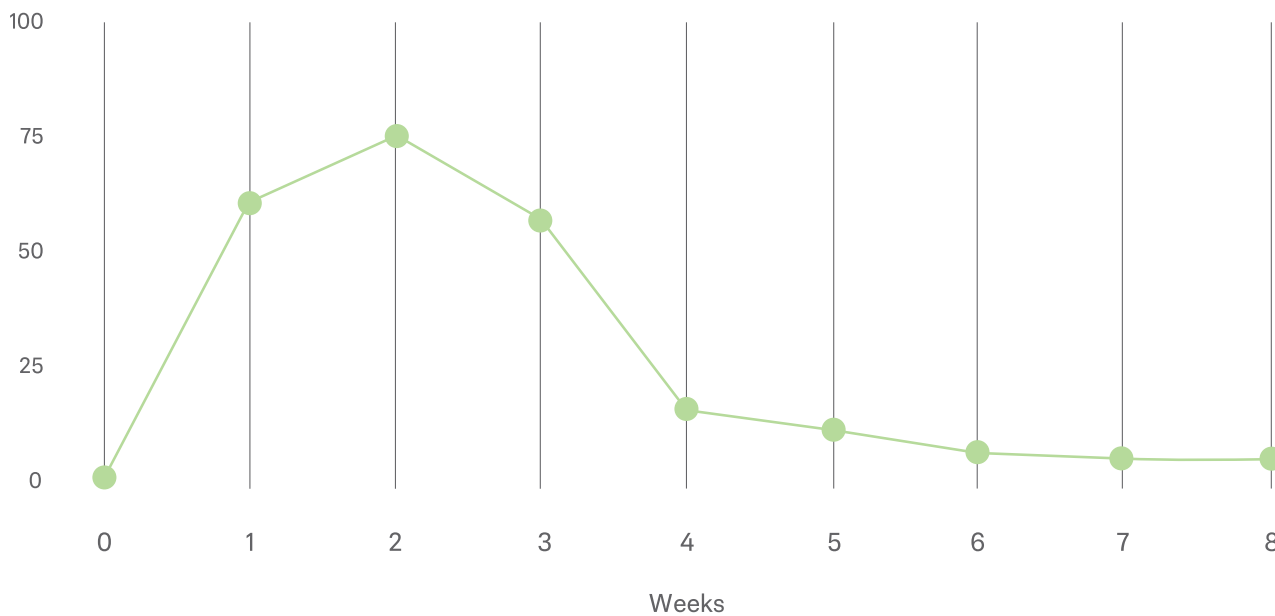
430 Park Avenue · 11th Floor | New York · NY 10022

M 443.668.6212 | O 212.616.7600

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Time and exposure

Know when to take action



The following chart demonstrates that interest and excitement among potential homebuyers are highest within the first four weeks a property is on the market. During this time frame, you have the best opportunity to apply Engel & Völkers' marketing programs, communicate the value of your property, and ultimately,

sell it. Preparation and an effective pricing strategy are crucial in capitalizing on this initial exposure, and your Engel & Völkers advisor is very experienced in strategically navigating through this critical time for optimal results.



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