

Professional photography and videography

Visual storytelling

Whether online or in print, your home has only one chance to make a great first impression with potential buyers. Because it takes only a few moments for an opportunity to be won or lost, it becomes all the more critical that your property is presented professionally and artistically. We only work with professional photographers and videographers who have earned our trust in the quality of their work. They are the best in their fields and produce work that captures the details and essence of a property's prominent features and assets.



On our websites, brochures, print advertising, and videos, exceptional presentation is an essential requirement of the Engel & Völkers brand that greatly increases your home's impact with potential buyers.



ADAM DONOVAN • ENGEL & VÖLKERS NEW YORK CITY

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

M 443.668.6212 | O 212.616.7600

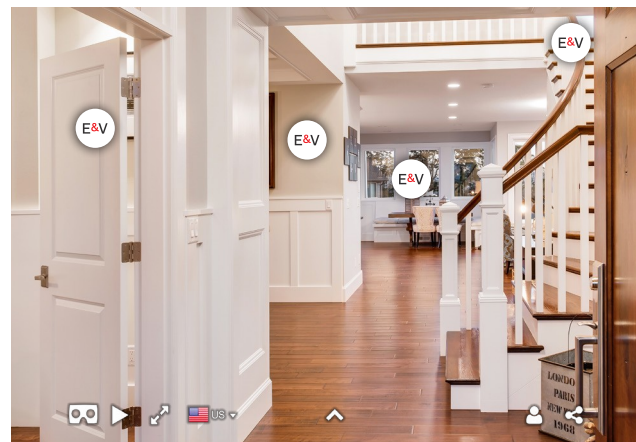
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Making virtual a reality

Bring your home to life

Every home has features that two-dimensional photography simply can't capture with distinction. Whether you're buying or selling a home, Engel & Völkers has virtual reality offerings to create an optimal experience. Clients can enjoy stunning 3D guided tours of Engel & Völkers listings to discover every aspect of a home, envision life there, and refine their search. As a seller, we provide an exceptional listing experience by including a virtual tour as part of our marketing strategy.

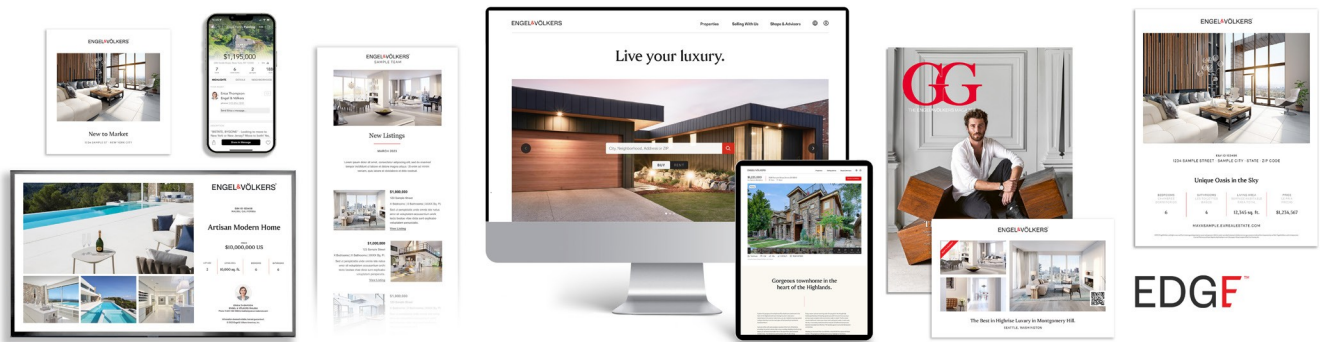
Our virtual reality technology allows prospective buyers from around the world to immerse themselves in your property in order to make a more informed decision. By leveraging Engel & Völkers' global reach and virtual reality offerings, the possibilities are endless.



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Global reach

Marketing with power



Engel & Völkers offers a distinct marketing portfolio to showcase every property at its finest to the greatest audience of potential buyers locally and across the globe. While there is no limit to our brand offerings, we work to identify the most influential marketing strategy to promote your specific property to whom we believe to be the ideal buyer.

Each Engel & Völkers shop has the ability to leverage our brand's national and international marketing resources to create customized, multi-channel campaigns for each property we market.

By identifying the unique qualities of a property and placing it in the context of current and trending market conditions, we then identify target market groups and create campaigns to provide maximum exposure alongside messaging and branding to attract the most qualified buyers. Our creative approach is backed by consumer data and testing to ensure we highlight your property in the best light.

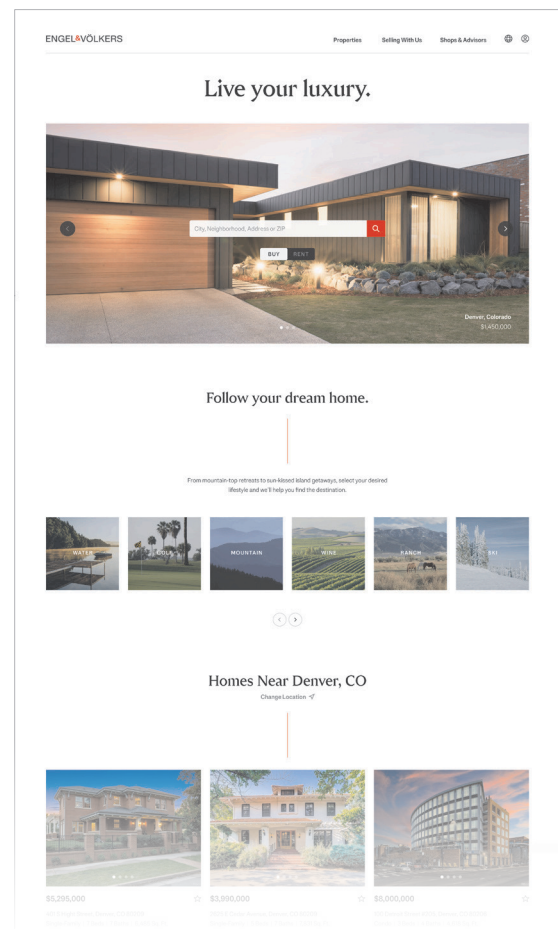


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A global online platform

Engaging qualified buyers

The Engel & Völkers global platform is the center of our integrated online marketing strategy. Inclusive of our local, national, and international sites designed to introduce and engage highly qualified potential buyers worldwide, our online presence receives over four million unique visitors every month. With the optimal consumer experience in mind, as well as innovative tools and functionality, the Engel & Völkers global platform increases engagement and interest to support the sale of your property. As part of an overall digital strategy, our shop-level websites concentrate on listing exposure to local and regional homebuyers, while potential buyers can discover our listings throughout the nation and the globe from our Engel & Völkers Americas and global sites for maximum exposure.



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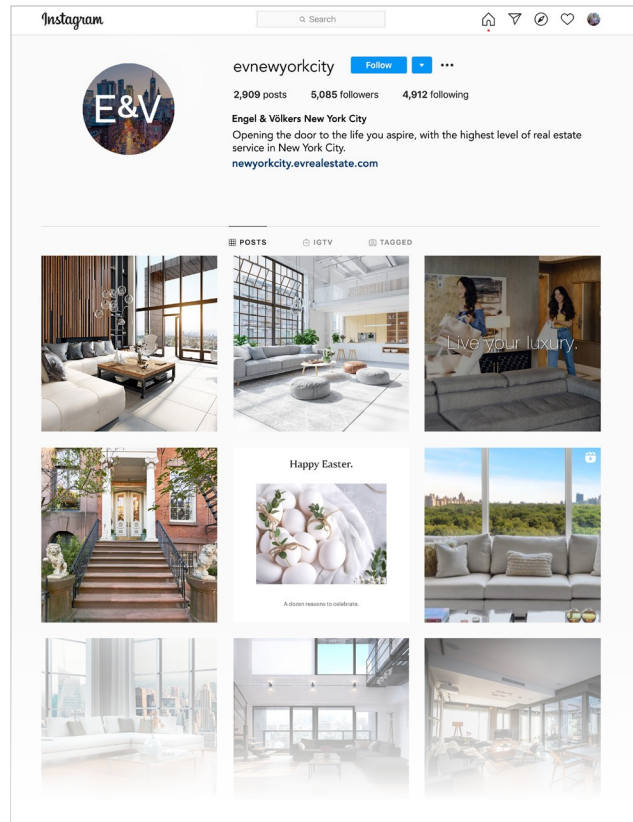
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Social media exposure

Engaging fans, sellers, and buyers

The Engel & Völkers network uses social media to connect with advisors, consumers, and influencers across the globe. The content, news, and listings we share engage and inform followers—ensuring that our brand, services, and premier properties remain a topic of conversation. As part of our social media strategy, we are located where our clients are and where potential clients want to be, provide content of value and enjoyment, and drive traffic to our properties. On a local level, our shop emulates this strategy with a focus on featuring notable listings like yours to increase their exposure to a targeted sphere of influence. We then rely on our global network to help amplify our properties worldwide.



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Multi-platform strategy

All encompassing reach

Local exposure:

- ◆ Access to Engel & Völkers advisor contacts and relationships
- ◆ Exclusive exposé display
- ◆ Inclusion in prominent local publications
- ◆ Local press opportunities
- ◆ Tailored property showings
- ◆ Premium yard sign
- ◆ Retail shop locations

Regional/National exposure:

- ◆ Access to Engel & Völkers Americas network
- ◆ Print advertising opportunities include:
 - *Private Residences Americas*
 - *The Wall Street Journal*
 - *Architectural Digest*
 - *Forbes Magazine*
 - *Private Air*
 - *Town & Country*
 - *Modern Luxury*
 - *Mansion Global*

International exposure:

- ◆ Access to Engel & Völkers' global network
- ◆ Worldwide exposés display
- ◆ Print advertising opportunities include:
 - ◆ *Financial Times*
 - ◆ *GG magazine*
 - ◆ *Globe and Mail*

Online exposure:

- ◆ engelvoelkers.com
- ◆ evrealestate.com
- ◆ shop.evrealestate.com
- ◆ Engel & Völkers social media platforms
- ◆ Apartments.com
- ◆ FinancialTimes.com
- ◆ JamesEdition.com
- ◆ Juwai.asia
- ◆ Juwai.com
- ◆ Listhub
- ◆ Listhub Global
- ◆ MansionGlobal.com
- ◆ Realtor.com*
- ◆ WSJ.com
- ◆ Zillow*



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Americas Property Exposure

Marketing Plan

NATIONAL & LIFESTYLE PUBLICATIONS	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Modern Luxury Media												
Dolce Magazine												
Private Air												
Financial Times												
"Experience Luxury" Magazine from WSJ (top 100,000 high-net worth subscribers in top DMAs)												
REGIONAL LUXURY OPPORTUNITIES	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
WSJ Mansion Global												
Architectural Digest												
Town & Country												
Forbes												
Hamptons Magazine												
EXCLUSIVE ENGEL & VÖLKERS OFFERINGS	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
GG Magazine (quarterly distribution)												
Private Residences												
ShopTV												
EDGE™ Extensive Domestic & Global Exposure digital platform												
Global Cross Selling												
DIGITAL	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
evrealestate.com												
engelvoelkers.com												
ft.com (Financial Times)												
wsj.com (The Wall Street Journal)												
Barron's (properties 1 million+)												
PENTA (properties 1 million+)												
MarketWatch (properties 1 million+)												
Mansion Global (properties 1 million+)												
Juwai.com												
Juwia.asia												
jamesedition.com (properties over 500k euros)												
zillow.com (US and select Canadian markets)												
Trulia (US only)												
hotpads												
StreetEasy (in select US markets)												
Out East (in select US markets)												
realtor.com (US only)												
List Globally												
Listhub												
EDITORIAL	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Award-winning Media Listing Support (North American & international media support)												
SOCIAL MEDIA	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Multinational Facebook Inclusion (with promotion)												
Multinational Instagram Inclusion (with promotion)												
Multinational Twitter Inclusion												
Influencer Social Media Campaigns												