



BHHS Florida Realty's Luxury Collection Program

Marketing Portfolio for Luxury Properties

BHHS Florida Realty has created the most innovative advertising program in the industry to market luxury homes. This program puts your listing in front of millions of local, national and international affluent readers. If your listing qualifies, it will be advertised for the life of the listing, in the local advertising venues plus:



- **duPont Registry:** A BUYERS GALLERY of Luxury Collection, targets an affluent worldwide audience bringing your listings to prospective buyers. All copies are mailed or shipped directly to subscribers, celebrities, top executives and sports figures and sold at newsstands and airports. We will have a special 40-page insert in the Quarterly publication of the duPont Registry to display our Luxury Collection.

duPont Registry's new expanded international distribution includes copies of the magazine available to first-class and business-class passengers on 13 major international airlines, including British Airways, Air France, Japan Airlines, Virgin Atlantic and Lufthansa. Copies of the magazine are also available in the executive lounges. We place our listings directly into

the hands of the international buyer

- **duPont Registry Online Edition:** A BUYERS GALLERY of Luxury Collection, at www.duPontREGISTRY.com. Your Luxury Collection will be enhanced in the online edition of this upscale publication with additional photos, virtual tour link, custom ad copy, and a direct link to the listing agent to ensure immediate attention and follow up for online inquiries.
- **The Wall Street Journal Online Edition:** Real Estate boasts an average of over 6 million visitors per month. Your listing will be displayed and enhanced on the Find a Home portal on www.wallstreetjournal.com real estate. Your listing will be displayed with additional photos, virtual tour link, custom ad copy, and a direct link to the listing agent for immediate follow up for online inquiries.
- **Luxury Collection of Florida:** Is a BHHS Florida Realty's in-house quarterly magazine. 3,000 copies are distributed to 40+ BHHS Florida Realty locations throughout Florida.
- **Luxury Collection of Florida Virtual Magazine:** www.LuxuryCollectionOfFlorida.com
- **Professional Photography and Virtual Tours:** A professional photographer will take an average of five high resolution panoramic shots and six still photos of your Luxury Collection listing for use in your property's advertising and online virtual tours.

Global Internet Exposure: Your listing will be enhanced on the following websites:



- ❖ www.BHHSFloridaRealty.com
- ❖ www.realtor.com
- ❖ www.move.com
- ❖ www.moving.com
- ❖ www.msn.com
- ❖ www.wallstreetjournal.com
- ❖ www.dupontregistry.com

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Qualifications

How does a home qualify?

In order for a home to qualify for the Luxury Collection Program, the listing must meet the following criteria:

- Priced in the top 10% of market in which it is located (per table below) throughout the duration of the listing
- A minimum of a 6-month listing
- A minimum of 3% commission on the listing side
- Original architectural renderings if under construction
- No vacant land / tear downs
- No assignable contracts (flips)
- No commercial (rental properties)

Other requirements and advisories

- The Luxury Collection application must be completed in full, signed and submitted by the branch manager and must be accompanied by a copy of the listing contract and MLS print out.
- The Marketing Department must receive all completed paperwork **within two weeks** (or 14 days) from the date the listing contract is executed.
- Professional photos and virtual tours are 100% paid by BHHS Florida Realty as follows: Standard virtual tour which includes 5 panoramas and 6 still photos. If the property is under construction, an original architectural rendering must be submitted at the time the application is sent over.
- As soon as the Luxury Collection Application is approved and processed by Marketing, professional photos are ordered. BHHS Florida Realty is not liable to pay for professional photos ordered by sales professionals. The photographers will not shoot the tours before the properties are entered into the vendors system. Your help is requested to maintain good relations the photographers, so please refrain from asking them to photograph before the listing has been entered into the system.

NORTHEAST		SOUTHEAST		SOUTHWEST		WESTCENTRAL	
St. Lucie County	\$600,000	Miami-Dade Co	\$700,000	Lee County	\$800,000	Charlotte County	\$800,000
Fort Pierce	\$600,000	Aventura	\$750,000	Cape Coral	\$800,000	Burnt Store Marina	\$800,000
Port St. Lucie	\$600,000	Brickell	\$1.25M	Fort Myers	\$800,000	Englewood	\$800,000
Martin County	\$700,000	Coral Gables	\$1.25M	Fort Myers Beach	\$800,000	Port Charlotte	\$600,000
Palm City	\$750,000	Coconut Grove	\$1.25M	Bonita Springs	\$800,000	Punta Gorda	\$800,000
Stuart	\$800,000	Homestead	\$700,000			Sarasota County	\$800,000
Palm Beach County	\$700,000	Pinecrest	\$1.25M	Collier County	\$800,000	North Port	\$600,000
Boca Raton	\$900,000	Miami Beach	\$1.25M	Marco Island	\$1M	Venice	\$800,000
Boynton Beach	\$700,000	South Miami	\$1.5M	Naples	\$1M	Hillsborough County	\$800,000
Delray Beach	\$900,000	Broward County	\$700,000			Sun City Center	\$600,000
Highland Beach	\$1.25M	Coral Springs	\$900,000			Manatee County	\$800,000
Jupiter	\$950,000	Davie	\$1M			Bradenton	\$800,000
Ocean Ridge	\$1.25M	Ft. Lauderdale	\$1M			Sarasota County	\$800,000
Palm Beach Gardens	\$950,000	Parkland	\$1.25M			Venice	\$800,000
Wellington	\$775,000	Pembroke Pines	\$700,000			Escambia County	\$600,000
Orange County	\$800,000	Plantation	\$800,000			Pensacola	\$600,000
Orlando	\$800,000	Pompano Beach	\$1M				
Seminole County	\$800,000	Sunrise	\$900,000				
Osceola County	\$800,000	Weston	\$900,000				
Polk County	\$800,000						