

DISTINCTIVE COLLECTION

by
**Better
Homes
and Gardens**
REAL ESTATE

MARKETING OPPORTUNITIES

Marketing luxury real estate is both an art and a science. The Distinctive Collection by Better Homes and Gardens® Real Estate carefully blends the two, attracting high-end sellers and marketing to high-end buyers. Sellers of distinctive homes expect your marketing program to be exclusive and to promote the uniqueness of their property by using distinctive branding and marketing tools.

ONLINE & DIGITAL

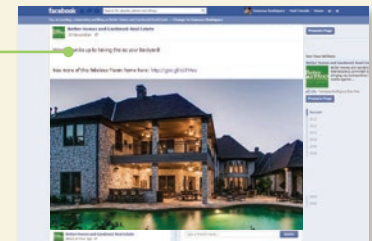
- **bhgrecollection.com Website**

Listings are displayed on BHGRECollection.com, our dedicated luxury site. Users can browse the site and search for listings as well as view details on a specific listing. Users can also easily contact the listing agent or office for more information.



- **Distinctive Destination of the Week**

Each week, we post a new Distinctive Collection listing on our consumer social media pages. This helps our affiliated real estate professionals broaden their marketing sphere and reach loyal BHGRE® fans.



- **Listing Feeds in WSJ.com and RobbReport.com**

Distinctive Collection listings also receive high value exposure to domestic and international luxury buyers on well-known websites such as WSJ.com and RobbReport.com.



- **Distinctive Collection Listing Presentation**

Created with smartphones and tablets in mind, this presentation reads like a beautiful digital magazine, especially on mobile devices. This is a great piece to show when starting the conversation with luxury clientele.



- **Digital Marketing Templates**

High-quality Distinctive Collection digital marketing materials can be fully customized for your luxury property. These have a luxurious look-and-feel that speaks to the Distinctive Collection consumer.



• **Distinctive Listings and Distinctive Sales Brochures**

These beautifully designed PDF's highlight and promote the exceptional properties represented nationally by BHGRE®. They are designed for use in listing presentations and for professional marketing, and they are also on our website for direct-to-consumer use. A customizable template is available for affiliated real estate professionals to create their own listings and sales brochures.



• **Town & Country Magazine**

Distinctive Collection-designated real estate professionals can submit their listing to be featured in our full-page listing ads in *Town and Country* magazine. These ads are aimed at a highly affluent readership that travels widely, owns multiple vacation homes around the world, and has a refined sense of style and design.

• **Distinctive Collection Brochure**

This brochure is the perfect leave-behind to detail the luxury expertise a Distinctive Collection-designated real estate professional provides. It also shows why they are uniquely positioned to serve their clients' high-end real estate needs.



• **Distinctive Collection Portfolio Box**

Present Distinctive Collection materials in style with this beautifully crafted presentation box. Wrapped in luxurious faux-leather paper, this box features silver embossing, a magnetic closure and a large pocket for listing materials.

• **Print Marketing Materials**

High-quality Distinctive Collection print materials can be fully customized for your luxury property. Their upscale look-and-feel appeals to the Distinctive Collection consumer.

