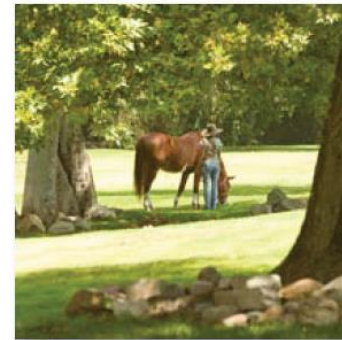


Dilbeck Estates Marketing

Dilbeck Estates is proud to be affiliated with Christie's, the world's oldest fine art auctioneer and Christie's International Real Estate, the world's largest network of independent real estate brokers specializing in the sale of estate properties. Dilbeck Estates is the *exclusive* affiliate of Christie's International Real Estate in our market area.

The Christie's International Real Estate network includes 935 offices and 132 brokerages, including firms throughout the United States and 42 other countries. The combined global networks of Christie's and Christie's International Real Estate, both market leaders in the sale of luxury goods, create a world-class showcase for distinguished real estate. No other network offers this level of international visibility to proven buyers of high-value property.

Christie's International Real Estate provides a variety of marketing options designed to reach potential buyers worldwide. Your Dilbeck Estates Sales Partner will present how Christie's International Real Estate media will enhance the marketing of your fine home.



Marketing Plan

Traditional networking, print and virtual options for comprehensive and integrated marketing plans.

- ✓ Submit your home to the Multiple Listing Service (MLS)
- ✓ Include your property on christiesrealestate.com, dilbeckestates.com, and many other sites, reaching millions of prospective buyers
- ✓ Discuss and develop showing procedures to meet your personal needs
- ✓ Create a strategic advertising program to fit your property
- ✓ Develop a full color printed flyer/brochure highlighting the features of your home
- ✓ Create a unique Property Website for your property with unlimited photos and text
- ✓ Post a YouTube video about your property and share with social media outlets
- ✓ Tweet about your property on Twitter
- ✓ Reference the unique URL created by Dilbeck's AddressDirect program in ads and printed materials to drive traffic directly to your property
- ✓ Place a Dilbeck Estates Christie's International Real Estate sign on your property
- ✓ Provide information about your property to our Dilbeck Sales Partners via our unique E-Flyer program
- ✓ Contact top agents in our market area with information about your property
- ✓ Recommend changes to make your property even more attractive to buyers
- ✓ Tour your home with office associates and inform them of all its features
- ✓ Utilize the efforts of fourteen offices and over 600 sales partners to successfully market and sell your home
- ✓ Promote your home at the local Real Estate Association meetings
- ✓ Invite cooperating brokers in your area to tour your home
- ✓ Get feedback from Realtors® who have shown your home to their clients
- ✓ Communicate changes in the real estate market that may have an impact on price or current financing
- ✓ Meet with you frequently to review activity on your home and analyze results
- ✓ Provide copies of your multiple listing data, advertisements and information sheet



Global Connections

We have the resources to reach the national and international relocating buyer through our Relocation and Corporate Services Department.