



LUXURY



LUXURY MARKETING PLAN

THE FUTURE OF LUXURY

Evolved from innovation and dedication to providing the best luxury experience in the real estate industry, eXp Luxury offers a white glove service that will serve you on a global level .



WORLD-CLASS MARKETING.
TOP DOLLAR RESULTS.

ANTONIA GRISANTY

With over a decade of experience in high-end real estate, I have developed a keen eye for exceptional properties and an understanding of the nuances of the luxury market. My expertise lies in connecting discerning clients with exquisite homes that not only meet their needs but also exceed their expectations. My background in marketing and design allows me to present each property in its most captivating light, highlighting its unique features and craftsmanship. I believe in offering a bespoke service, tailored to the individual desires and lifestyles of my clients. Navigating the complexities of luxury real estate requires not just market knowledge, but also discretion, dedication, and a personal touch, all of which are fundamental to my approach. For me, it's not just about transactions; it's about creating lasting relationships and helping clients find their dream homes in the exclusive corners of Houston.



Client Testimonials

I wanted to take a moment to express our gratitude for the incredible work you've done as our realtor. Your dedication, professionalism, and expert guidance throughout the entire process have truly made a significant impact.

Your suggestions were not only insightful but also demonstrated a deep understanding of our needs. Your commitment to ensuring a seamless experience did not go unnoticed, and we felt well-supported at every step.

We are more than satisfied with the service you provided, and without hesitation, we highly recommend your expertise to anyone in need of a top-notch realtor. Your commitment to excellence sets you apart, and we are grateful to have had you on our side. Thank you once again for your outstanding service. – The Ayala's

Antonia is absolutely amazing!!! What truly stood out to me was her profound understanding of the Texas local real estate market. Despite our physical absence, she offered us invaluable insights and guidance regarding the available properties that catered to our specific needs. She swiftly grasped our home location and school preferences, narrowing down the choices to ones that impeccably suited us. Her dedication and willingness to go the extra mile are truly exceptional! I wholeheartedly recommend her services! – Lucia Herrera

WHY EXP LUXURY

FRANCE • PORTUGAL • ITALY • GERMANY • SPAIN

UNITED KINGDOM • POLAND • BRAZIL • COLOMBIA • SOUTH AFRICA

HONG KONG • INDIA • ISRAEL • DUBAI • AUSTRALIA

NEW ZEALAND • MEXICO • PUERTO RICO • GREECE



The First Cloud Brokerage
Connecting Luxury Globally.

Singular Global Reach

eXp Realty is the fastest-growing real estate tech company in the world, with more than 90,000 agents in the United States, Canada, the United Kingdom, Australia, South Africa, India, Mexico, Portugal, France, Puerto Rico, Brazil, Italy, Hong Kong, Colombia, Spain, Israel, Panama, and Germany, and continues to scale internationally. Our unparalleled global reach means we connect with buyers and investors all around the globe to help drive top-dollar results for our clients.

- Direct access to 24 global markets / 90,000 agents
- More exposure for your listing
- More networking opportunities



OUR MARKETING



Property Marketing

At eXp Luxury, we set the industry standard in luxury property marketing, combining innovative digital strategies and deep market knowledge to showcase properties to a global audience. Our approach is complemented by traditional marketing excellence, with bespoke print materials designed to captivate discerning buyers. This blend of modern and classic techniques, executed by our team of seasoned professionals, positions eXp Luxury as a leader in the luxury real estate market.

Nobody Does More To Bring You **Top Dollar Results**

- Elite luxury advertising
- Award-winning photo + video
- Global exposure in 75+ countries
- Immersive Technology
- Affluent Buyer Targeting



Unparalleled Luxury Advertising

- JamesEdition
- Mansion Global
- Robb Report
- Unique Homes
- Barrons
- MarketWatch
- Wall Street Journal
- Luxury Estate
- UPMKT
- 80+ International Sites
- + more

INTERNATIONAL ADVERTISING

The world's international buyers are becoming more and more mobile and are seeking out content that is tailored to their needs. We help you reach them through our global network of partners.

100+ International Advertisers
70+ The World's Top Countries

INTERNATIONAL ADVERTISING

SEE IN ACTION

MANSION GLOBAL

ONLY THE EXCEPTIONAL

Mansion Global is the premier digital real estate platform for the world's most affluent and elite buyers. We provide a curated selection of the world's most exclusive properties, including luxury homes, estates, and commercial real estate.

2.3x Unique Users
50% Increase in Engagement

MANSION GLOBAL

SEE IN ACTION

UNIQUE HOMES

Unique Homes is the premier digital real estate platform for the world's most affluent and elite buyers. We provide a curated selection of the world's most exclusive properties, including luxury homes, estates, and commercial real estate.

UNIQUE HOMES

SEE IN ACTION

UPMKT

HOMES OF STYLE & DISTINCTION

An international publication dedicated to curate real estate and the people who love it. Follow the latest trends in home design, architecture, trending communities and cities, and a lot more.

UPMKT

SEE IN ACTION

THE WALL STREET JOURNAL

WSJ.com reaches an elite global audience of 4.4 million digital readers per month who seek the news and information critical to their business and personal lives.

Fast Circulation
Highest Rate of Executive Readability

THE WALL STREET JOURNAL

SEE IN ACTION

BARRON'S

99% of all Barron's readers are high net worth individuals.

BARRON'S

SEE IN ACTION

Robb Report

MAGAZINE FOR THE LUXURY LIFESTYLE

Robb Report is a luxury lifestyle magazine that provides a unique perspective on the world's most exclusive properties, including luxury homes, estates, and commercial real estate.

\$2.75M Annual Revenue

Robb Report

SEE IN ACTION

MarketWatch

MarketWatch is a website that provides financial information, business news, and market data. It is a subsidiary of Dow Jones & Company, a member of News Corp.

40% of subscribers use MarketWatch to make personal investments

MarketWatch

SEE IN ACTION

facebook

Facebook is the premier social networking platform. It allows a broad range of users to connect with each other, share content, and build relationships.

facebook

JAMES EDITION

JamesEdition connects buyers and sellers worldwide, to facilitate the most important personal transactions. Users can explore 200,000+ luxury homes, estates and villas for sale in one simple search.

200,000+ LISTINGS
120 COUNTRIES
7,000+ TRUSTED SELLERS

JAMES EDITION

YouTube

YouTube is a video sharing platform that allows users to upload, view, and share videos. It is a subsidiary of Google.

YouTube

LUXURYESTATE

LuxuryEstate is a website that provides information about high-end real estate. It is a subsidiary of News Corp.

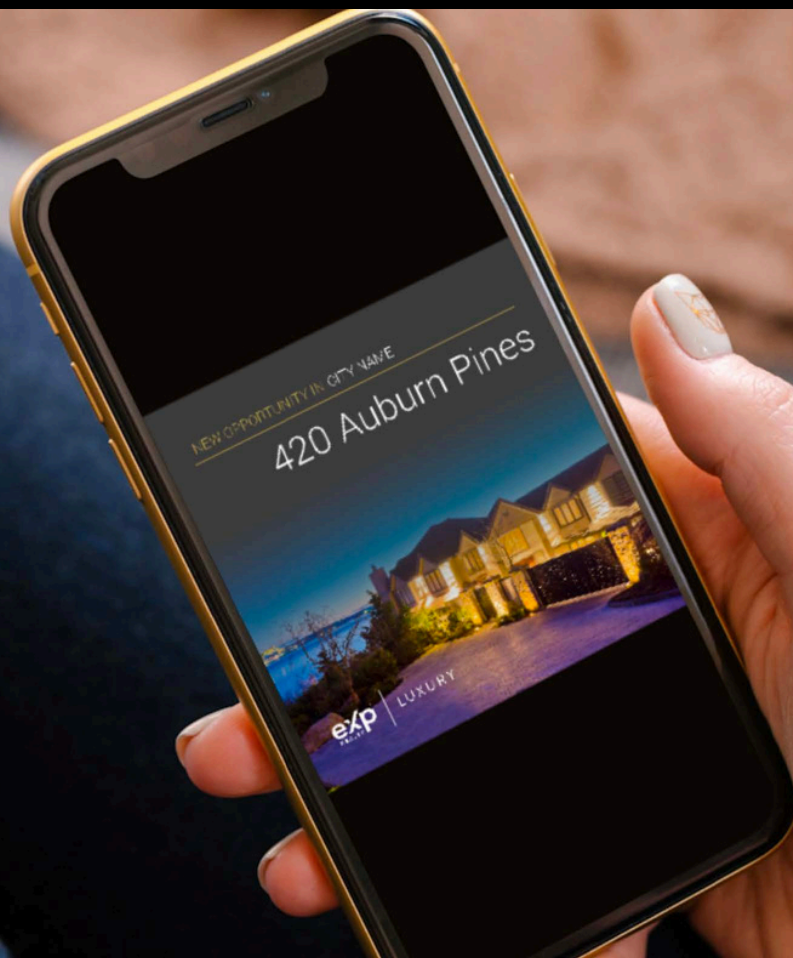
OVER 500,000 LUXURY HOMES
120 COUNTRIES

LUXURYESTATE

The Technology of Luxury

Our approach involves the use of advanced virtual technologies that enhance images and create captivating virtual tours. This ensures that your home is presented in the most impressive manner, capturing every detail and feature. We ensure that your property stands out on social media platforms and is accessible to users across various mobile devices, offering a seamless viewing experience.

We are also dedicated to keeping you informed at every stage of the selling process. Our commitment to providing real-time reporting and thorough analysis means you are always updated and involved in the journey of selling your home.



How we use Technology

INTELLIGENT

- AI Driven Buyer Targeting
- Strategic Market Analysis
- Robust Performance Tracking

GLOBAL

- eXp Luxury Global Network
- 100+ International Search Sites
- Key Investor Markets

VIRTUAL

- Photorealistic Renderings & Floor Plans
- Remote Showings Globally

SOCIAL

- Showcase to eXp's 92,000+ Social Audience
- Intensive Social Video Advertising

MOBILE

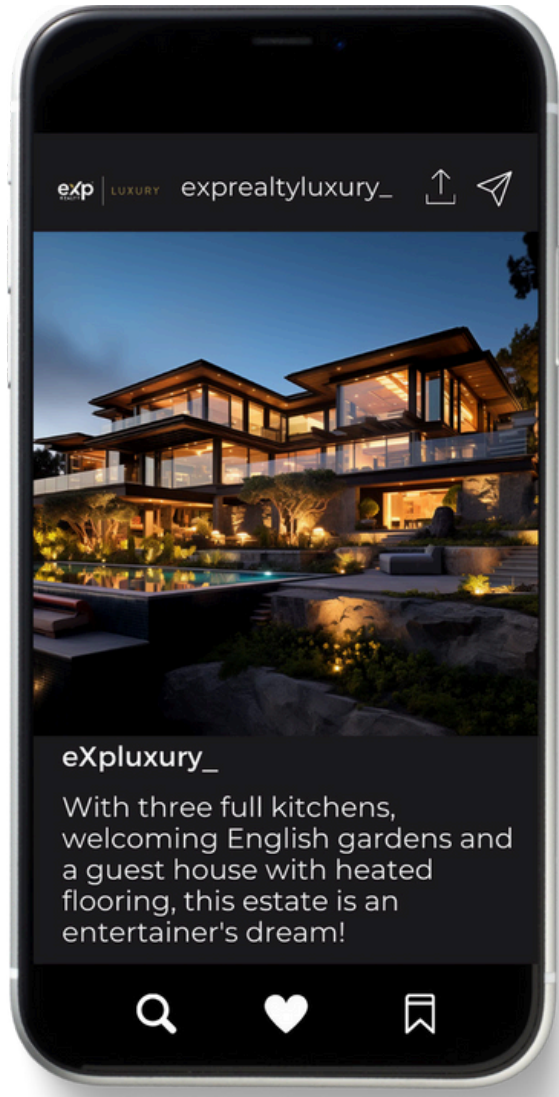
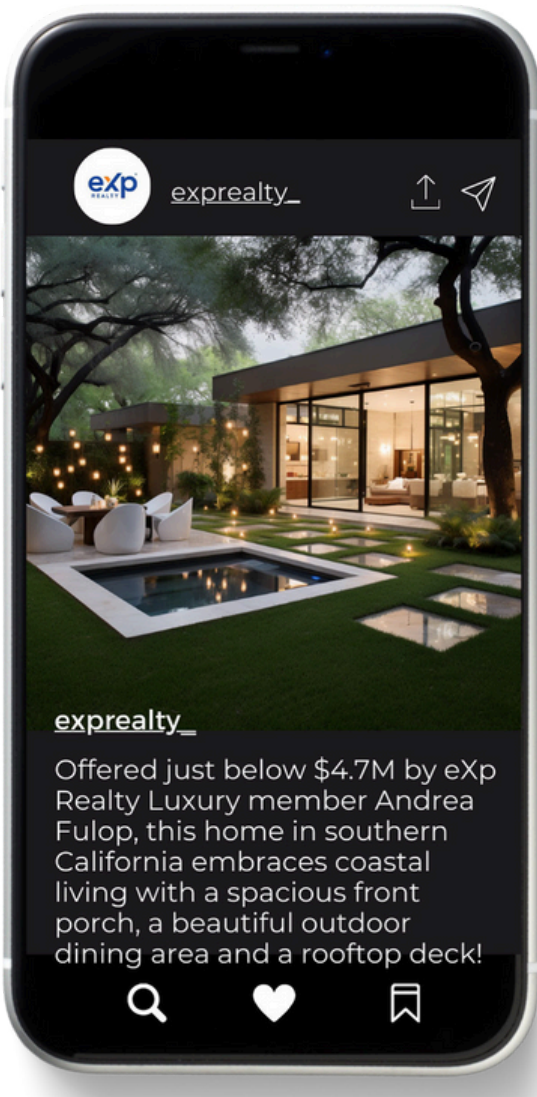
- Mobile-perfect Property Website
- Buyer Mobile Alerts

CONNECTED

- Fully integrated systems to deliver maximum exposure across all media

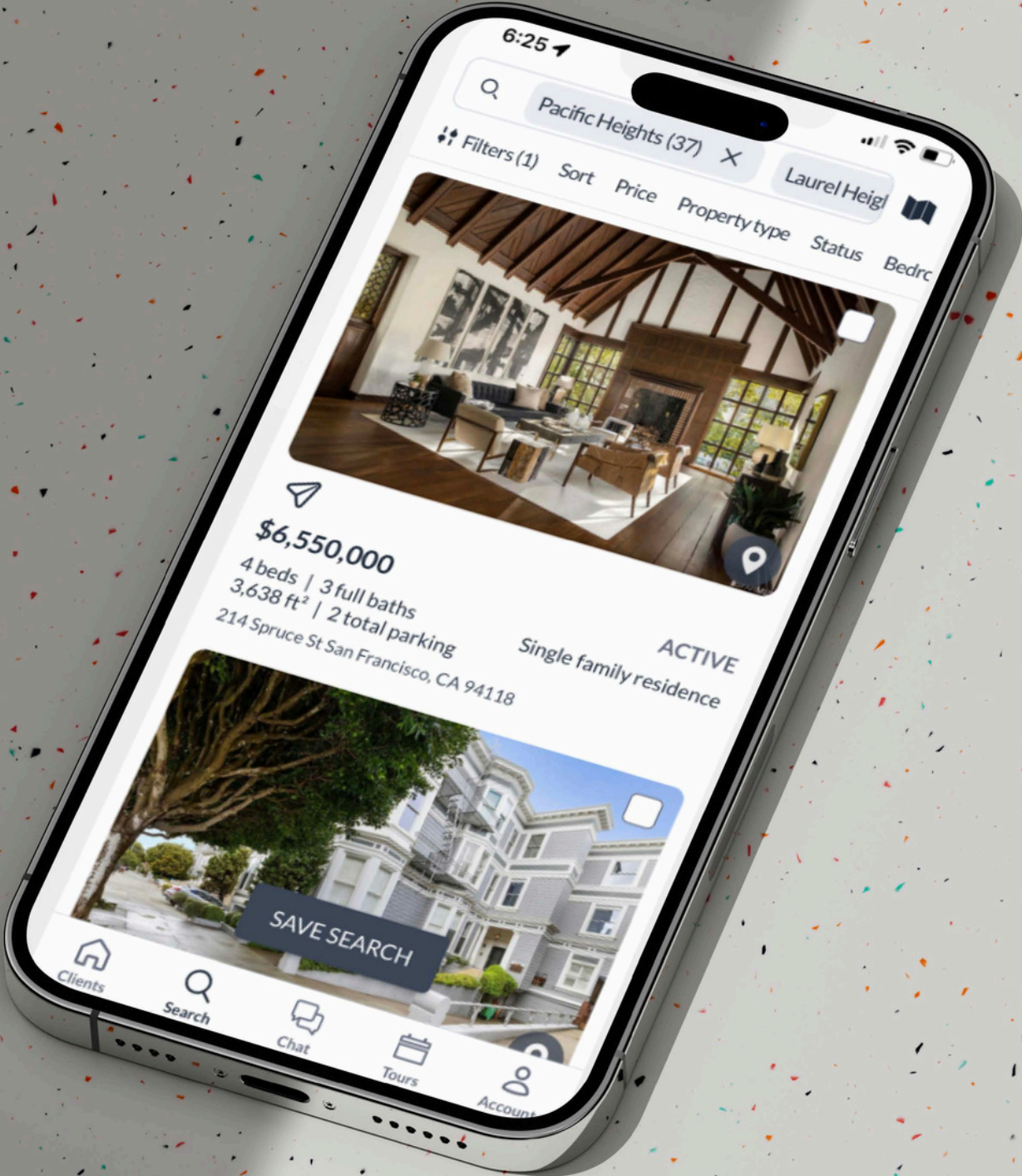


Social Presence



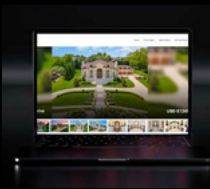
Your home will be featured on both eXp Realty and eXp Luxury channels, tapping into our extensive network with a combined reach of over 92,000 followers on Instagram alone. This exposure maximizes the visibility of your property to a broad and **engaged audience**.

For sellers prioritizing privacy and confidentiality in their home sale, we present eXp Exclusives. This innovative platform grants eXp Realty agents access to a comprehensive database of pre-market and off-market listings throughout the United States and Canada. It ensures sellers maintain the privacy they value, while offering buyers a competitive advantage with **early access to listings**.



Digital Marketing

In the digital-first era, eXp Luxury recognizes the importance of online presence for luxury properties seeking global exposure. We deploy sophisticated digital marketing strategies, connecting your property with a refined audience of high-net-worth individuals. Leveraging our presence on elite real estate platforms, targeted social media initiatives, and effective SEO, eXp Luxury ensures unparalleled visibility for your listing. This strategic digital approach complements traditional marketing, creating a holistic strategy focused on selling your luxury property efficiently and at a premium value.



WEBSITE

A dedicated website for your property acts as a 24/7 open house, allowing potential buyers to explore its features at their convenience.



VIDEO

High-quality videos offer an engaging way to showcase your property's lifestyle and features, capturing the attention of discerning buyers.



3D WALK-THROUGHS

A 3D walkthrough provides an immersive experience, allowing prospective buyers to tour the property virtually, deepening their connection before an in-person visit.



SOCIAL MEDIA

Strategic social media campaigns amplify your property's exposure, reaching a targeted audience of high-net-worth individuals likely to be interested in a luxury home.

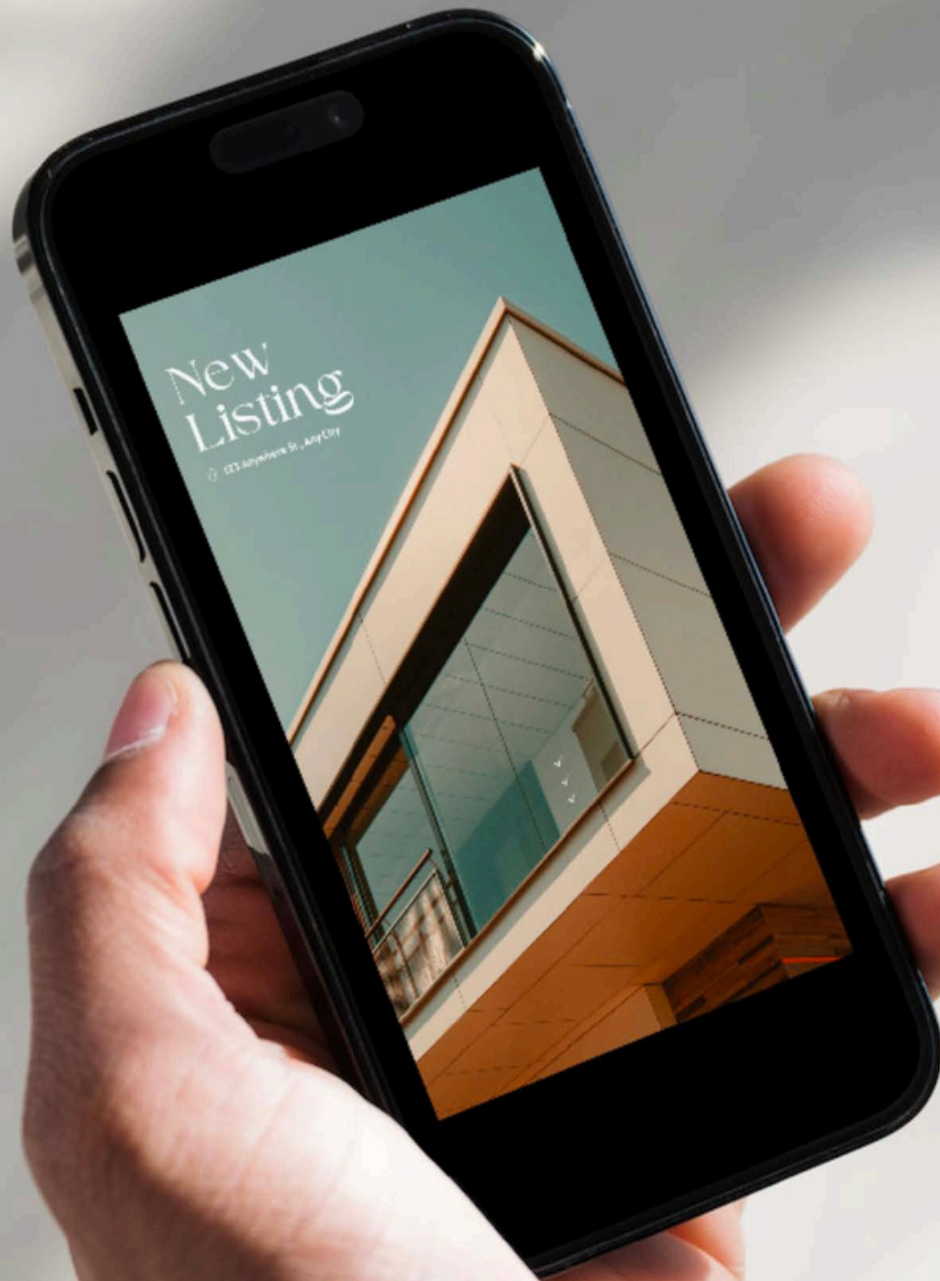


LISTING SERVICES

Premium listing services ensure that your property appears on top real estate platforms, increasing visibility among qualified buyers actively searching for luxury homes.

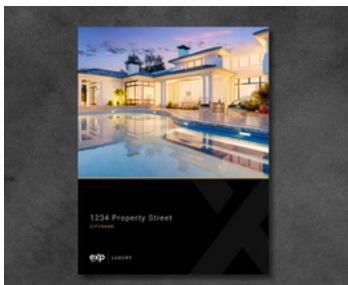
*Earned media outcomes are not guaranteed.

To further enhance your property's exposure, we will implement a strategic paid social media campaign. Our marketing experts will create bespoke advertisements, optimized for platforms like Facebook, Instagram, and more, to attract potential buyers. This approach ensures your property reaches not just a large audience, **but the right audience.**



Print Marketing

At eXpluxury, we utilize exquisite print materials, such as sophisticated brochures and flyers, to uniquely showcase your property. These high-quality materials provide a tangible experience, appealing to discerning buyers in a way that digital mediums cannot. Carefully distributed, our print marketing ensures your property remains prominent among a select group of affluent individuals, enhancing our all-encompassing marketing approach with a layer of sophistication.



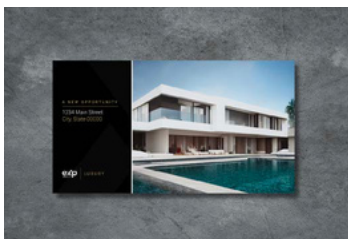
PROPERTY BROCHURE

A professionally designed property brochure serves as a tangible keepsake that showcases your home's unique features, keeping it top-of-mind for potential buyers.



LUXURY MAGAZINES

Featuring your property in upscale, lifestyle magazines targets a high-net-worth audience who appreciate the finer things in life, elevating your home's profile in circles that matter.



EXCLUSIVE EVENT INVITATIONS

Invitations to exclusive property-viewing events create buzz and urgency, attracting genuinely interested, high-caliber buyers to experience your home in person.



ADVERTISING

Strategically placed print ads in luxury-focused publications reach a curated audience of high-net-worth individuals, increasing your property's visibility.

Our print materials are crafted experiences, designed to captivate elite buyers. The luxury of high-quality paper and striking designs creates a lasting impression, elevating your property in the upscale market. By strategically distributing these elegant print materials, we ensure that your property commands attention in the most affluent circles, further **elevating its status**.



123 Property Street
CITY NAME

exp
REALTY | LUXURY

exp[®]
REALTY

LUXURY