



## Marketing Plan For International Property Developments

### Introduction to Investabroad Properties

Established in 2001, Investabroad Properties (IAP) is run from its offices in the centre of Birmingham, the second largest city in the UK, by its Managing Director Peter Veitch FRICS FNAEA, a Fellow of both the Royal Institution of Chartered Surveyors and the National Association of Estate Agents, who has over 40 years experience in the marketing and sale of international property.

IAP operates UK and international networks of estate agents, financial advisers, accountants, solicitors and other organisations for the sale of international properties and many other investment opportunities. IAP also has marketing arrangements with real estate agents and other professional businesses in several other countries in Europe and in Russia and adjoining states, the Middle East, North and South Africa, Australia, South America, Canada and the USA.

As well as marketing developments, re-sale properties and investments in over 30 countries through its networks, IAP also carries out a programme of direct marketing on behalf of its corporate and individual clients. In the case of exceptional and high value developments, IAP is able to target a select list of contacts of substantial wealth.

Selected properties and developments are marketed in association with the Mayfair real estate organisations. Mayfair International Realty (MIR) is a network of leading realtors in the USA, Canada and the Caribbean. This has joint head offices in London and Florida and provides UK and European support facilities to its network members. IAP is exclusively authorised to market selected high value or unusual properties and developments under the MIR name and brand, whilst the MIR network members have opportunities to promote selected developments to their local communities.

MIR is an associate company of Mayfair Office (MO) which has its head office near Oxford Street in the West End of London. Established in 1995, Mayfair Office supports a network of some 120 firms of leading independent estate agents throughout England, with others in Scotland, Wales and the Republic of Ireland. Some MO member firms are also members of the IAP Network in their own right, whilst the close links between IAP and MO enable all MO members to take advantage of the marketing opportunities provided by IAP.

In partnership with MIR and CountryClubUK, a leading private members' club with about 40,000 members (collectively, almost certainly the wealthiest club of its kind in the UK), IAP has created unique website marketing packages for the benefit of developers, agents and private owners.

IAP provides its network members and clients with a range of complementary services including foreign currency mortgages, currency exchange and transfer, insurance, independent legal advice, international tax services, off-shore company and trust facilities, property letting services and world wide removals and shipping.

### The Marketing Plan

There are four distinct, yet integrated, elements to the standard Investabroad Properties Marketing Plan for International Property Developments, all of which may be implemented, entirely or partly as appropriate, to provide developers with a most comprehensive marketing programme:

1. Marketing through the UK and overseas members of the Investabroad Properties Network
2. Direct marketing by Investabroad Properties
3. Marketing through the Mayfair organisations
4. Website Marketing Package in partnership with Mayfair International Realty

The standard Marketing Plan can be adapted and enhanced to suit the individual requirements of specific projects and developers.

### **1. Marketing through the Investabroad Properties Network**

- Distribution of electronic details and high resolution jpg photos or CGIs to UK network members for use as follows:
  - Create displays for windows and reception areas in their high street offices
  - Add to their 'property browsers' in their office receptions
  - Ongoing distribution to their overseas property database of prospective and past clients
  - Ongoing distribution to their general databases of past and current clients, applicants and business contacts
  - Ongoing distribution to the personal contacts of individual directors, partners, managers and senior staff
  - Create a feature for inclusion on their own websites; some also have a generic website page for international property with a hyperlink to the property search page of the IAP website
- Distribution of customised press release and suitable images to estate agent members of the network for ongoing distribution to their local newspapers and magazines; further progress press releases distributed when appropriate
- Distribution of professionally designed advertisement to estate agent members for use in local newspapers and magazines; network members are responsible for their own advertising costs
- Distribution of customised article to the financial adviser, accountant and law firm members of the network for inclusion in in-house printed or electronic newsletters which are, in turn, distributed to their clients
- Distribution of electronic details and images to overseas members of the network for similar uses to those of the UK network members; in certain cases, it may be appropriate to have the developer's marketing material made available in a language additional to English; this may apply to French, Spanish and Russian if details are to be distributed to IAP contacts in France, parts of Canada, North Africa, South America and Russia and its neighbouring states
- Distribution of electronic advertisement to database (held by IAP) of several thousand clients of IAP network members and direct to other network members for ongoing emailing; repeated at regular intervals
- When appropriate, IAP will also distribute a power point presentation specific to the development and its location, either provided by the developer or produced by IAP to a professional standard from the marketing material provided
- When appropriate, Investment Seminars will be arranged in partnership with selected network members who will host and promote the event; the power point presentation will be delivered by the IAP directors, although the project content may be delivered by a director of the developer or, when appropriate, the master agent

### **2. Direct marketing by Investabroad Properties**

- Distribution by IAP's PR consultants of electronic details and images to UK national newspapers, national and international property magazines, financial and topical magazines etc; depending on the publication concerned, this may take the form of a professionally drafted press release
- Distribution of electronic advertisement to IAP's own database of clients; repeated at regular intervals
- Telephone contact with clients registered for the type and location of the development concerned or for good quality investment opportunities
- Distribution of electronic details and images to other international property marketing companies with whom IAP has reciprocal referral arrangements
- Inclusion on the IAP website with appropriate 'thumb nail' features and detailed pdf e-brochures for down loading
- Investment Seminars as above, but in selected locations where there is no IAP network member; this may require an appropriate marketing budget from the developer

### **3. Marketing through the Mayfair organisations**

- Distribution of electronic details and images to all members of Mayfair Office by the MO Head Office; those MO member firms which are not also members of the IAP Network will have the option of whether or not to promote the development concerned and, if they elect to do so, can select from the comprehensive menu of marketing initiatives which will be offered to them, as listed in section 1 above

- Distribution of the project information to all realtor members of Mayfair International Realty in USA, Canada and the Caribbean; the MIR members will be encouraged to take advantage of the opportunity to promote the featured developments to their local communities, although this cannot be made mandatory; those which elect to do so will be provided with all available marketing material by IAP

#### 4. The Website Marketing Package

- The Website Marketing Package has been created jointly by IAP and MIR (the Partner Companies) to provide developers with a unique opportunity to have their projects featured in an exceptional package of websites, for as long as IAP is promoting the development, at minimal cost, which will be deducted in full from the commission payable to IAP in respect of its first sale; the initial payment in advance is required to enable IAP to meet its financial commitments to MIR and the other partners
- A major contributor to the package is CountryClubUK; this private members club has an individual membership of some 40,000, including many members of the UK nobility and aristocracy; most members, including many from overseas, enjoy substantial wealth and disposable income; it is the largest club of its kind in the UK and the collective wealth of its members is, almost certainly, considerably greater than in any other such organisation
- The CountryClubUK website offers developers a unique opportunity to have their projects featured in two different sections of the website's 'Property Office', namely the country in which the development is located and the investment section; participation may also lead to editorial features in the club magazine and the regular electronic newsletters, respectively posted and emailed to the entire membership, although this cannot be guaranteed
- This is the only way a developer can access the Mayfair International Realty and CountryClubUK websites
- The other current partners for this package are The Daily Telegraph newspaper, subject to the availability of the country concerned and Country Life magazine, subject to meeting its minimum property price; the Partner Companies cannot guarantee the continuing participation of these current partners
- Features of the Package include:
  - Inclusion on [www.mayfairinternationalrealty.com](http://www.mayfairinternationalrealty.com); averaging about 200,000 visits per month and increasing constantly; 264,000 visits from 50 different countries in one month; particularly strong in North America
  - Inclusion on [www.investabroadproperties.com](http://www.investabroadproperties.com); visited via hyper-links from the websites of many of the UK and overseas members of the IAP networks as well as direct
  - Inclusion on [www.countryclubuk.com](http://www.countryclubuk.com); providing unique access to immense purchasing power and with the facility of appearing in both the relevant country and investment sections
  - Inclusion on [www.telegraph.co.uk/property](http://www.telegraph.co.uk/property); the property section of the website of the most widely read quality newspaper in the UK; may not apply to certain countries
  - Inclusion on [www.countrylife.co.uk/property](http://www.countrylife.co.uk/property); the property section of the website of Country Life, one of the most widely read and leading society, property and lifestyle magazines; subject to property price criteria
- The charges shown below are examples and are for guidance; the Partner Companies will create a package to suit the type, number and prices of the developments concerned and any other relevant factors; the charges are shown in euros, but US dollar and sterling versions are available

Development size	Charge - €
Under 20 units	990
Between 20 and 100 units	1490
Between 100 and 500 units	1990
Over 500 units	2490

Discounts for multi listing at same time	Discount
2 or more developments	20% on all charges
4 or more developments	30% on all charges
8 or more developments	40% on all charges
12 or more developments	50% on all charges

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