



Marketing Plan For International Property Developments

There are four distinct, yet integrated, elements to the Investabroad Properties Marketing Plan for International Property Developments, as follows:

1. Marketing through the UK and overseas members of the Investabroad Properties Network
2. Direct marketing by Investabroad Properties (IAP)
3. Marketing through Mayfair Office and Mayfair International Realty members (see separate 'Introduction to IAP')
4. Our unique Website Marketing Package

This Marketing Plan can be adapted and enhanced to suit the individual requirements of specific projects and their Developers.

1. Marketing through the Investabroad Properties Network

- Distribution of electronic details, high resolution jpg photos or CGIs and other marketing material supplied by the Developer to UK and overseas Network Members for use as follows:
 - Create displays for windows and reception areas in their high street offices
 - 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
 - Inclusion in the international property section of their own websites
 - Direct telephone contact with selected applicants on their database
- Distribution of press release and photos to Network Members for onward distribution to their local publications
- Distribution of main development features and images for estate agent members to use in advertisements
- Distribution of article and images for inclusion in Network Members' in-house printed or electronic newsletters

2. Direct marketing by Investabroad Properties

- Distribution by IAP's London PR consultants of details and photos to selected national newspapers and magazines
- Distribution of electronic advertisement to IAP's own database of clients
- Telephone contact with clients registered for the type and location of the property concerned
- Distribution of details and images to other marketing companies which work with IAP

3. Marketing through the Mayfair organisations

- Distribution of details and images to all members of Mayfair Office for uses as listed in section 1 above
- Inclusion in newsletters featuring properties throughout Europe and distributed to realtor members of Mayfair International Realty in USA, Canada and the Caribbean

4. The Website Marketing Package – optional, but highly recommended

- This unique optional marketing facility enables Developers to have their project featured in an exceptional package of websites at minimal cost, which will be refunded in full from the first commission payable to IAP following its first sale
- This is a partnership between IAP and Mayfair International Realty and is the only way an owner can access the Mayfair International Realty website
- The Package results in the property being featured in the following websites:
 - www.mayfairinternationalrealty.com - benefits from worldwide visits and is particularly strong in the USA
 - www.investabroadproperties.com - visited via hyper-links from websites of IAP Network Members and direct
 - www.countrylife.co.uk/property - Country Life is read the world over and its website has a similar following; subject to Country Life's minimum price policy
- Our properties currently also appear on www.zoopla.co.uk and www.PrimeLocation.com, delivering up to 5 leads daily

- The charges shown below are payable only once and there is no time limit for a development to be featured on the websites; price changes and other changes of a minor nature can be made at any time without further charge
- The charges shown below are shown in sterling, but euro and US dollar versions are available on request; the table on the left indicates the scale of charges for different sized projects, whilst that on the right indicates the discounts available to Developers listing more than one project at the same time; all charges are exclusive of UK VAT or equivalent taxes in other countries
- The agreed charge includes separate and different features for different property types on the same development up to a maximum of five; although the main development description may be common to all, the summary details will be individual and, subject to availability, different images will be used or their order rotated
- The charges shown are also indicative and may be open to discussion and negotiation with IAP
- These charges apply to new developments only; for individual new properties or resales, please contact IAP for the applicable scale
- All information regarding the Website Marketing Package is correct at the time of distribution of this document; Investabroad Properties accepts no responsibility for any changes, which were outside its control, made after implementation of the package

Development size	Charge - £
Under 20 units	750
Between 20 and 100 units	950
Between 100 and 500 units	1250
Over 500 units	1750

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

Please direct all enquiries relating to this Marketing Plan to Peter Veitch FRICS FNAEA at Investabroad Properties Ltd.

Lonsdale House, 52 Blucher Street, Birmingham B1 1QU, UK

Telephone: 00 44 121 616 5108 Email: pv@investabroadproperties.com Mobile: 00 44 7801 800 201

www.investabroadproperties.com

