



Marketing Plan For Privately Owned International Properties

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 properties, 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 properties 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 Properties, all of which may be implemented, entirely or partly as appropriate, to provide owners or their agents 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 properties and their owners.

1. Marketing through the Investabroad Properties Network

- Distribution of electronic details and high resolution jpg photos 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 photos to estate agent members of the network for ongoing distribution to their local newspapers and magazines
- Distribution of suitable copy and photos to estate agent members to create their own advertisements for use in local newspapers and magazines; network members are responsible for their own advertising costs
- When appropriate, 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
- Distribution of electronic details and images to overseas members of the network for similar uses to those of the UK network members
- 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
- The network members are encouraged to distribute the information provided to their entire databases of clients, applicants and contacts and not to limit such distribution to overseas property applicants; the larger firms of estate agents, financial advisers and others may have databases numbering several thousand names in each case

2. Direct marketing by Investabroad Properties

- If appropriate, distribution by IAP's PR consultants of details and photos 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
- Telephone contact with clients registered for the type and location of the property concerned
- Distribution of electronic details and photos to other international property marketing companies with whom IAP has reciprocal referral arrangements
- Inclusion on the IAP website with appropriate 'thumb nail' feature and detailed pdf e-brochure for downloading

3. Marketing through the Mayfair organisations

- In the case of properties of special interest, distribution of electronic details and photos 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 property 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
- The most likely form of promotion by MO members who are not members of the IAP Network will be the use of a customised press release, with suitable photos, for onward distribution to their local newspapers and magazines, complemented by an office window or reception display
- Also in the case of properties of special interest, distribution to all realtor members of Mayfair International Realty in USA, Canada and the Caribbean; this will normally be in the form of a regular newsletter produced in London and including details of newly promoted properties which may be of interest to Americans and Canadians; the MIR members will be encouraged to take advantage of the opportunity to promote the featured properties 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 to provide property owners with a unique opportunity to have their property featured in an exceptional package of websites, for as long as IAP is promoting the property, at minimal cost, which will be refunded in full from the commission payable to IAP following the 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 owners a unique opportunity to have their property featured in two different sections of the 'Property Office', namely the country in which the property is located and the investment section, assuming this is appropriate; 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 an owner 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; 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; 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; providing unique access to immense purchasing power and with the facility of appearing in both the relevant country and investment sections, if appropriate
 - Inclusion on 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; 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 in euros, but sterling and US dollar versions are available on request; the table on the left indicates the scale of charges for a single property, whilst that on the right indicates the discounts available to owners listing more than one property at the same time and the 30% discount when renewing for a further six months

Website Package Charge for 1 Property	
Property Price - €	Charge - €
Under 150.000	150
150.000 – 500.000	225
500.000 – 1 million	325
1 – 3 million	395
Over 3million	495

Discounts for Multi-Registration	
Number of Properties	Discount
2 or 3	20%
4 or 5	30%
6 to 9	40%
10 or more	50%
Renewal after 6 months	30%

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