



## Marketing Plan For Privately Owned Resale Properties

There are four distinct, yet integrated, elements to the Investabroad Properties Marketing Plan for Resale Properties, 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 properties and their owners.

### 1. Marketing through the Investabroad Properties Network

- Distribution of electronic details and photos 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 property features and photos for estate agent members to use in advertisements
- Distribution of article and photos 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 to selected national publications for possible editorial feature
- 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 photos to other marketing companies which work with IAP

### 3. Marketing through the Mayfair organisations

- Distribution of details and photos to 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

- This unique marketing facility enables owners to have their property featured in an exceptional package of websites at minimal cost, which will be refunded (net of tax) from the commission payable to IAP following the 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](http://www.mayfairinternationalrealty.com) - benefits from worldwide visits and is particularly strong in the USA
  - [www.investabroadproperties.com](http://www.investabroadproperties.com) - visited via hyper-links from websites of IAP Network Members and direct
  - [www.countrylife.co.uk/property](http://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](http://www.zoopla.co.uk) and [www.PrimeLocation.com](http://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 property 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 are shown in sterling, but euro, US dollar or other currency 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 (or agents) listing more than one property at the same time; all charges are exclusive of UK VAT or equivalent taxes in other countries; any such taxes outside the UK will be the responsibility of the property owner
- The charges shown are also indicative and may be open to discussion and agreement with IAP
- These charges apply to individual properties only; for new developments, 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

<b>Website Package Charge for 1 Property</b>	
<b>Property Price - £</b>	<b>Charge - £</b>
Under 150.000	85
150.000 – 500.000	175
500.000 – 1 million	265
1 – 3 million	355
Over 3million	445

<b>Discounts for Multi-Registration</b>	
<b>Number of Properties</b>	<b>Discount</b>
2 or 3	20%
4 or 5	30%
6 to 9	40%
10 or more	50%
Renewal after 12 months	30%

For any queries relating to this Marketing Plan or for details of our terms and a copy of our Agency Agreement, please contact our Managing Director Peter Veitch FRICS FNAEA at Investabroad Properties Ltd.

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