

Marketing Strategy



Worldwide Online Marketing

- Marketing online through BrownHarrisStevens.com
- Marketing on the Luxury Portfolio International & Leading Real Estate Companies of the World websites.
- Marketing through our Worldwide Partners website.
- Additional online advertising through NYTimes.com, WSJ.com, Realtor.com, Juwai.com, Mansionglobal.com, Marketwatch.com and others. All of our listings are fed to the Real Estate Board of New York's syndicated listing system which sends listings to 200+ listing aggregators.



B2C

Direct to Customer

- Private Networking — Email campaign to our network of private clients and the NYC brokerage community.
 - Mail BHS Postcard to select buildings and our network of private clients.
 - We will hold Open Houses where appropriate by appointment only.
-

B2B

Direct to Brokerage Community

- Immediate Co-Brokerage within 24 hours to all residential broker members of The Real Estate Board of New York (REBNY).
- E-Blasts to our select list of top NYC brokers and other BHS Worldwide Partners.
- We will organize Broker Open House tours.



The Marketing Plan to Introduce Your Property

We will develop and execute a custom, multi-layered marketing program specifically for you.

We will continually communicate with you and provide progress reports as needed.

Objectives

- To create a buzz and excitement about your property in the market place.
- To position your property as the quintessential New York residence that buyers will want to call their home.
- To professionally present your property to the largest number of qualified buyers in New York City, North America and around the world with high quality print and digital marketing materials produced by our extensive in-house marketing department.



Staging and Preparing the Property for Market

In order to maximize the sales price, properties will sometimes need to be staged so it appeals to the largest number of prospective buyers as possible. In addition, staging reduces the time on the market, thus saving you monthly expenses in the process. Even the most beautifully decorated home will often need to make minor staging modifications to maximize buyer appeal.

Coordination of all the Marketing Materials before launch

We plan to hit the ground running with the marketing campaign. All materials will be ready so the buyers will have all information at their finger-tips.

Pre-Launch Public Relations

Prior to launch, we will work with Ashley Murphy, Brown Harris Stevens' Senior Vice President of Communications, to obtain appropriate publicity for the property—always with your review and approval.

We will draw attention to the unique aspects of your home by leveraging our extensive relationships with online, print, TV and other media outlets.

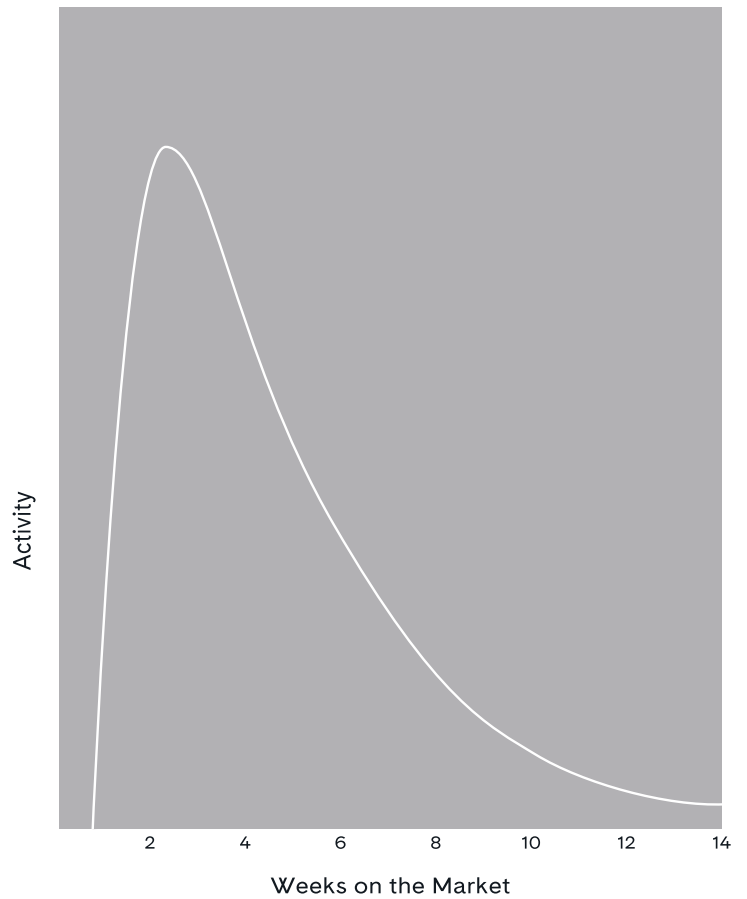
Showings

Organize, Schedule & Conduct

- All appointment requests will be coordinated with you in advance.
- Pre-screening of prospective purchasers to determine the seriousness of intent, financial wherewithal and ability to complete the sale.
- Move all the prospects into the bidding phase of the sales process – i.e., for interested parties, schedule architects, engineers/inspectors, appraisers, etc.



Pricing



Market Activity vs. Time

Pricing properly is always important but most especially during the early stages of marketing your property. Year over year, properly priced units typically generate an offer within the first twelve to fifteen showings. Further, pricing competitively will help sell your real estate in the shortest possible time.

Online Advertising

Over 90% of all buyers begin their home search on the internet. Our relationships with numerous heavily-trafficked online resources ensure that very quickly your property has a prominent presence on the internet, both in the New York marketplace and globally. All Brown Harris Stevens' exclusive listings are featured on the most highly-trafficked real estate websites in the New York Tri-State area. Our exclusives are fed to over 200 listing aggregators.

Online Analytics

Brown Harris Stevens agents have access to the best technology in the industry and can provide detailed statistics about internet traffic to each exclusive listing on our website.

A modern bedroom interior featuring a large bed with a dark headboard and white pillows, a curved white wall, and a light wood floor. The room is brightly lit, and the overall aesthetic is clean and contemporary.

Our Agents

At every level of Brown Harris Stevens, you will find highly experienced, knowledgeable experts, single-mindedly devoted to their clients' and customers' satisfaction. In residential sales, our brokers are exceptional and transact on average over \$7 Billion in sales each year in New York City alone. Our agents average more than 20 years in residential real estate, by far the highest in the industry, and have marketing and negotiating skills that produce the City's highest rate of success in arranging transactions for their clients.

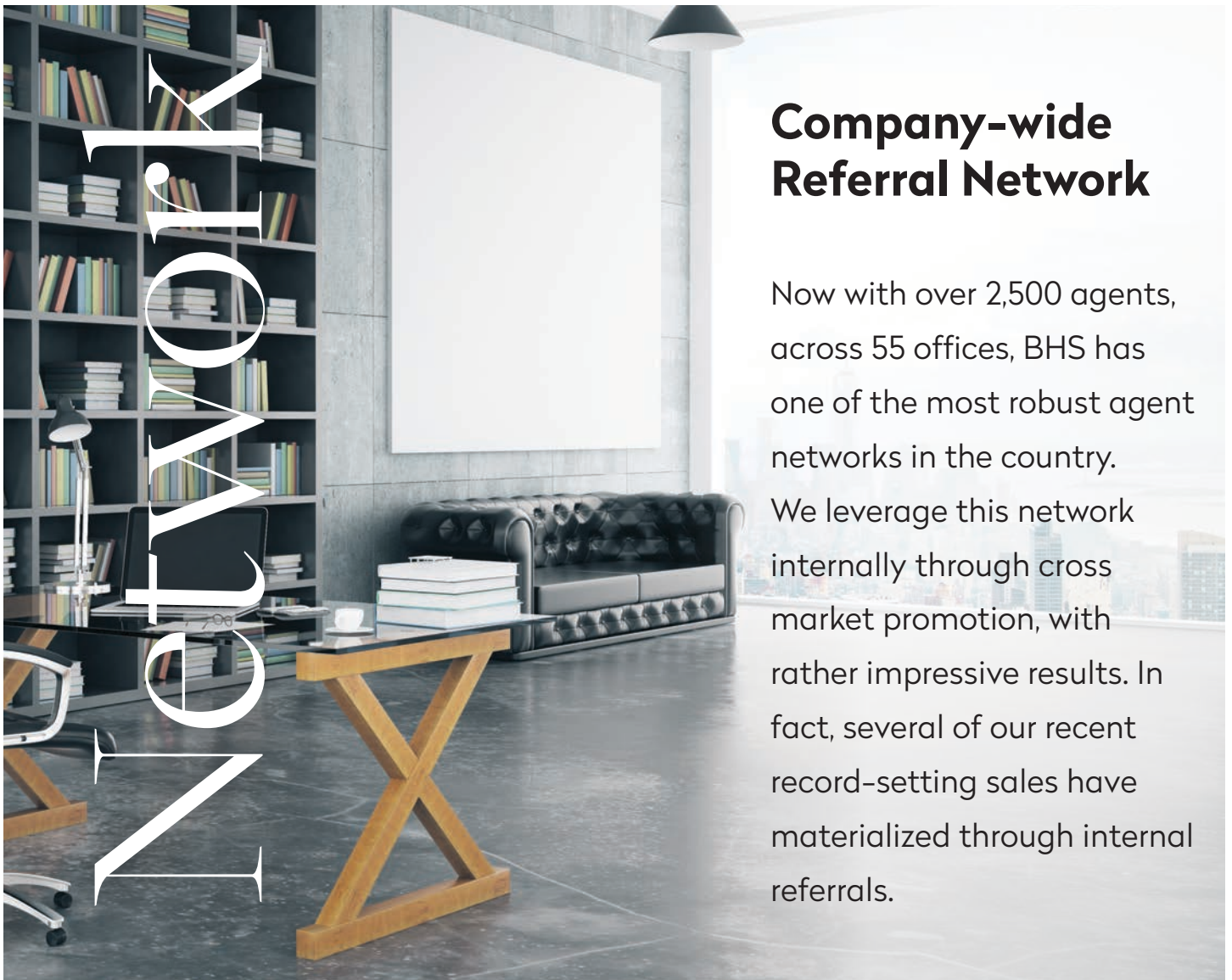
Our Firm

A key element in our success is the unique role of our sales executives, who deliver a company-wide team effort that empowers the brokers and enhances their service to our clients. Ready access to objective counsel from our managers, all of whom were top brokers themselves, adds a crucial dimension to their deal-making and negotiating effectiveness of our brokers. With 55+ offices in New York City, Hamptons, Connecticut, New Jersey, Hudson Valley, Miami, and Palm Beach.

Brown Harris Stevens

BHS Resources

Brown Harris Stevens agents have access to the best technology in the industry from our state of the art listing system designed by our in-house development team, to our proprietary database of closed sales, to our website and more. Our relationships with numerous heavily-trafficked online resources ensure that our listings quickly have a prominent presence on the internet, both in the New York marketplace and globally. Brown Harris Stevens is the only brokerage firm with an in-house chief economist who produces our reports which offer authoritative analysis and statistical data of trends and prices.



Company-wide Referral Network

Now with over 2,500 agents, across 55 offices, BHS has one of the most robust agent networks in the country. We leverage this network internally through cross market promotion, with rather impressive results. In fact, several of our recent record-setting sales have materialized through internal referrals.

We've Grown!

Halstead is now Brown Harris Stevens – which means BHS now has **2,500** agents and **55** offices in luxury markets across NYC, the Tristate area, the Hamptons, Palm Beach, and Miami.

Historically ranked among the nation's top residential firms, in 2019 both firms combined closed **6,000** transactions totaling more than **\$9 billion**.

Simply put, we have more resources than ever to support our trusted clients. Combining the innovative spirit Halstead, a company named Most Innovative Brokerage three times by Leading Real Estate Companies of the World with the legacy of leadership and success at Brown Harris Stevens creates an unstoppable force in this industry.

We are here to serve you, and Brown Harris Stevens has never been stronger. We look forward to working together.



Where We Serve



New York City

East Side
Upper East Side
West Side
Village
SoHo
Tribeca
Harlem
Brooklyn Heights
Park Slope
Cobble Hill
Bedford Stuyvesant
South Slope
Bay Ridge
Long Island City
Forest Hills
Riverdale

Hamptons

East Hampton
Bridgehampton
Sag Harbor
Southampton
Westhampton Beach

Connecticut

Greenwich
Darien
Rowayton
New Canaan
Westport
Stamford

New Jersey

Hoboken
Montclair

Hudson Valley

Florida

Palm Beach
West Palm Beach
Lake Worth
Miami Beach
Key Biscayne
Greater Miami
South Miami



All-Time Statistics

BHS historically dominates the high-end of the market.

We frequently and continuously break our own records.

Brown Harris Stevens

We currently hold the record for:

Co-Ops

The **4 highest prices ever** paid for a Co-op.

5 of the top 10 highest prices ever achieved for a Co-op.

Condos

The **2 highest prices ever** paid for a Resale Condo.

4 of the top 6 highest prices ever paid for a Resale Condo.

Townhouses

The highest price ever paid for a Townhouse.

2 of the top 3 highest prices ever paid for a Townhouse.

4 of the top 10 highest prices ever paid for a Townhouse.

The highest price ever paid per square foot for a Townhouse.

*And the **highest price ever** paid per square foot for any resale apartment.*



BHS 2019 Statistics

Our average Manhattan sale was nearly **\$2.6 million, 25% higher** than the market average.

Our average Brooklyn sale was over **\$1.3 million, 19% higher** than the market average.

We successfully sell across every market segment in NYC:

36% of our sales in 2019 were under \$1,000,000

28% of our sales were between \$1,000,000 and \$2,000,000

36% of our sales exceeded \$2,000,000

Despite a very challenging market, we beat 2018.

What accounts for our success is that we understand the importance of building trust and strong relationships not only with our customers and clients but with our fellow industry agents as well.

In 2019, prior to the devastating global effects of the pandemic, domestic and global concerns continued to create a very challenging time for our industry. Once again, despite major challenges, as a function of talent, tenacity, and professionalism, the Brown Harris Stevens highlights of 2019 include:

We sold a jaw-dropping 31 properties over \$10 million in 2019

On average, each BHS NYC agent had average annual sales of \$10,388,085

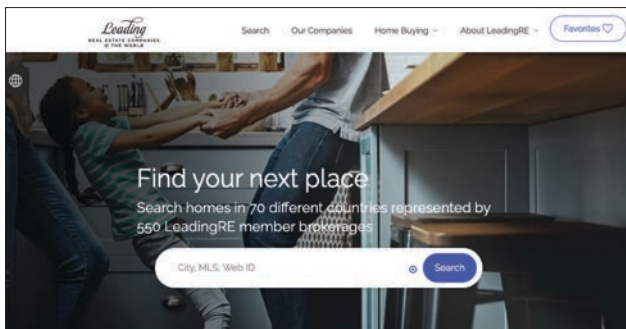
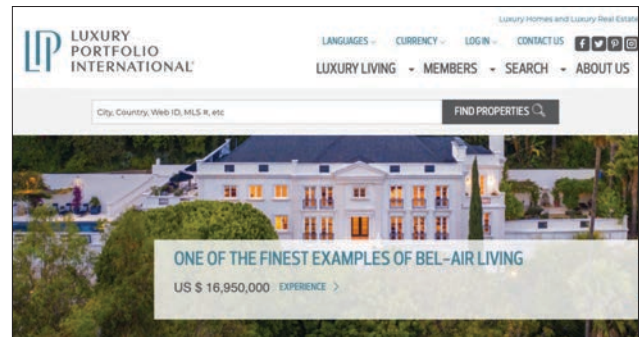
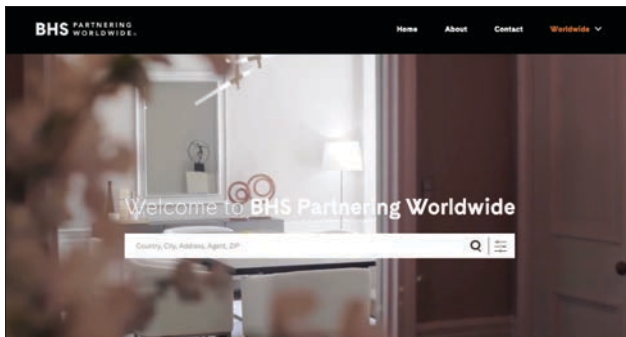
Partnering Worldwide, Luxury Portfolio International, Leading RE and Juwai

We are proud to promote our international partnerships and proprietary site in the international field. The global affiliate network of agents that we have is greater than any other referral organization in the world – topping Sotheby's, Knight Frank, Christie's, etc. Properties listed for 1.00MM or more automatically feed to Luxury Portfolio International, and those between R500,000 and \$1.00MM automatically feed to Leading RE.

BHSPW

LP

Leading



Brown Harris Stevens is an influential Affiliate Member of Leading Real Estate Companies of the World® and its luxury marketing arm, Luxury Portfolio International®. This premier network affiliation combined with our innovative exclusive co-marketing program, BHS Partnering Worldwide® enables us to provide you with a uniquely targeted global reach, bringing your property to the attention of the highest number of qualified buyers worldwide.

BHSPW

Leading

REAL ESTATE
COMPANIES
OF THE WORLD



LUXURY
PORTFOLIO
INTERNATIONAL

Our
Global
Reach

We're Local, We're Global

BHS Partnering Worldwide

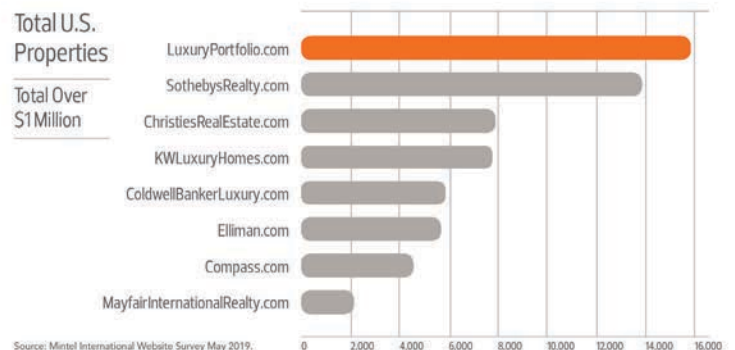
BHS Partnering Worldwide is a thriving mutual advertising and marketing vehicle for important listings of the most respected high-end residential real estate brokerages from around the world, whom we have hand-selected to be our partners. BHS Partnering Worldwide is unique in that it allows for the listing agent's firm and direct contact information to be prominently shown to bring buyers directly to your property.

The benefits of our partnerships are reciprocal. Partners help to promote very high-end listings from BHS on their respective websites, across social media, and in print.



Luxury Portfolio International's Website brings BHS Listings to a Global Market:

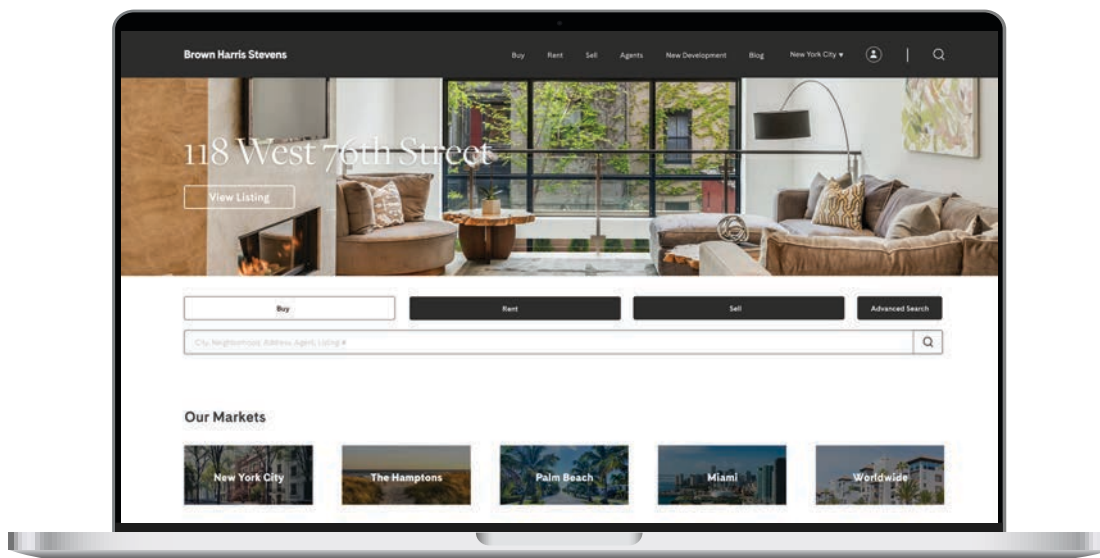
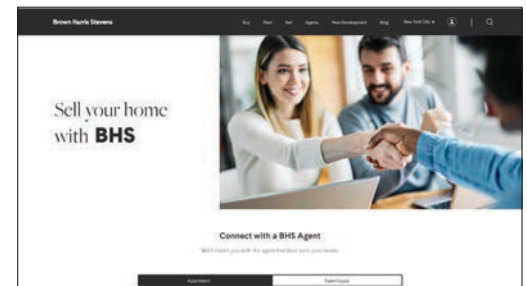
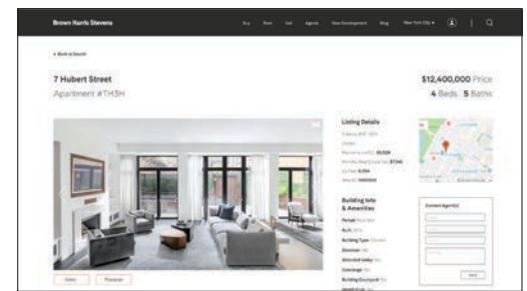
- Website visitors from over 200 countries every month
- Site translation to 9 languages
- Conversion to multiple currencies
- Syndication to select websites across Europe and Asia, including The Wall Street Journal, Mansion Global, Barron's, Penta, WeChat (China) and Juwai.com (China).



Web Presence & Syndication

BHS Website

Our recently redesigned website, bhsusa.com was featured by Inman News, and is one of the most trafficked brokerage websites in the industry. Our daily visitor count has increased monthly, signaling the effectiveness of our search engine optimization strategy, and demonstrating BHS's continued dominance of consumer mindshare.





WSJ

BARRON'S

MANSION
GLOBAL



PENTA

LP LUXURY
PORTFOLIO
INTERNATIONAL®

Leading
REAL ESTATE COMPANIES
OF THE WORLD



Brownstoner

Syndication

**Where does your listing
appear online?**

BHS has a number of partners
online that automatically feature
our listings.

**At present, our
primary partners are:**

NYT.com

WSJ.com

Barrons.com

MansionGlobal.com

Juwai.com

Barrons.com/penta

Marketwatch.com

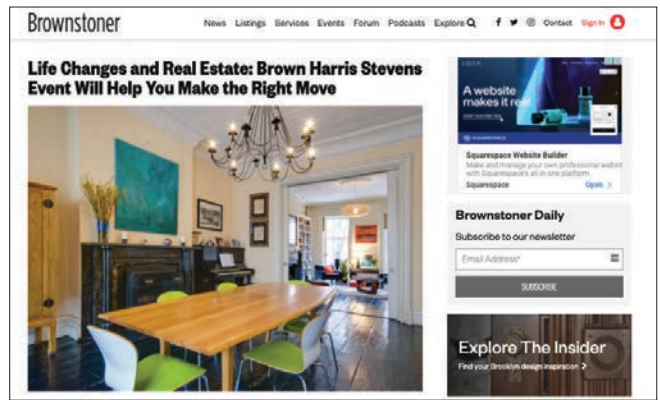
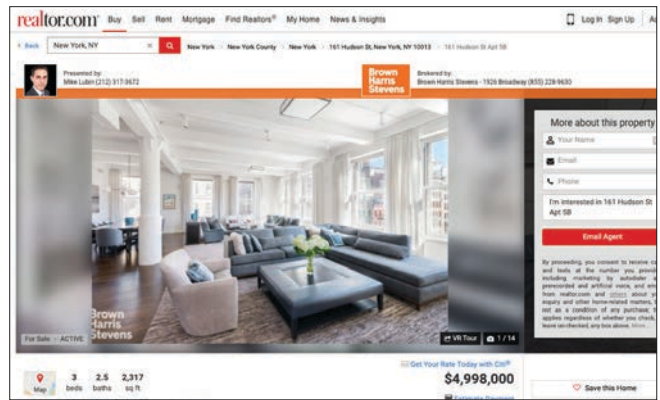
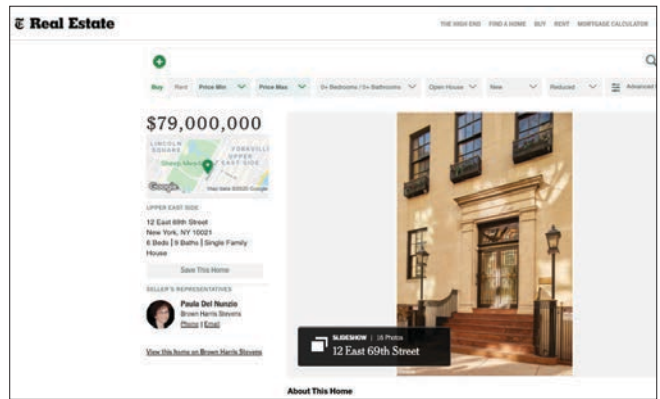
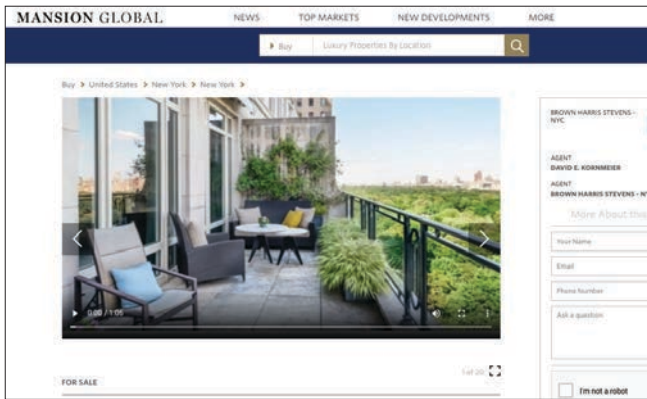
LuxuryPortfolio.com

LeadingRE.com

Realtor.com

Brownstoner.com

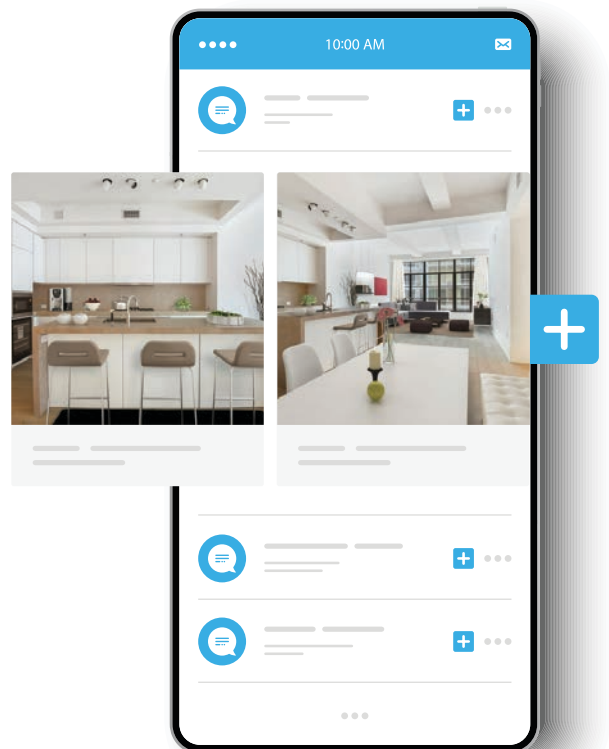
A Selection of Sample Partner Presentations



Social Media

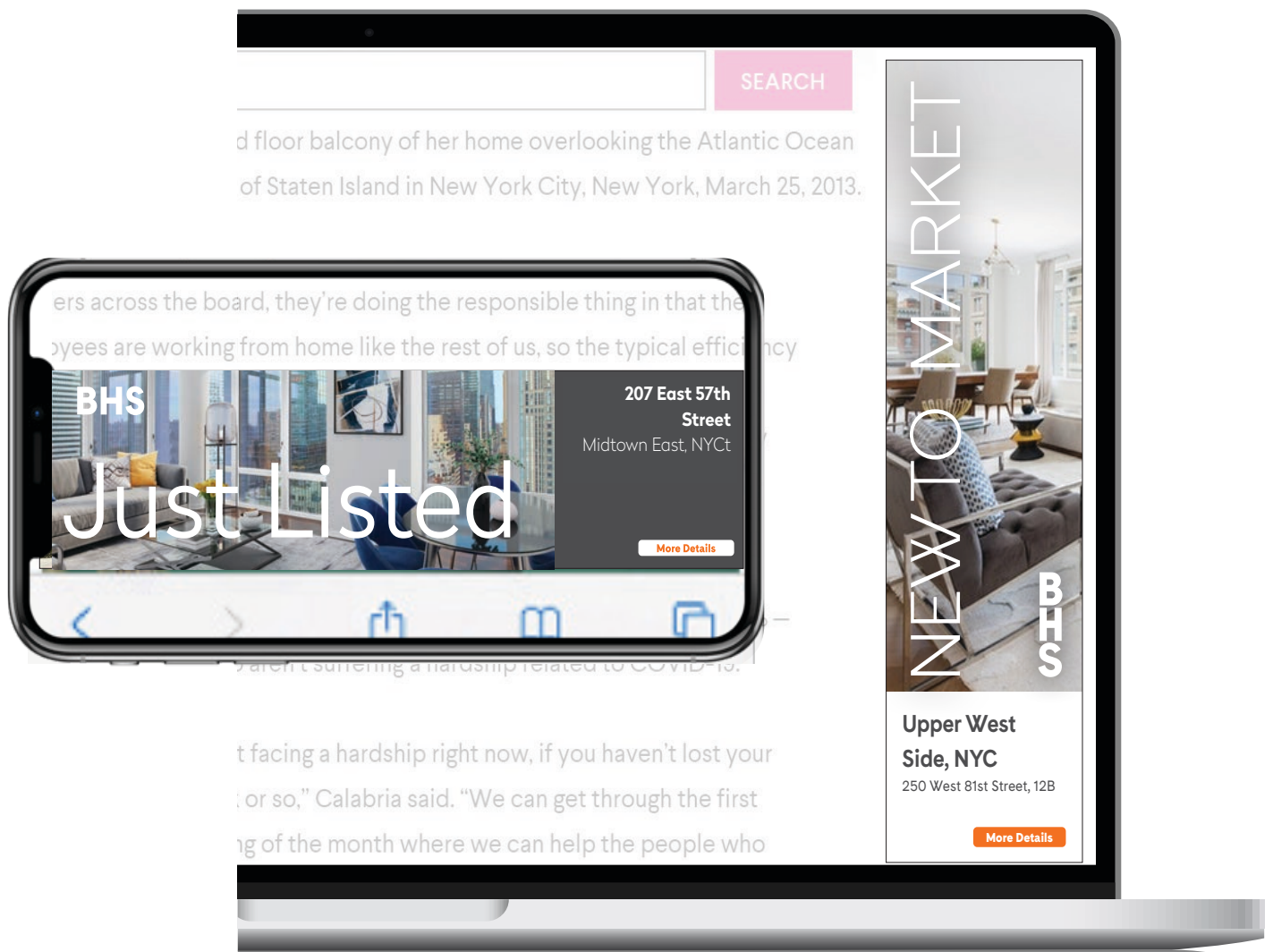
Automatic Retargeting with Online Ads

BHS currently engages with a number of programs online that automatically publish our listings on widely viewed sites. The list of publications is long, covering up to 1,000 at times, and is identified and organized by an algorithm that identifies On-line search behavior and consumer interests that overlap with property searches. For example, if a consumer comes to our site (bhsusa.com), they are tagged with an invisible tracker that follows them around the internet. Then, when they arrive at an online publication that's part of our program, that site knows to serve them with an advertisement featuring BHS listings.



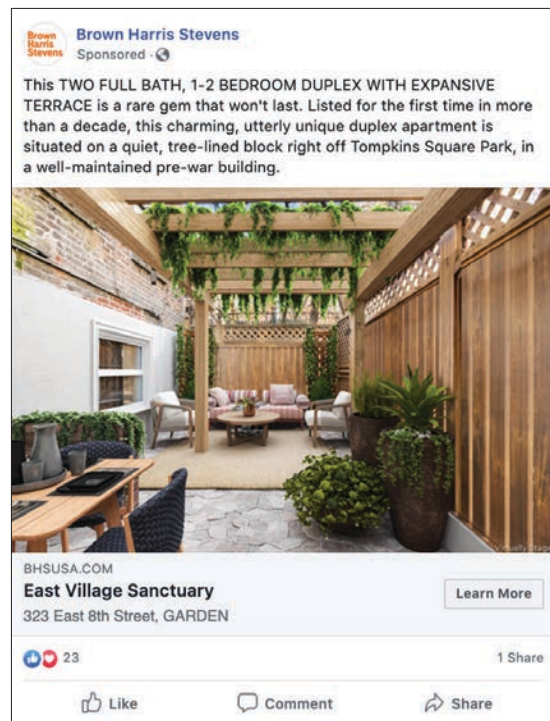
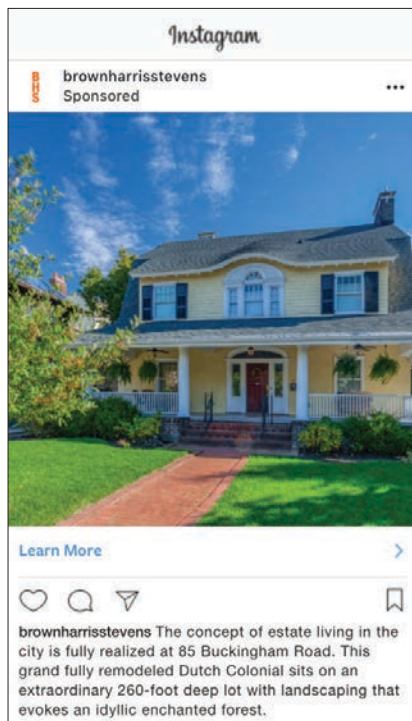
Digital Ad Retargeting Technology

BHS Agents work within a hyper-targeted digital advertising platform built specifically for targetting prospective buyers. Leveraging retargeting and other proprietary technology, our results have outperformed standard online advertising metrics by almost double in some cases.



Social Media Boosted Ads

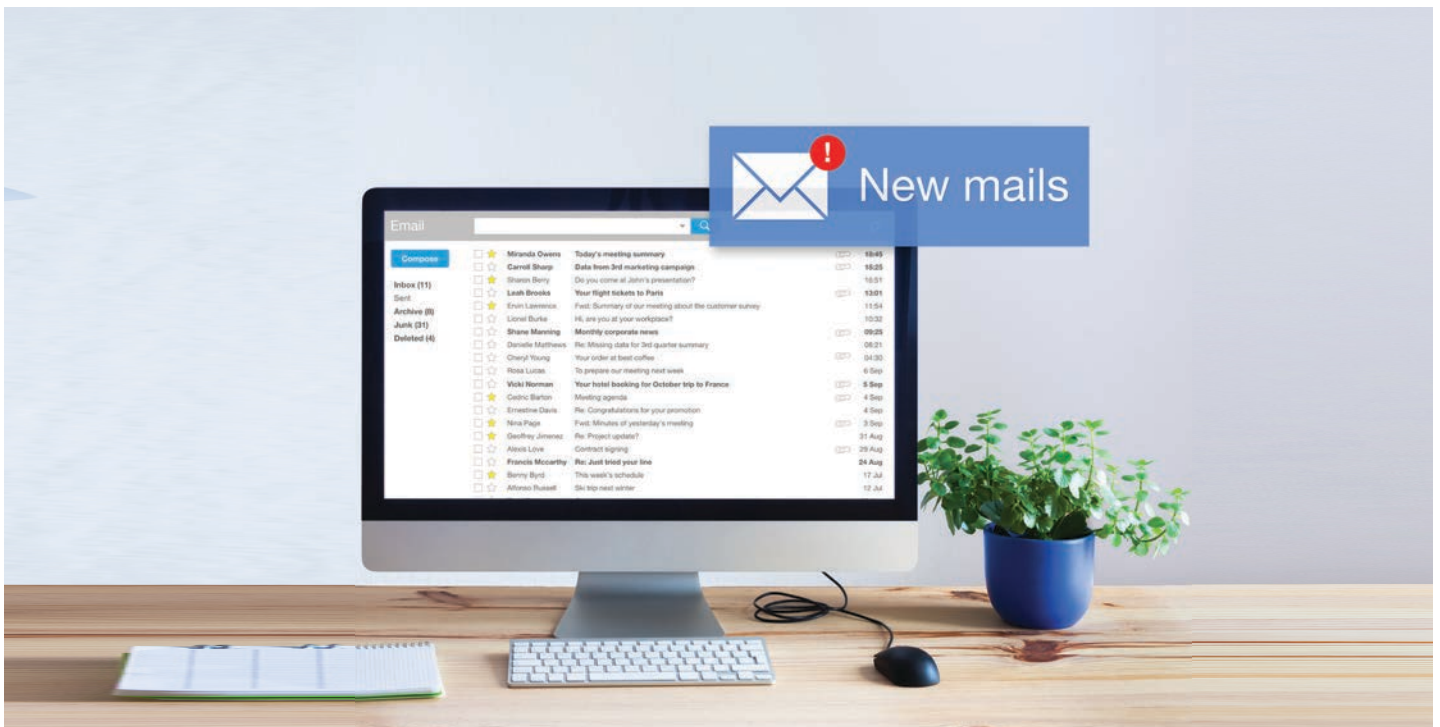
We are excited to promote your property in a custom Social Media boosted campaign. By boosting your property with our social team, you get company sponsorship to promote the listing under our social media account. The post will organically reach our 50k+ followers across Facebook and Instagram, as well as tens of thousands more through our targeted advertising boost. This type of post establishes a solid foundation for a listing launch – for example, a week long campaign can reach around 5,000 viewers who have exhibited interest online for your listing criteria.



Email

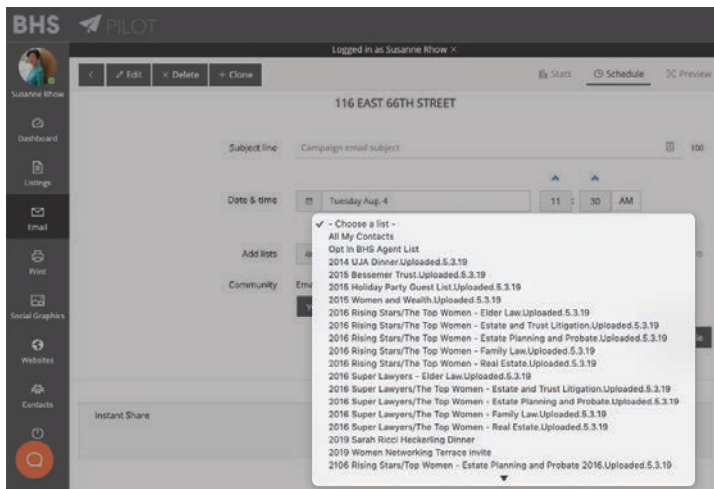
Email Marketing

Email marketing continues to be the most effective channel in digital marketing. Landing in someone's inbox with relevant and informative content dramatically increases your chances of generating a warm lead. Using our proprietary platform, Pilot, your listings will reach hundreds of brokers around your area who have clients that meet your criteria.





Pilot is the proprietary email marketing platform of BHS. This self-service application contains a robust library of email templates, for both property-based marketing and personal promotion. In addition, there are social media templates for you to generate your own graphics and then share across your personal accounts.

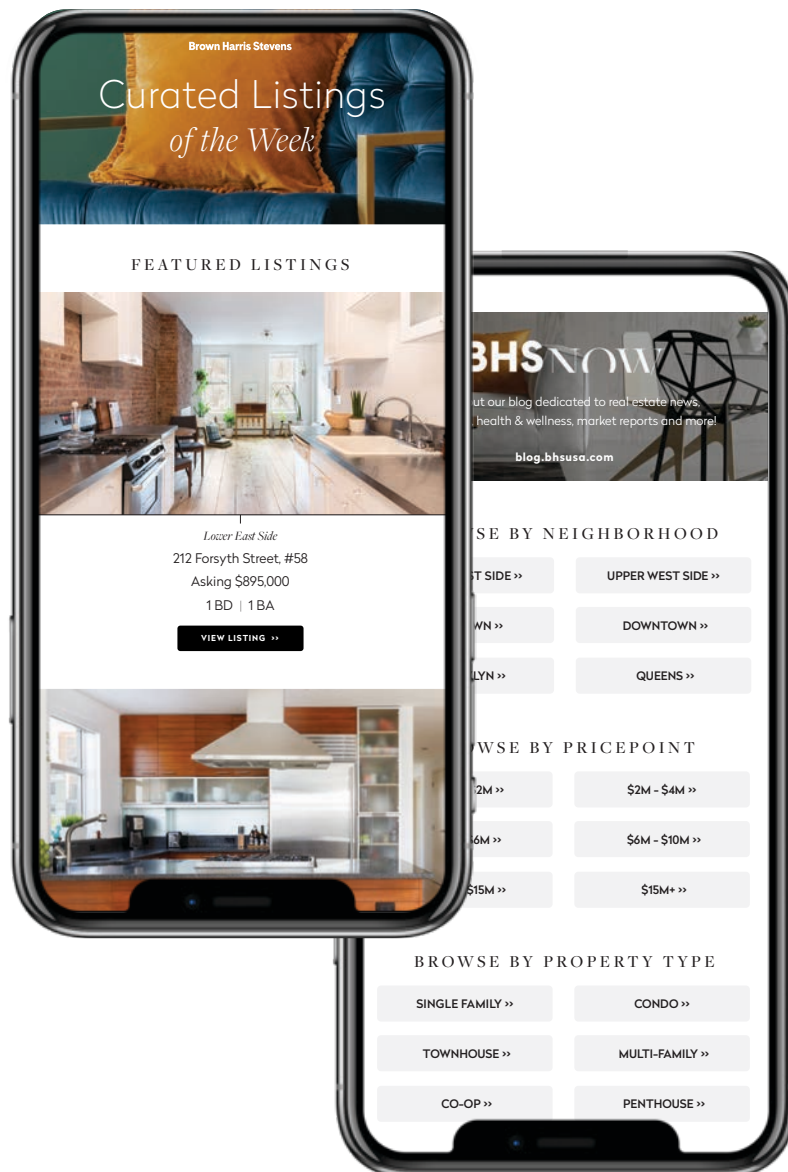


Pilot Smart List

A great benefit of Pilot is the Smart List technology. Pilot operates based on an algorithm which, specific to each listing, automatically generates an email list of 500 brokers who have sold, or who who currently represent in a similar price range or proximity to your exclusive. This Smart List enables us to reach a targeted list of brokers who likely have contact with the buyer pool for your listing.

Corporate Email – The Curated Collection

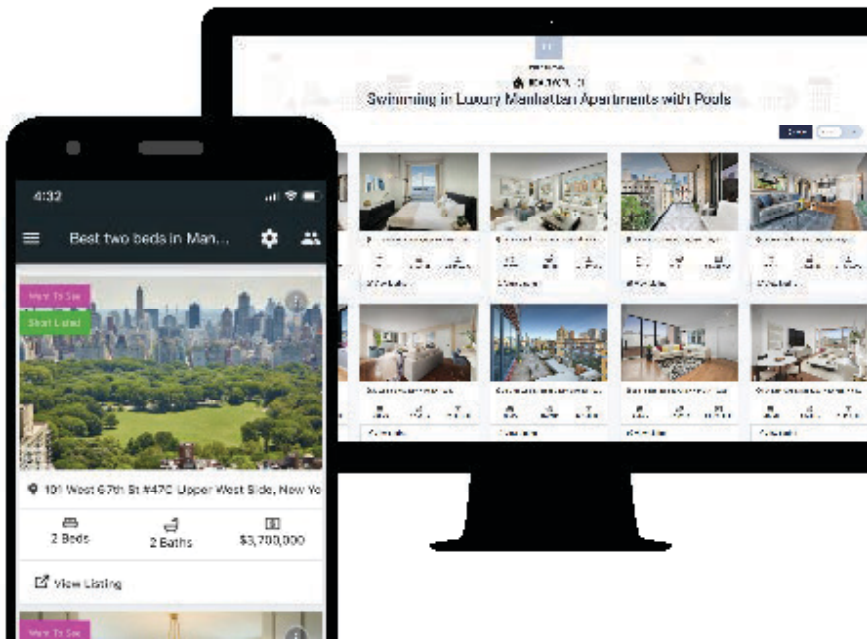
BHS manages highly successful corporate email campaigns, direct to consumers. Every week we send out a curated collection of listings to almost 50k recipients. If your listing is selected for a feature, we will be sure to let you know and share the engagement results.





REALTYCRUNCH

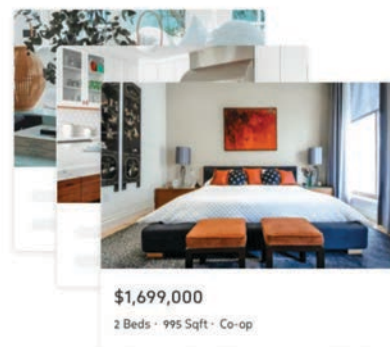
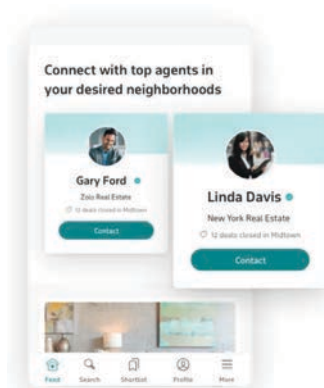
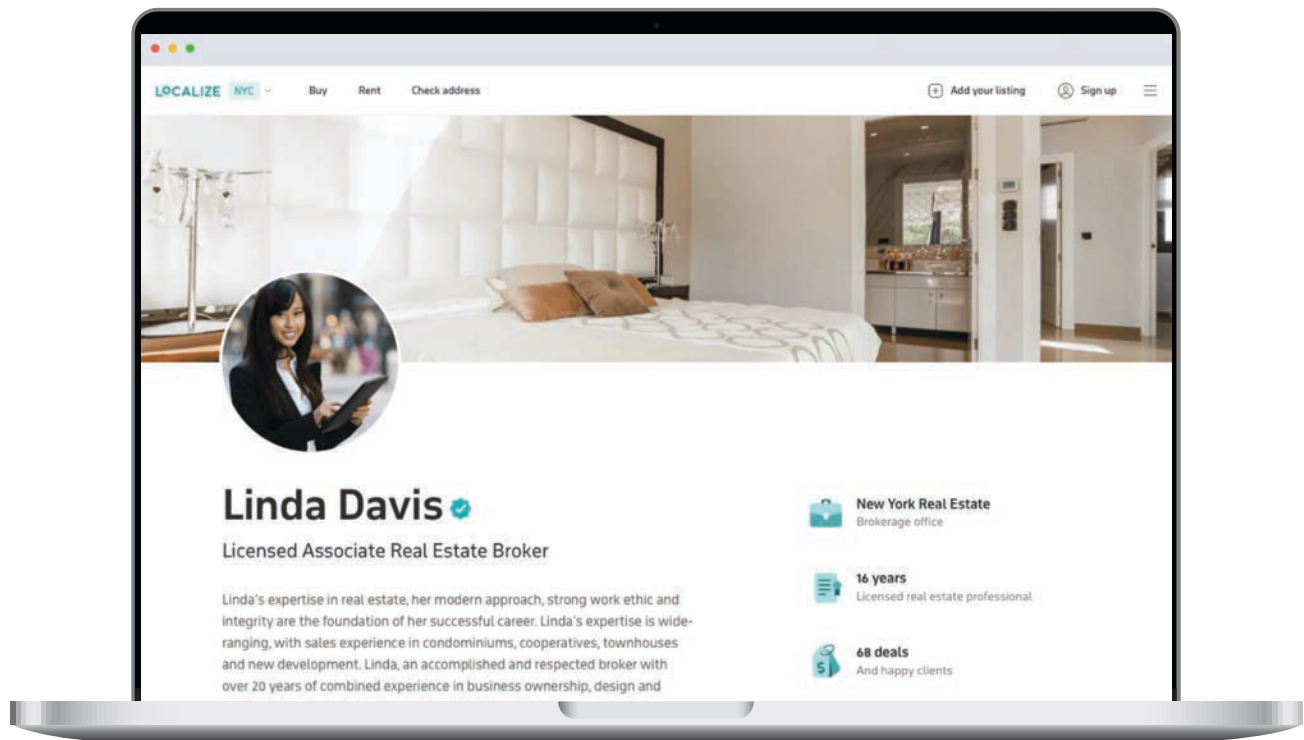
Leverage our partnership with RealtyCrunch for access to a fast-growing collaborative platform for agents and clients. Pulling from all listing feeds in your region, RealtyCrunch allows users to save listings on “walls” like Pinterest, and share them with their broker for easy communication and collaboration.



Partnerships



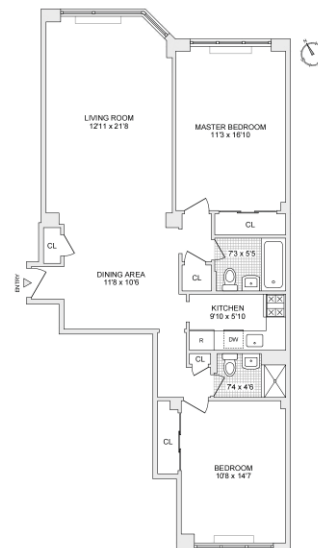
BHS has a direct partnership with Localize.city, a fast-growing real estate search site, to promote your listing in a featured capacity and receive direct leads from the site increasing our response time to prospective buyers



Service Team

Media and Content Services

Through a network of highly experienced vendors, we offer the best quality content to promote your listings. You can access expert real estate photography, property videos, virtual staging, 3D walk-throughs, detailed floor plans and more through our services team.



Video Slideshows

We can work with a professional film crew to feature your listing as well as collaborate with the BHS Marketing Team to transform your static property images and add movement, music, and text overlays to create a dynamic and cost-effective video for your listing.



Virtual Staging

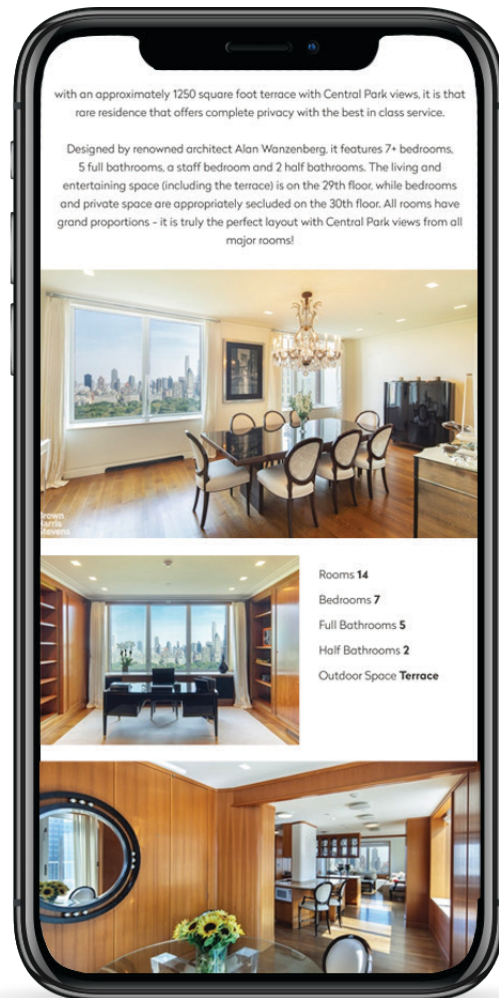
Add furniture and decor to empty rooms, remove and replace current furnishings when desired, and digitally enhance the aesthetic of a property before bringing to market. We also have the capabilities to perform virtual renovation services as well.



BHS QuickSheets

QR Enabled Contactless Digital Brochures

The team will create a beautifully designed digital brochure for your review. Once approved, each custom brochure will be associated with a unique QR code. At a showing, the QR code can be scanned using the camera of a smart phone to view your brochure. At that time, a copy of the brochure will also be emailed to the customer for future reference. The customer can then view all of the property details easily and safely from a mobile device, rather than a printed brochure or handout.



Print

We offer a wide range of professionally produced collateral options, curated by the BHS Marketing Team, and customized to the look and feel of the property type.

These include:

- Fact Sheets
- Postcards
- Brochures
- Window Displays
- For Sale Sign
- Display Ads
- Important Residential Properties (IRP)



Factsheets: 8.5x11"

Landscape

Portrait



Postcards: 8.5x5.5"

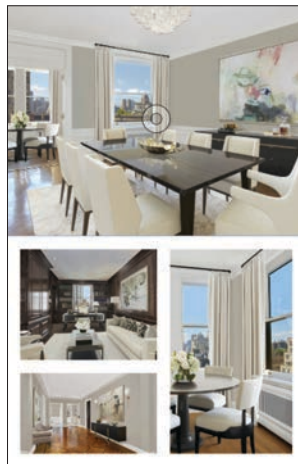


Window Displays



Brochures

4 Page: 11x17" (Folded 11x8.5")



For Sale Signs

