

Premier Properties

Exclusive Programs




Windermere
REAL ESTATE
Exclusive Properties

The Premier Program

Windermere
REAL ESTATE
Exclusive Properties

for Luxury Properties

Windermere's Premier PropertiesSM program was created more than a decade ago to meet the unique demands of marketing and selling luxury homes. The Premier Properties program focuses on accomplishing our mutual objective—professionally marketing your property to qualified buyers and successfully selling your property at the best possible price.

Benefits Include:

- Special advertising opportunities
- Enhanced Web presence
- Networking with other agents in the high-end market
- Unique signage

Marketing Tools For Your Premier Property

At Windermere Exclusive Properties, we take a customized, targeted approach to marketing your Premier Property –using the right mix of tools to give your home high visibility in this niche market. The Premier Properties marketing program is designed to create maximum exposure to sell your home quickly at the highest value.

Premier
PROPERTIES

Our Exclusive

Windermere
REAL ESTATE
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Advertising



Special Advertising Opportunities

Windermere's display ads in The San Diego Union Tribune and The North County Times gives your home broadcast print exposure throughout the region and distinguishes your home with the special Premier logo – drawing more attention to exceptional listings.

Enhanced Web Presence

Windermere's Website, which receives millions of visitors each month, offers first-class exposure for luxury homes. The special Premier section, search function and logo differentiate Premier homes from others featured on www.windermere.com and www.windermeresandiego.com.

Full Motion Videos

We can also showcase your Premier home with high end, full motion videos. More than virtual tours, these mini-movies give your homes a competitive edge with upscale buyers.

Customized Marketing Materials

Our targeted direct mail campaigns give your Premier home exposure to key prospects as well as top sales associates from all real estate companies who represent high-end buyers seeking upscale properties. Top-quality, full color brochures are available to help highlight your home's distinctive features with photographs and detailed descriptions.

Unique Signage

Windermere's exclusive Premier sign, stylized with the elegant Premier logo, gives your exceptional home the recognition it deserves. Information about your home will be presented at our Premier networking meetings, giving your home additional visibility among Windermere's Premier property specialists.





The Online Home for Upscale Properties

The Premier PropertiesSM program is designed to address the special needs of clients in the high-end market. Since its creation, we've developed a reputation for unparalleled expertise, an expansive network of experienced agents and pioneering marketing strategies. This proven marketing program includes a component that provides an enhanced online presence for upscale homes meeting the stringent Premier program requirements.

Whether our Premier listings are reached via a search from our industry-leading website Windermere.com or by going directly to WindermerePremier.com, home seekers can feel confident that these properties reflect the highest quality the market has to offer.

Through our online venues, the distinctive and inviting features of a Premier property are highlighted through the use of exclusive tools such as Photo Gallery, insightful community profiles, detailed property information and easy agent contact. Combined, these tools help create a marketing perspective second only to an in-person tour.



The Luxury Portfolio

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Windermere is proud to be a part of Luxury Portfolio Fine Property Collection™, a powerful luxury property marketing program. Windermere's membership in the Luxury Portfolio gives me access to effective tools to help market your home. These tools are designed to:

- Provide a sophisticated online portal for luxury listings priced over \$1 million at LuxuryPortfolio.com.
- Attract local, national and international buyers to luxury home listings within Windermere's Premier Properties program.
- Put at my fingertips access to national and global marketing resources and publications at significant savings. (These popular publications include *The Wall Street Journal*, *Unique Homes Magazine* and *DuPont Registry Magazine*.)
- Associate my listings with my colleagues at other powerful luxury firms.
- The Luxury Portfolio is coordinated by Leading Real Estate Companies of the World™, the largest global network of leading locally branded companies, including Windermere Real Estate.

Together, this consortium of luxury home specialists has representation and luxury homes for sale in 25 countries and booked over \$400 billion in U.S. luxury home sales in 2007, representing 1.4 million luxury home transactions.

