



COLDWELL BANKER

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COMPANIES**

**BASICS OF GLOBAL LUXURY
MARKETING**





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Global Luxury Listings are the Top 10% of any given market with a minimum price point of \$500,000. To determine if the target property is eligible for the enhanced Global Luxury marketing, go to MyCBDesk.com and click Marketing on the left side of the screen, then choose Global Luxury and then GL Threshold Tool. Simply enter the zip code to determine the minimum price for the property.

You *do not* have to be a Global Luxury Certified Agent to list Global Luxury properties.

The below marketing is a minimum for a Global Luxury Listing:

Your Global Luxury property will receive **all** of the marketing done by you, and your office for all residential listing, some samples:

- MLS
- Local Advertising
- Your local Moxi website
- ColdwellBanker.com
- Open House (if desired)
- Office promotion
- On line syndication to all normal portals (ListTrac)
- Special Global Luxury search box on the front page of all three CBSFOC Websites plus Luxury Search tab at top
- Global Luxury Signage
- **All other basic marketing**





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What is included in a Global Luxury listing from the Coldwell Banker Luxury Division, Global Luxury:

- Placement on the following Premium Luxury Websites:
- Minimum by Zip Code at \$500k
 - ColdwellBankerLuxury.com
 - RobbReport.com
 - UniqueHomes.com
 - WallStreetJournal.com
 - NewYorkTimes.com
 - Over a Million Dollars - Lithub Global
- Ability to use the Global Luxury logo
- Ability to purchase ad space in National Global Luxury Co-Op Print ads
- Ability to purchase ad space in CBSFOC Global Luxury Ads
- 15% Discount on all Global Luxury materials ordered from Xpressdocs (Brochures/Postcards/Mailings, Etc.) Code: schmidt15
- Ability to advertise in CBSFOC segregated Global Luxury advertising in Local High End Publications
- Submit for consideration for Schmidt Family of Companies Luxury Facebook page. Submission form on SchmidtResources.com
- In addition, “Unique Listings” we can submit the properties to be featured on:
 - CBFacebook.com as House of the Day
 - CB YouTube Channel
 - Submit to National and International publications for exposure

What CBSFOC needs for Global Luxury Listings to enter into the Global Luxury Program:

- Fantastic correctly sized photography 3000x1500 (Should be loaded into Dash or online office — see SchmidtResources.com/Luxury for instruction)
- Company Standard Global Luxury Signage
- Color Brochures Created (50 with 2/4/8 page determined by price point)
- 4 Color Postcards produced and mailed (Number determined by Price Point). You have access to buy lists from Chicago Title or buy a subscription to Wealth Engine to produce High Quality mailings lists. Call Tracy Bacigalupi with questions.



What we suggest you consider paying additional to obtain:

- Drone footage
- On more expensive homes — Interior Video
- Top Broker Open House
- Local, National and Global Print Advertisements (See Unique Homes/Homes and Estates information on SchmidtResources.com/Luxury)
- Luxury Magazine Advertisement. Contact Tracy Bacigalupi for details.

Contact Tracy Bacigalupi to assist you with questions on any of these items or if your listing is not appearing on the Premium Internet sites.

231.758.7077 | Cell
Tracy@SchmidtHQ.com



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