Baerz & Co

LUXURY HOMES

INTERNATIONAL

MEMBER

SPECIALISTS IN LUXURY HOMES

CONSOLIDATED STRENGTHS

PINK°
Properties

EXCEPTIONAL MARKETING FOR EXCEPTIONAL HOMES

FINDING REAL ESTATE AGENTS IN OUR REGION IS EASY

BUT WHO EXCELS IN THE HIGH-END MARKET?

OUR UNPARALLELED MARKETING STRATEGY SETS US APART

Of course, we are a licensed real estate agency, specializing in selling luxury homes. You can trust our extensive network, our experience and expertise in premium real estate. You can also count on our profound personal commitment.

But we believe you deserve more. In order to rise above the service levels provided by most other real estate agencies in our region, we are an affiliate partner of the innovative, international marketing platform Baerz & Co (see: www.baerz.com). This offers you substantial advantages.

Through the Baerz & Co Luxury Homes marketing platform our agency offers a solid international agency network and an advanced international online marketing strategy.

WHAT IS BAERZ & CO?

It's an international luxury home business club. Originally, from the Netherlands, a Dutch luxury home agency group with 55 branches, the leading market player in its homeland. Over the years, it has grown into an international luxury home marketing platform that collaborates with carefully selected affiliate partners that specialize in prime residences. It has presence at 142 hotspot locations in 20 countries, serving affluent clientele coming from all over the world.

TARGET GROUP

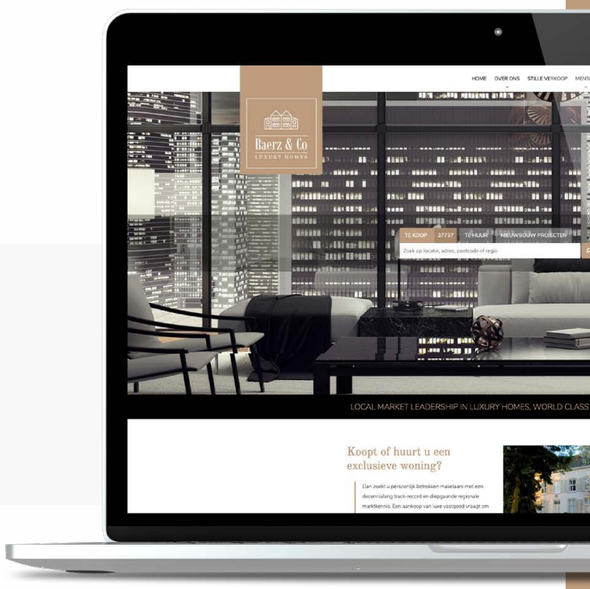
International affluent individuals looking to buy a luxury home abroad.

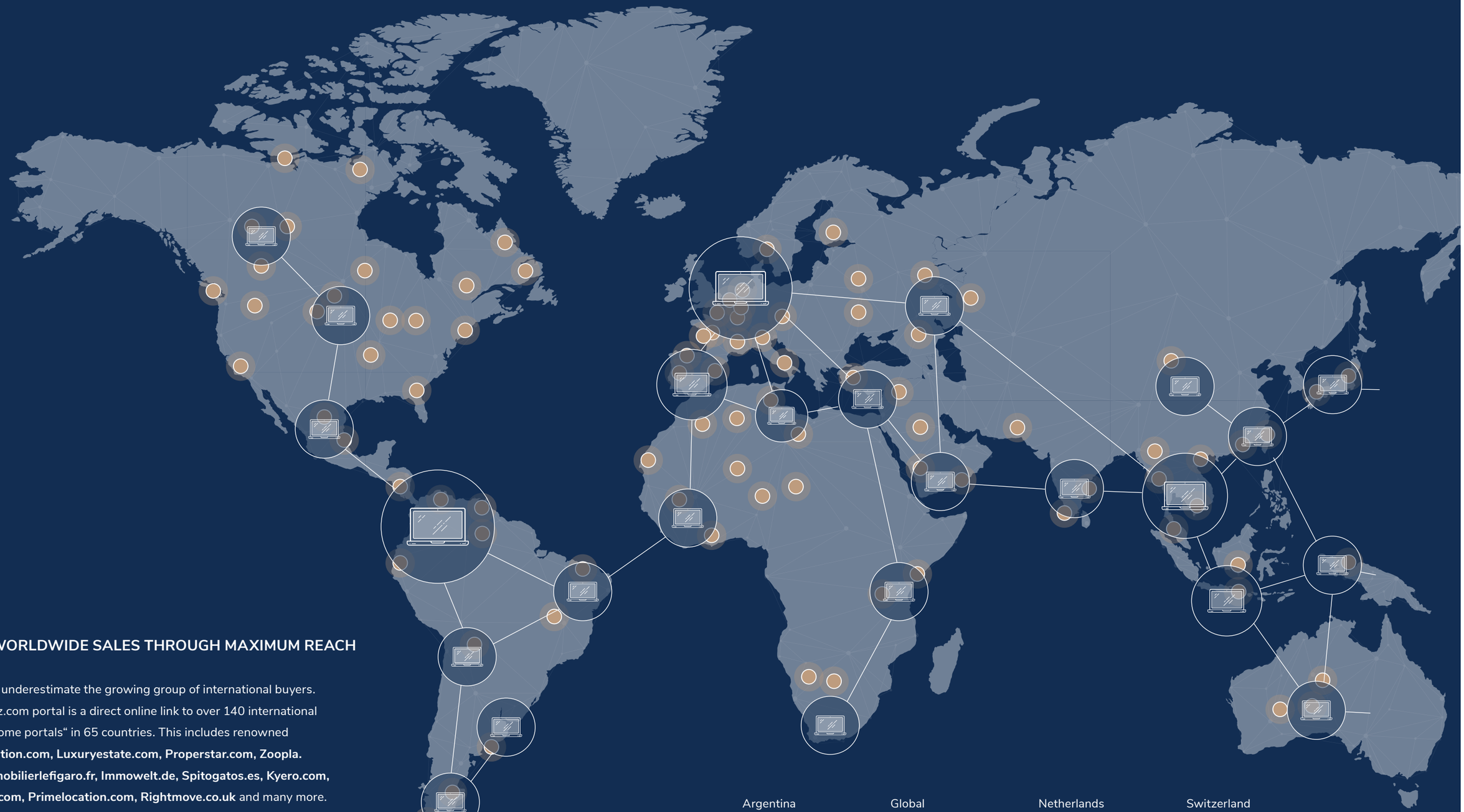
PROPERTIES

Luxury apartments, town houses, villas, country homes and estates > € 1,500,000

THE DIFFERENCE

CONSOLIDATED STRENGTHS





1 WORLDWIDE SALES THROUGH MAXIMUM REACH

We don't underestimate the growing group of international buyers. The baerz.com portal is a direct online link to over 140 international "luxury home portals" in 65 countries. This includes renowned **JamesEdition.com, Luxuryestate.com, Properstar.com, Zoopla.com, Immobilierlefigaro.fr, Immowelt.de, Spitogatos.es, Kyero.com, Indomio com, Primelocation.com, Rightmove.co.uk** and many more. This allows us to bring your home to the attention of a global group of affluent buyers.

ALL PROPERTIES ON
OVER 140 PORTALS IN 65 COUNTRIES

Argentina
Australia
Austria
Belgium
Bulgaria
Canada
Chile
China
Colombia
Czechia
Denmark
France
French Polynesia
Germany
Global
Greece
Hong Kong
India
Indonesia
Italy
Japan
Liechtenstein
Luxembourg
Macau
Malaysia
Mauritius
Mexico
Morocco
Netherlands
New Caledonia
New Zealand
Peru
Philippines
Poland
Portugal
Qatar
Romania
Serbia
Singapore
South Africa
Spain
Sweden
Switzerland
Thailand
United Arab Emirates
United Kingdom
United States
Uruguay
Vietnam

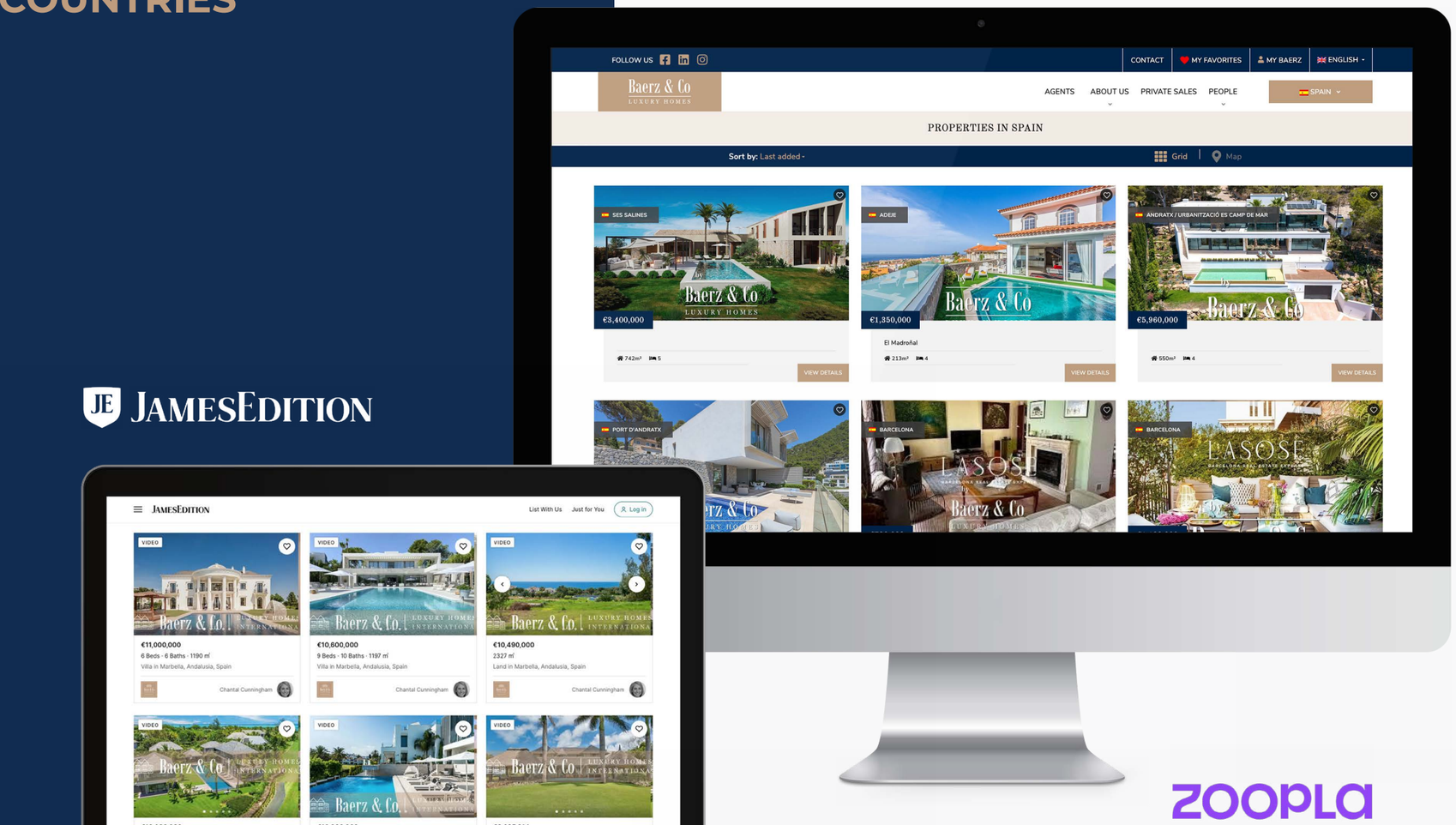
ALL PROPERTIES ON
OVER 140 PORTALS IN 65 COUNTRIES

BAERZ.COM is an international market leading, luxury home portal, offering prime residential properties listed by carefully curated, reputable boutique brokers, Reaching out to Millions of affluent home buyers from all over the world.

JAMESEDITION.COM is the world's largest online luxury portal, specialized in exclusive homes. Its readers are independent, affluent individuals who are interested in luxury. 90% of these prospective buyers are male, independent business owners and investors and spend over 500,000 euro on luxury every year. James Edition is favorite with self-made entrepreneurs, business owners, and investors flock to JamesEdition with a high appetite for an experience which offers sophistication and ease.

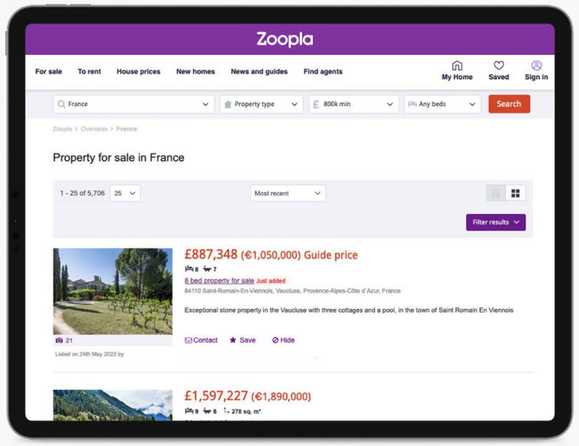
ZOOPLA.COM with 750 million home impressions per year Zoopla is the Uk's leading homeportal. Reach out for affluent British buyers with an appetite for luxury homes in Europe.

Baerz & Co
LUXURY HOMES
INTERNATIONAL



JAMESEDITION

ZOOPLA



We Know Our Buyers

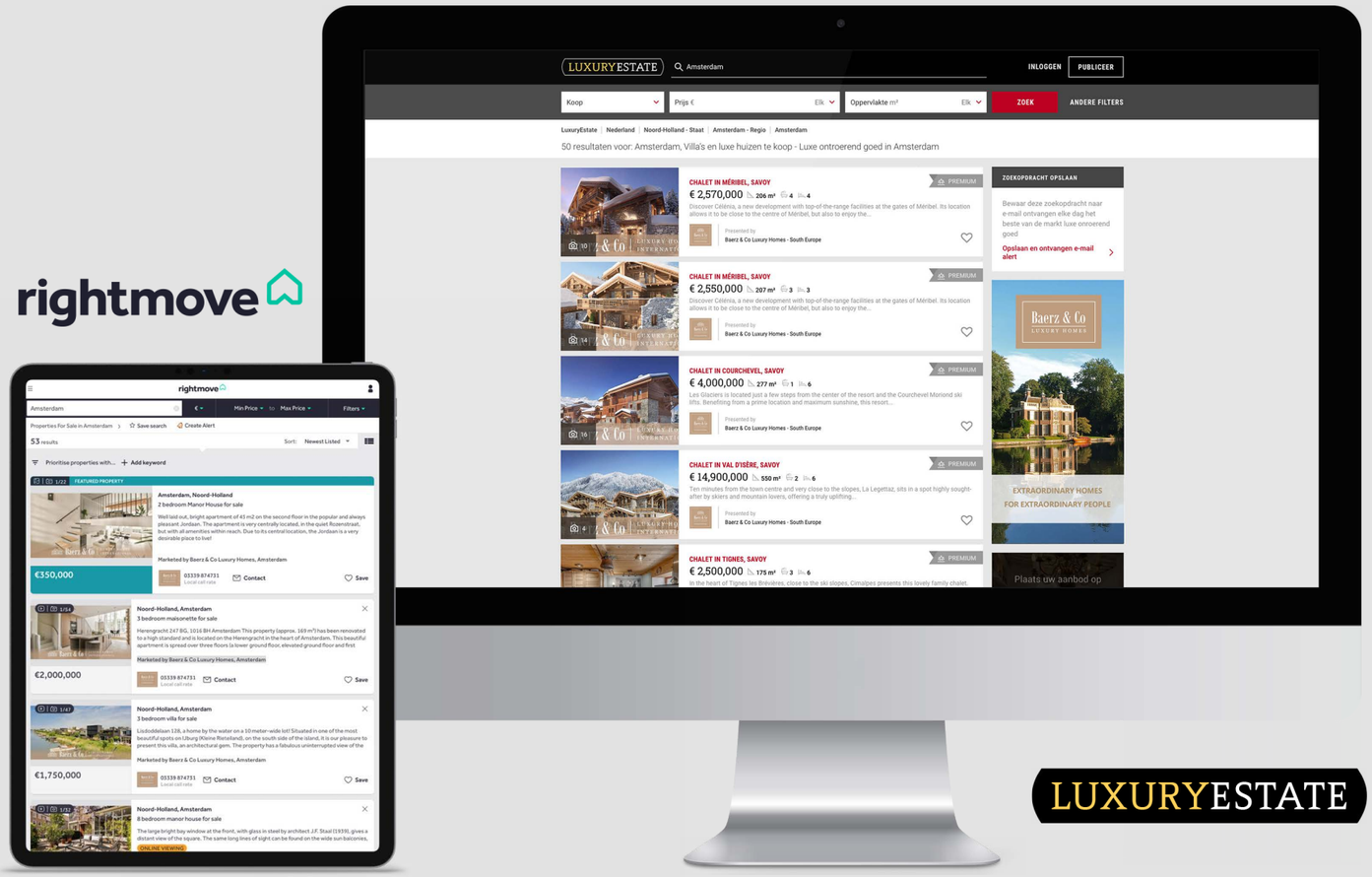
JAMESEDITION

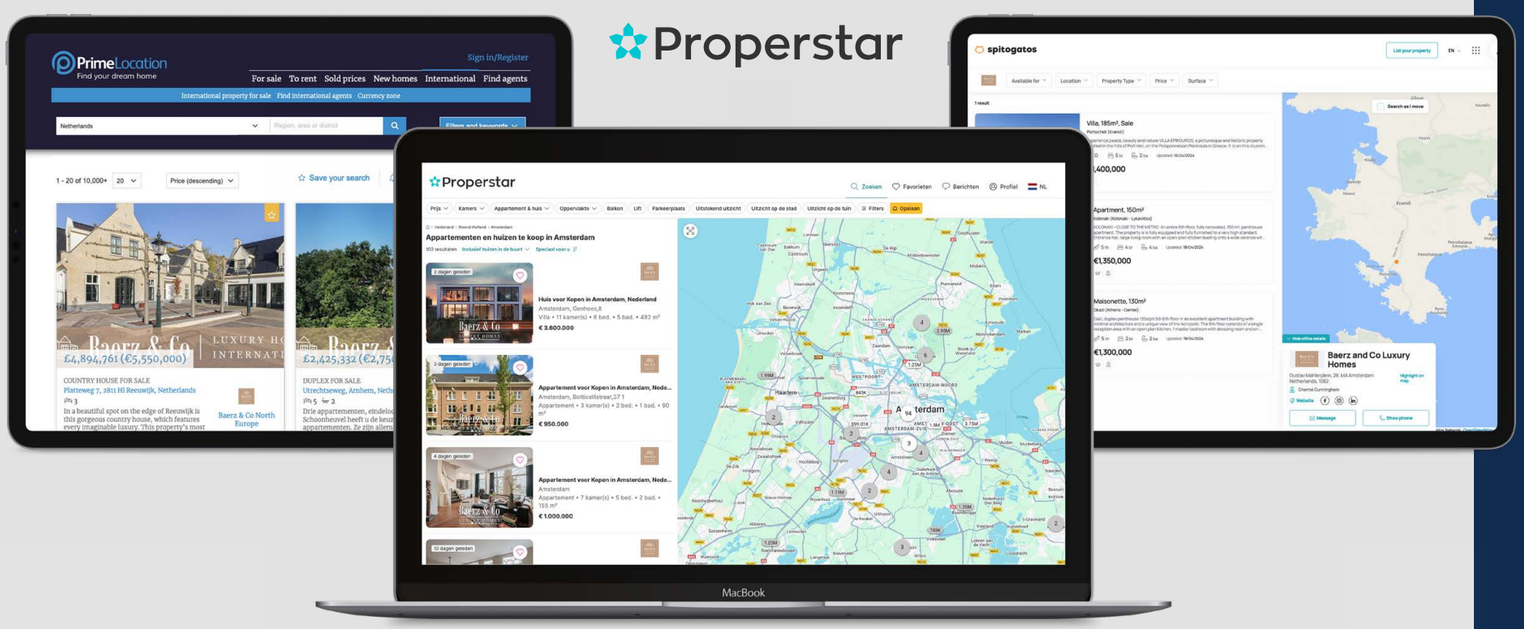
Male : Female	Avg. Visit Duration	Pages per Session	Users Per Month	Unique Users Per Year
70:30	6:30	8.7	1.0 MM+	10.0 MM+

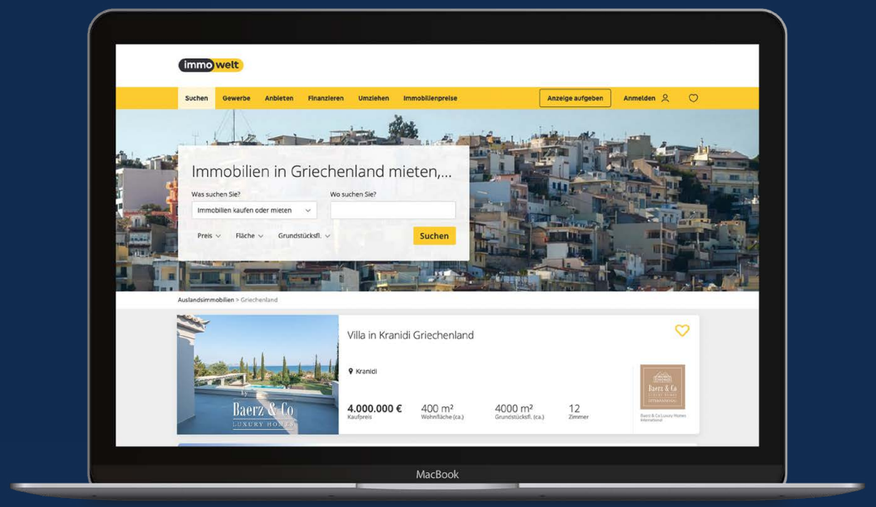
150,000+
Followers

JE

100,000+
Readers per Month







LUXURYESTATE.COM is the largest luxury home platform in Europe, listing in 16 languages and with users from 132 countries. Luxury Estate generates a generous 800,000 visitors and has 9,000,000 page views per month.

RIGHTMOVE.CO.UK is the largest British portal for buyers and renters of exclusive homes and apartments abroad.

PROPERSTAR ELITE provides a market leading, worldwide property platform that connects sellers and buyers through a large network of qualified agents since 2018. It generates over 4 million unique visitors per month in 35 countries.

PRIMELOCATION.COM is UK's leading property portal, focussed on helping house-hunters in the upper tiers of the market and attracts over 5 million visitors a month. Its overseas property listings include more than 60 countries, including France, Spain, Portugal, Italy, Cyprus, South Africa, Dubai, Australia, Croatia and Bulgaria.

SPITOGATOS.GR a leading real estate portal in Greece, receives approximately 2.7 million visits per month. This figure places it as a significant player in the Greek property market, which is notable given Greece's population of around 11 million people

IMMOWELT.DE Germany's Immowelt manages leading real estate portals such as immowelt.de, immonet.de and immowelt.at, among others. Through Immowelt we reach a network of more than 100 premium home portals, with over 15 million visitors per month.

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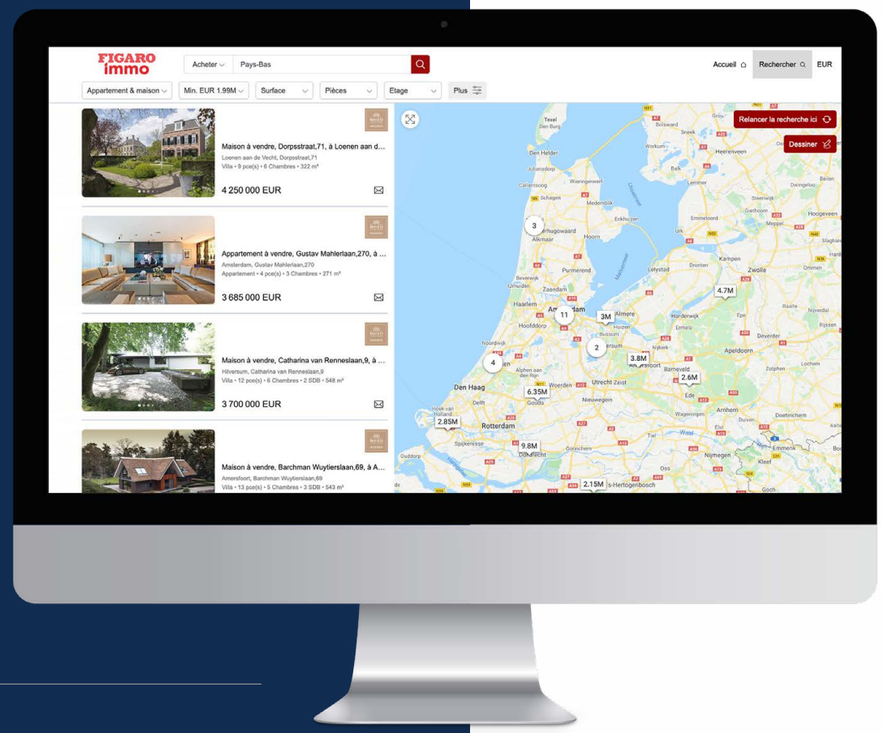
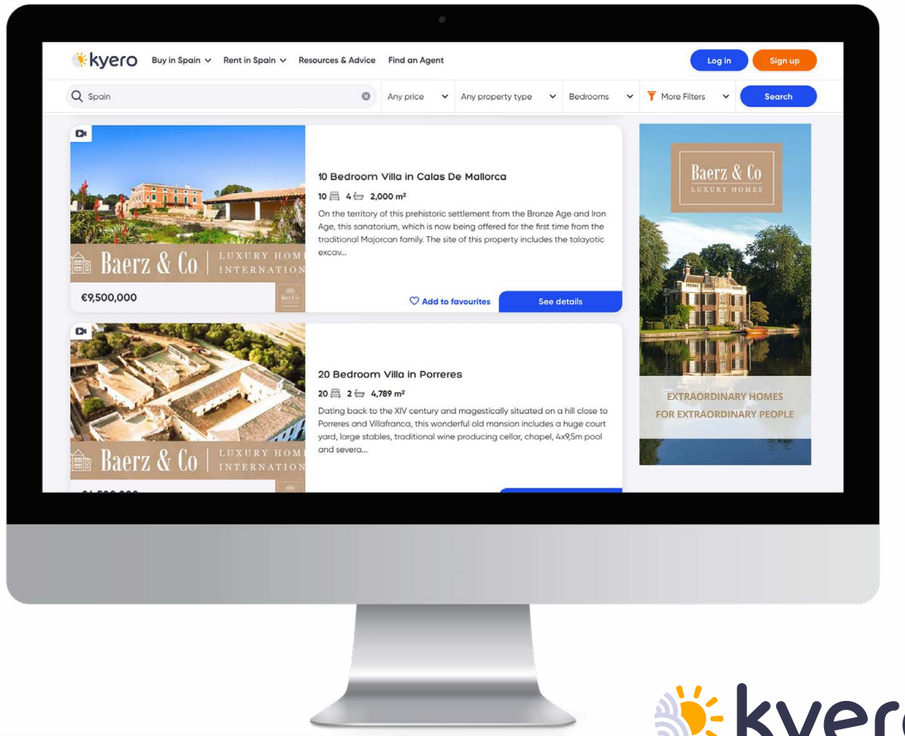




kyero

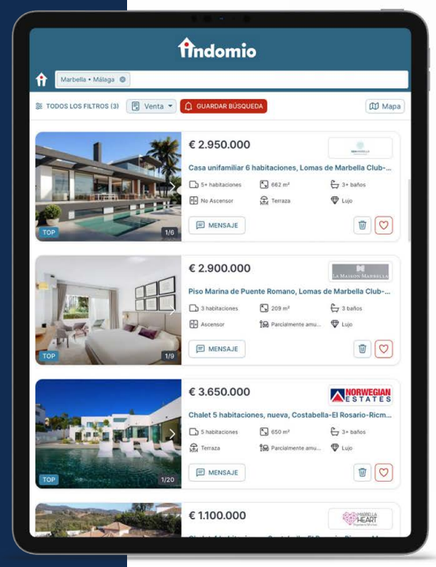
IMMOBILIER.LEFIGARO.FR was set up 26 years ago and specialises in luxury properties, both in France and internationally. Nearly half a million affluent customers visit the website each month, connecting with the best property professionals in the world of luxury homes.

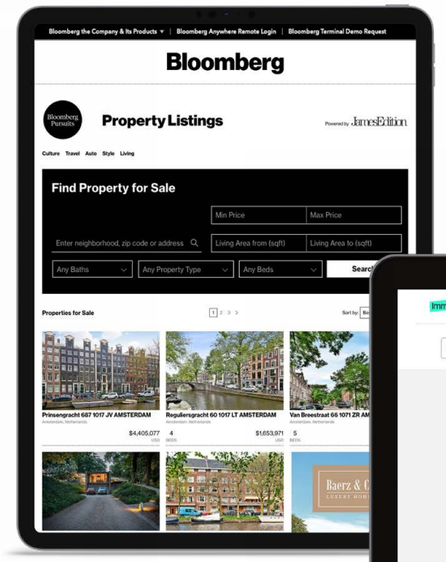
BLOOMBERG.COM is a media conglomerate and publishes financial news and information, research and financial data. It serves as one of the principal financial publishers in the world. Bloomberg has nearly 1 million global circulations of Bloomberg Businessweek and over 150 international news agencies. Your exclusive property listings will be shown in all sections of Bloomberg Property Listings.

IMMOSCOUT24.DE is the largest and best-known housing portal in Germany with 14,000,000 visitors and 5,000,000 requests per month.

INDOMIO.COM has a strong presence in countries like Greece, Italy, and Cyprus. It's part of a larger network of real estate portals that aim to cater to the housing needs in the Mediterranean region.

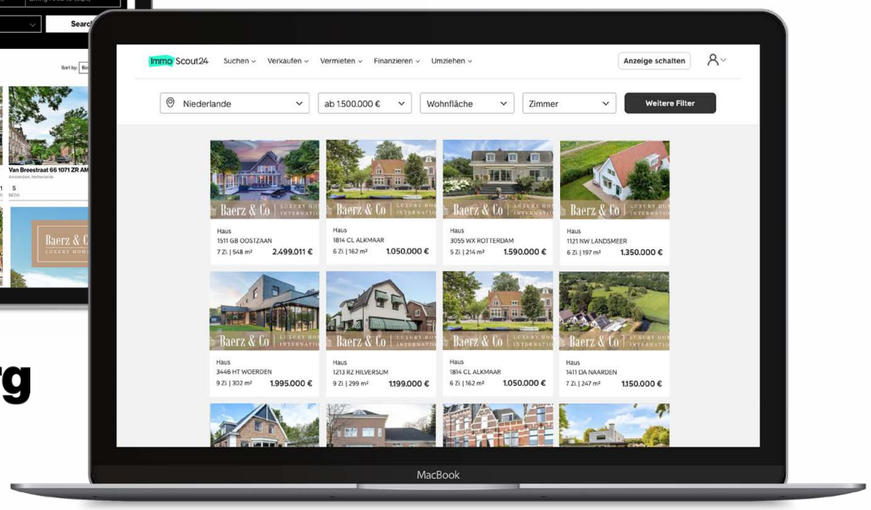
indomio

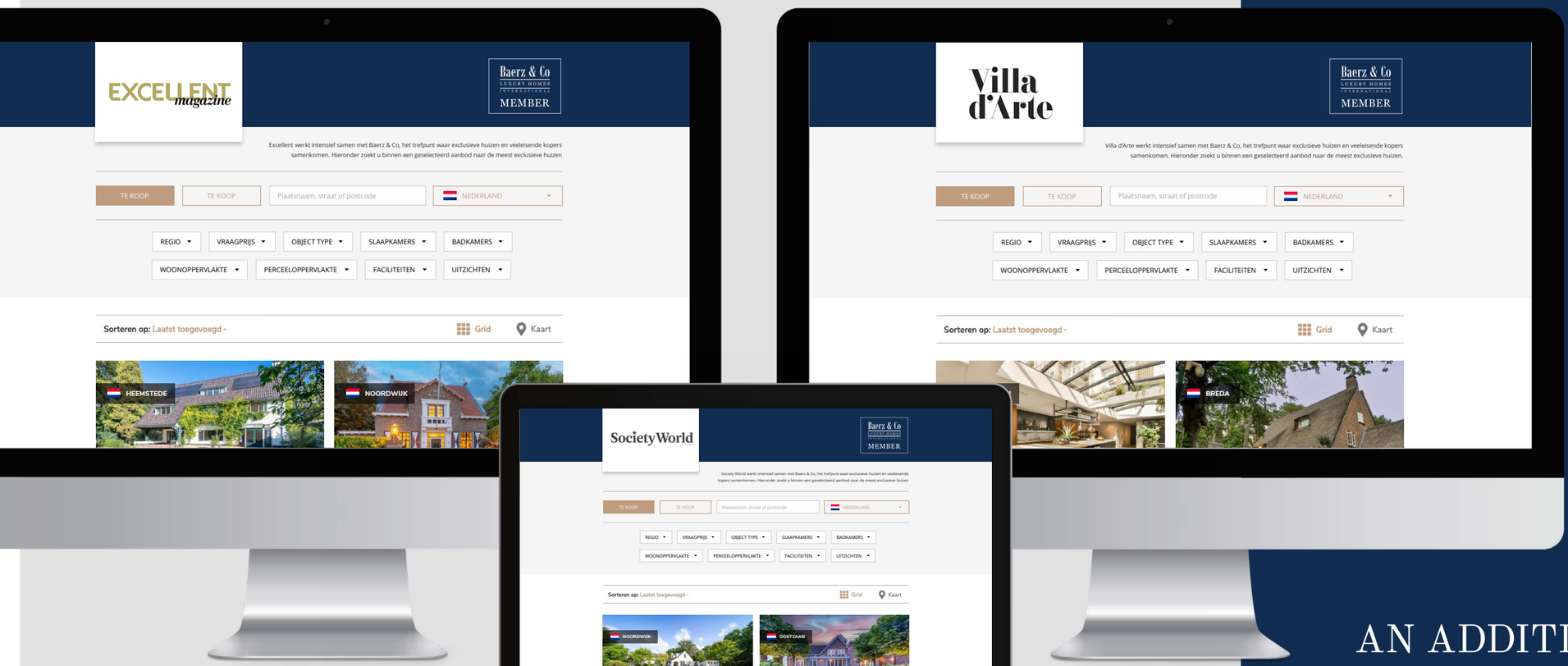




Bloomberg
Property Listings

Immo Scout24





EXCELLENT magazine ONLINE

SocietyWorld ONLINE

Baerz & Co and its affiliated brokerage firms are not responsible or liable for the stated numbers of visitors, readers, subscribers, print runs or numbers of websites in this brochure. These may vary at any time. The media partners shown in this brochure are the largest parties to which the platform is affiliated. Behind various labels there are sometimes smaller regionally targeted websites.

Villa d'Arte ONLINE

AN ADDITIONAL DUTCH MEDIA COLLABORATION

Baerz & Co real estate agents maintain a special partnership with three market-leading 'Lifestyle & Living' magazines in the Netherlands. All these magazines Excellent Magazine, Villa d'Arte and Scotiety World focus on over-35s with an upper average income. The magazines feature a lot of news on architecture, interior design, travel, cars jewellery, gastronomy, art and literature.

The printed editions of Villa d'Arte, Excellent Magazine and Society World are distributed in editions of 70,000, 35,000 and 25.000copies respectively, sold through bookshops and paying subscribers. Baerz & Co advertises in all these editions throughout the year. All titles of course also have their own websites, good for more than 100,000 visitors per month. Baerz & Co's search technology is built into the websites of these online magazines, so that website visitors can easily search for your property listing.

Baerz & Co real estate agents have full exclusivity on these three media channels. It doesn't stop with us after Funda.

2 BAERZ & CO LUXURY HOMES MAGAZINE

Baerz & Co publishes a 300-page **Baerz & Co Luxury Homes Magazine** by Excellent Media Group. Packed with inspiration about luxurious living, architecture, and interior design. With beautiful photography of exclusive houses, interiors, and gardens. Of course, the Magazine also offers practical handy overviews of many top suppliers.

Every week Baerz & Co publishes a digital newsletter, containing our latest offers of luxury homes.

NUMBERS AND DISTRIBUTION

TOTAL CIRCULATION:

Baerz & Co Luxury Homes Magazine in combination with Excellent Magazine 43,000 copies

DISTRIBUTION:

Via bookstores, subscriptions, estate agents, notaries, luxury lifestyle advertisers, (interior) architects, Excellent exclusive home exhibitions.

BAERZ & CO LUXURY HOMES NEWSLETTERS

COPIES:

Copies: 16.800

Publication: Every week

3 VIDEO CLIPS OF EVERY PROPERTY FOR SOCIAL MEDIA

From the www.baerz.com portal and individual websites of all Baerz & Co member agencies, everyone can easily download an automatically generated video clip of your listed property. Simply click to share your video with everyone's network via social media. What other realtor offers this unique technology?

4 SOCIAL MEDIA; TELL YOUR STORY

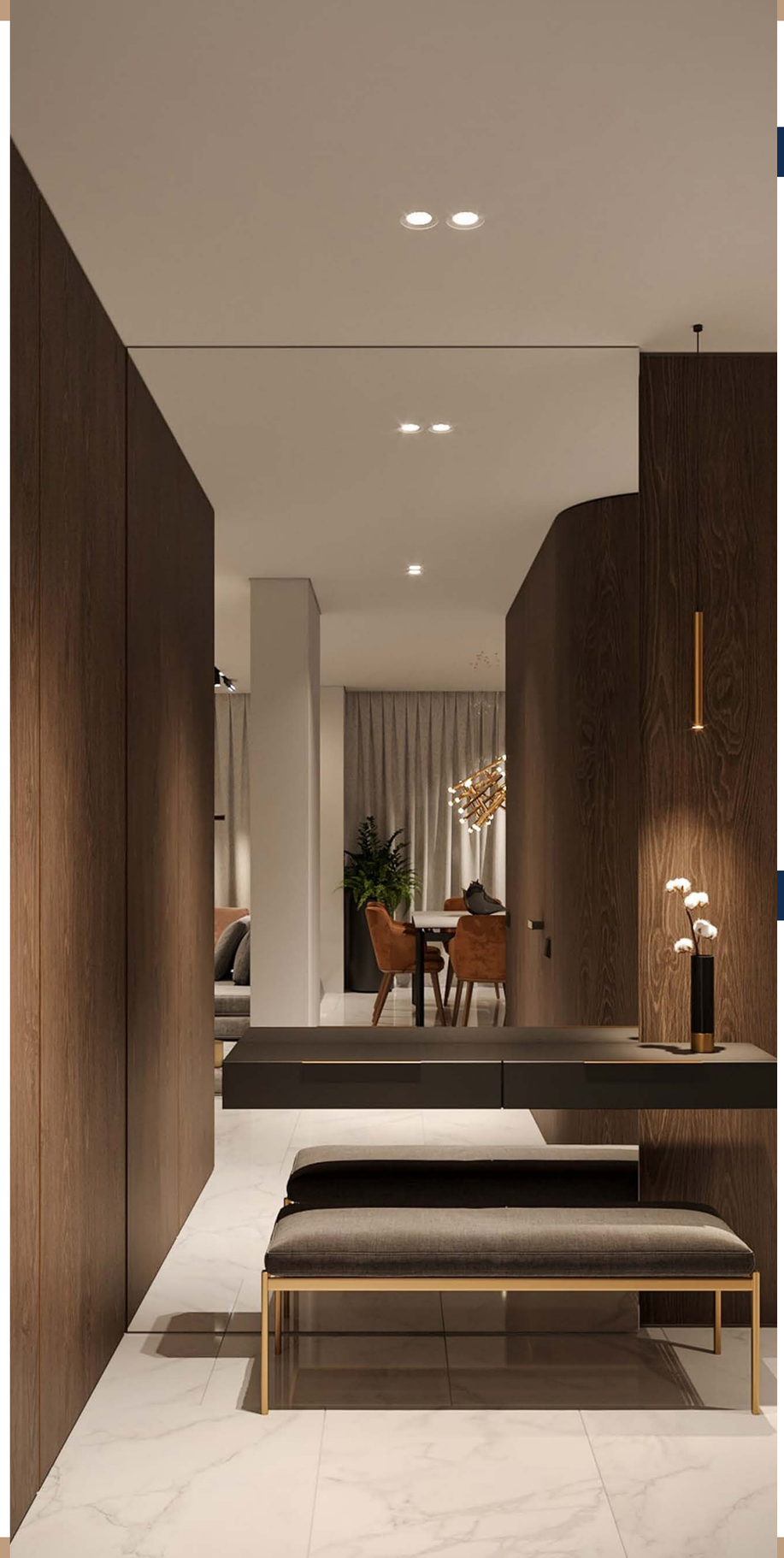
We use our Baerz & Co social media service which posts daily. Is there something newsworthy about your property that you would like to share, or do you want to add a 'high light'? We'll use socialmedia@baerz.com to directly publish your information on LinkedIn, Facebook and Instagram. Should you wish more involvement for your property on social media? Would you like to convey the atmosphere of a home amongst potential buyers? Do you wish to distinguish your home from others? Video marketing is the solution! An image says more than a thousand words. We do not only provide standard (drone) videos, but also storytelling videos. Like in a distinctive commercial.

5 ADVANCED PRESENTATION TECHNOLOGY

Together with the Baerz & Co team we also provide experienced experts on drone videos, Matterport, 2- and 3D visualizations and augmented reality. Shouldering the burden for real estate agents and homeowners by creating spectacular property presentations. With virtual Matterport viewings you separate wheat from the chaff. Bring your luxury properties to life and impress more potential buyers with this immersive 3D experience.

Share a true impression online before potential buyers request for a viewing on site. We offer you stunning Matterport productions against compatible rates by traditional photographers.

- We scan each property in 4k resolution;
- We deliver and host each production within 24 hours;
- Accessible to any browser for Interior views, dollhouse views and floor plans.



6 SOURCING AND BUYING

The majority of homes we find for our buying clientele are not available on the public market, the so-called 'off-market properties'. Finding and relaying these needles in a haystack calls for more pro-active research and an excellent network. With our Baerz & Co network of international real estate agencies, we penetrate deep into each market.

> **Our motto?**
> IF WE CAN'T FIND IT, IT'S NOT FOR SALE

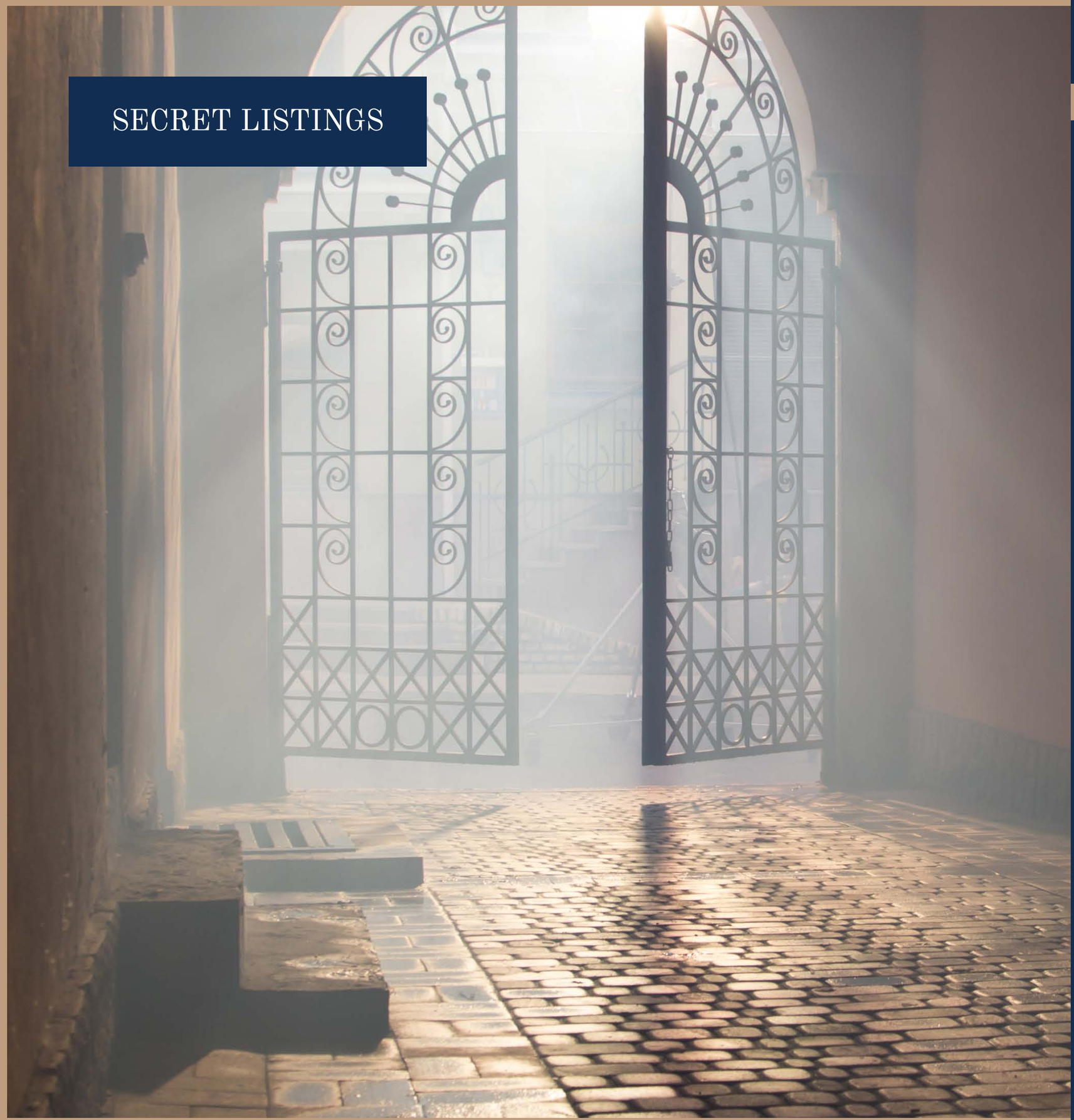
Whether you can already give us your detailed wish list regarding location, architectural style or specific features, or only have a general idea of what it is that you're looking for; we always follow your agenda, not our own! We will show you the best properties and prevent you from being faced with unwanted pitfalls. We will quickly schedule viewings of a short-list of selected properties, analyse the pros and cons, the locations and the mind-set of the selling party.
Only when you are ready to take the next step will we come into action and discuss with you what the best purchase strategy is, negotiate on your behalf and manage the entire transaction process.

7 RENTAL PROPERTIES

Our rental specialists only focus on the luxury segment and offer extensive experience combined with an exclusive network. Public listings on the internet have often expired or are inaccurate, just serving to garner attention.

In the higher price range, prospective (foreign) tenants tend not to look online. We assist many of these prospective tenants by taking the complex and often time-consuming process out of their hands.
Save yourself the hassle, disappointment and time. We coordinate an efficient, targeted search to find you your exclusive rental home, or will find a reliable upmarket renter for your property. The crux is a tailor-made approach, immense effort and an exceptional level of personal dedication.

SECRET LISTINGS



8 SECRET LISTINGS; BAERZ & CO OPENS DOORS THAT REMAIN CLOSED TO OTHERS

For privacy reasons, one can of course also choose not to offer a property publicly, but through so-called Secret Listings. In all peace and quietness and at your own pace, without prying eyes. The interaction with house hunters takes place behind closed doors. Your property will be included in the hidden offer of Baerz & Co, but only discreetly distributed to our registered nationwide database registered with us. In this way, you reach a selected target group of only serious house hunters.

PRIMEXTATE

We also offer a unique Off-Market method internationally. As Baerz & Co real estate agent, we are a member of Primextate, a European online market place for off-market sales and auctions of luxury homes. This B-2-B platform is private for professionals and not accessible to private individuals.

Primextate offers buyers and sellers of luxury homes a unique online access to its network. This community consists of an unrivalled database of around 500 high-end residential real estate agents across Europe, who can invite their own private clients with discretion and trust can invite them to look over their shoulder. Primextate combines the exclusivity of a closed business club of international real estate professionals with global exposure to qualified buyers and sellers. The online software is fully transparent, giving buyer and seller control over the buying and selling and/or auction process. You select your own price category and search criteria and track all activities in real time.

THE PRIMEXTATE CLUB

The Primextate club of real estate professionals includes:

- High-end real estate agencies
- Buying agents
- Property hunters
- Family offices

9 RESTYLE & SELL

Another service we provide in order to market properties that are relatively difficult to sell is our unique (digital 3D) 'Restyle & Sell Service'. We will design, redevelop and decorate your home digitally and upon request, we will even apply for all required building permits. Please ask our office for more information about how we can align your home to better meet the wishes of your future buyer.

10 TAKING REALTY TO A NEW LEVEL

In addition to our unique real estate and marketing services, as a Baerz & Co affiliated partner we also offer other services. More services than you are used to receiving from a traditional real estate agent. We also channel your search for reliable professionals. Professionals whose services buyers are likely to need and would like to source without losing valuable time or risking expensive financial surprises. After all, our clients prefer a low-hassle process.

Whether this concerns assistance in terms of financial, legal or tax advice, or selecting a partner and turn-key management of architectural matters, new builds, renovations, interior design or decoration or managing complete landscaping projects: our Baerz & Co group allows you direct access to first class market parties in each discipline, see www.baerz.com.

OUR MAINSTAYS

We have fostered trust through our integrity and because we do not shy away from telling you what you may not want to hear. We are confident because our real estate instincts are based on our commitment, experience and thorough expertise in real estate.

YOUR LUXURY HOME AGENCY

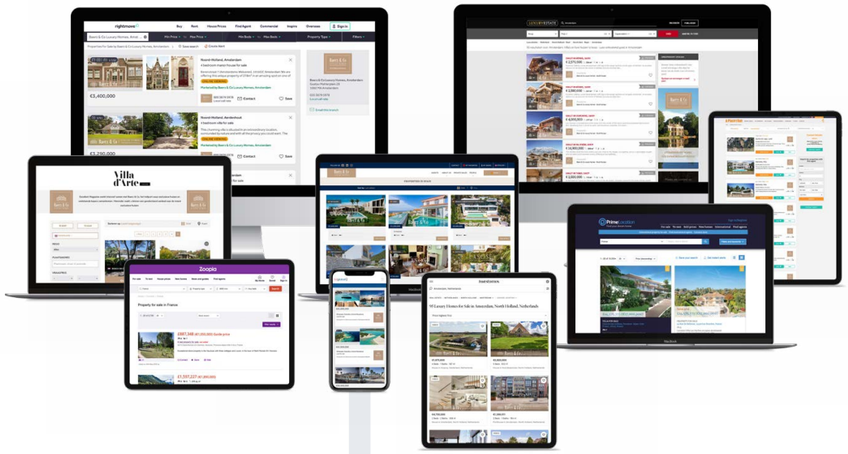
YOUR PROPERTY DATA

Baerz & Co
LUXURY HOMES
INTERNATIONAL
MEMBER

BAERZ & CO
DATA SERVER

Your property on

OVER 140 PORTALS IN 65 COUNTRIES



SOCIAL MEDIA POSTS

Your property on social media, including video clips

PRIMEXTATE

Optional deployment of an international B2B platform for Private Sales and/or online Auction Sales

Your property for sale

BAERZ & CO MEMBERS

Your property on all individual websites of all Baerz & Co member agencies

Your property on
WWW.BAERZ.COM
and digital newsletter circa. 17.000 subscribers

Your property in the main menu of
EXCELLENT WONEN
VILLA D'ARTE
SOCIETY WORLD

Your property in
BAERZ & CO MAGAZINE

DUTCH LUXURY LIFESTYLE MAGAZINES

Your property shown via online magazines including branding campaigns in all print editions

Baerz & Co
LUXURY HOMES
INTERNATIONAL
MEMBER

WWW.BAERZ.COM

AUSTRIA:	Salzburg, Tirol, Vorarlberg, Wenen
BELGIUM:	Antwerp, Baarle-Hertog, Brasschaat, Knokke
CROATIA:	Dubrovnik, Istria, Split/Brač, Zagreb
CYPRUS:	Lefkosa (Nicosia), Limassol
EGYPT:	Alexandrië, Caïro, El Gouna, Hurghada, New Capital, Red Sea Area, Safaga, Sahl Hashees, Somabay
FRANCE:	Alpe d'Huez, Antibes, Cannes, Cap Ferrat, Courchevel, Deauville, Grimaud, La Croix-Valmer, Megève, Mougins, Nice, Paris, Sainte-Maxime, Saint-Gervais Mont-Blanc, Saint-Martin de Belleville, St. Tropez, Val D'Isère, Veigy Foncenex
GREECE:	Athens, Hermione, Nafplio, Porto Heli, Spetses, Voula
IRELAND:	Cork, Dublin
ITALY:	Amalfi, Dolceacqua, Dolimiti, Lago di Garda, Lago Maggiore, Le Marche, Liguria, Milano, Piemonte, Puglia, Sardegna, Toscana, Valle d'Aosta
LUXEMBOURG:	Luxembourg
MAURITIUS:	Grand Baie, Port Louis
MEXICO:	Yucatán
MONACO:	Monaco
MONTENEGRO:	Budva, Kolašin, Kotor, Luštica, Podgorica, Tivat
NETHERLANDS:	Aerdenhout, Alkmaar, Alphen a/d Rijn, Amersfoort, Amstelveen, Amsterdam, Apeldoorn, Arnhem, Baarle-Nassau, Barneveld, Bergen NH, Bergschenhoek, Berkel-Enschot, Blaricum, Bloemendaal, Breda, Breukelen, Delft, Deurne, Dordrecht, Ede-Wageningen, Eersel, Eindhoven, Elburg, Emmeloord, Halsteren, Harderwijk, Heerlen, Helmond, Hengelo, Hulsberg, Kaatsheuvel, Landsmeer, Leeuwarden, Leiden, Leusden, Lisse, Lochem, Maastricht, Mijdrecht, Naarden, Nijmegen, Nuenen, Oisterwijk, Oldenzaal, Rhenen, Roermond, Rotterdam, Sittard, Stein, The Hague, Uden, Urk, Veenendaal, Velp, Venlo/Tegelen, Vlijmen, Waalwijk, Weesp, Zaltbommel, Zeewolde, Zwolle
PORTUGAL:	Algarve, Cascais, Estoril, Lisboa, Porto
SPAIN:	Barcelona, Costa Blanca North, Costa Blanca South, Costa Brava, Costa Calida, Costa del Sol, Madrid, Valencia
BALEARICS:	Formentera, Ibiza, Mallorca, Menorca
CANARIAS:	Tenerife
SWITZERLAND:	Andermatt, Brienz, Crans Montana, Genève, Grindelwald, Gstaad-Saanen, Martigny, St. Moritz, Verbier, Wengen
UAE:	Dubai

PINK°
Properties

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www.pink-properties.com