

MARKETING PROPOSAL

Prepared for



Presented by





WHY

LIST WITH US?

EDINA



Nest Seekers
INTERNATIONAL

9:41



Instagram



You



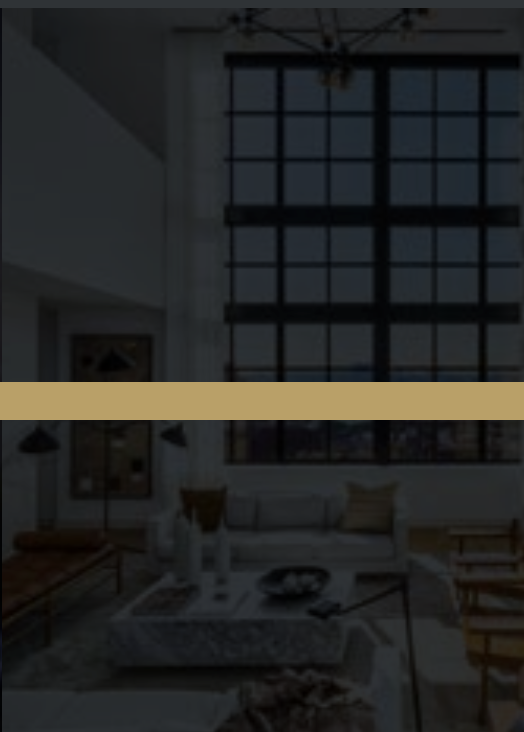
Forbes



Carolyn Welch



nestseekers
New York, New York



See Property



23,621 likes

nestseekers #amazing #luxuryrealestate

3 HOURS AGO

snowgraphs 🍷🍷🍷

nestseekers Thanks



MARKETING PLAN

AND PERSONAL
SERVICES

We will price your home strategically and competitively based on expert analysis. We will advise on the merchandising and showcasing your home as we prepare for showing, including staging and positioning.

We will embark on advertising and marketing campaigns that will include online strategy, social media, print publication, direct marketing, mailer campaigns and public relations placements.

We will produce high quality material, including photography, floorplans and brochures. We will engage the industry

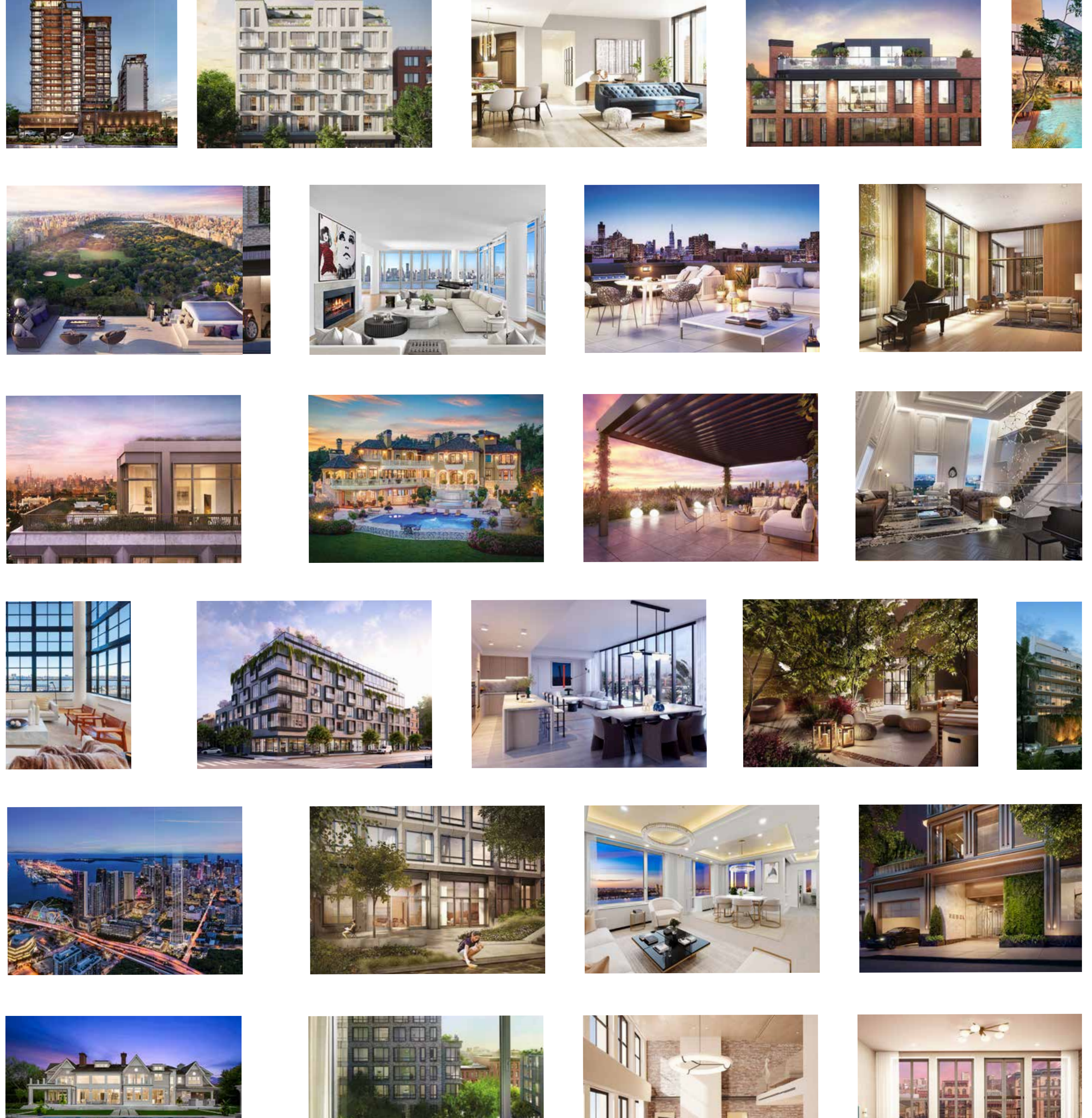
periodically to participate in the sale of the property.

We will negotiate on your behalf and act as liaison to all parties involved including attorney, financing, property managers, architects and brokers.

We will ensure a seamless process and swift transaction from start to finish.

VIDEOGRAPHY DRONE PHOTOGRAPHY RENDERINGS

We will provide professional lifestyle photography, videos, and aerial drone footage that will maximize the image and brand of the property.



DIGITAL MARKETING & GLOBAL SYNDICATION

Nest Seekers distributes its listing portfolio across all leading real estate portals and marketplaces. Your property will be showcased to millions of potential buyers around the globe.



145
PORTALS

64
COUNTRIES

183 M
POTENTIAL
BUYERS

OUR WEBSITE

YOUR LISTING ON THE APP STORE



250K
MONTHLY
VISITORS

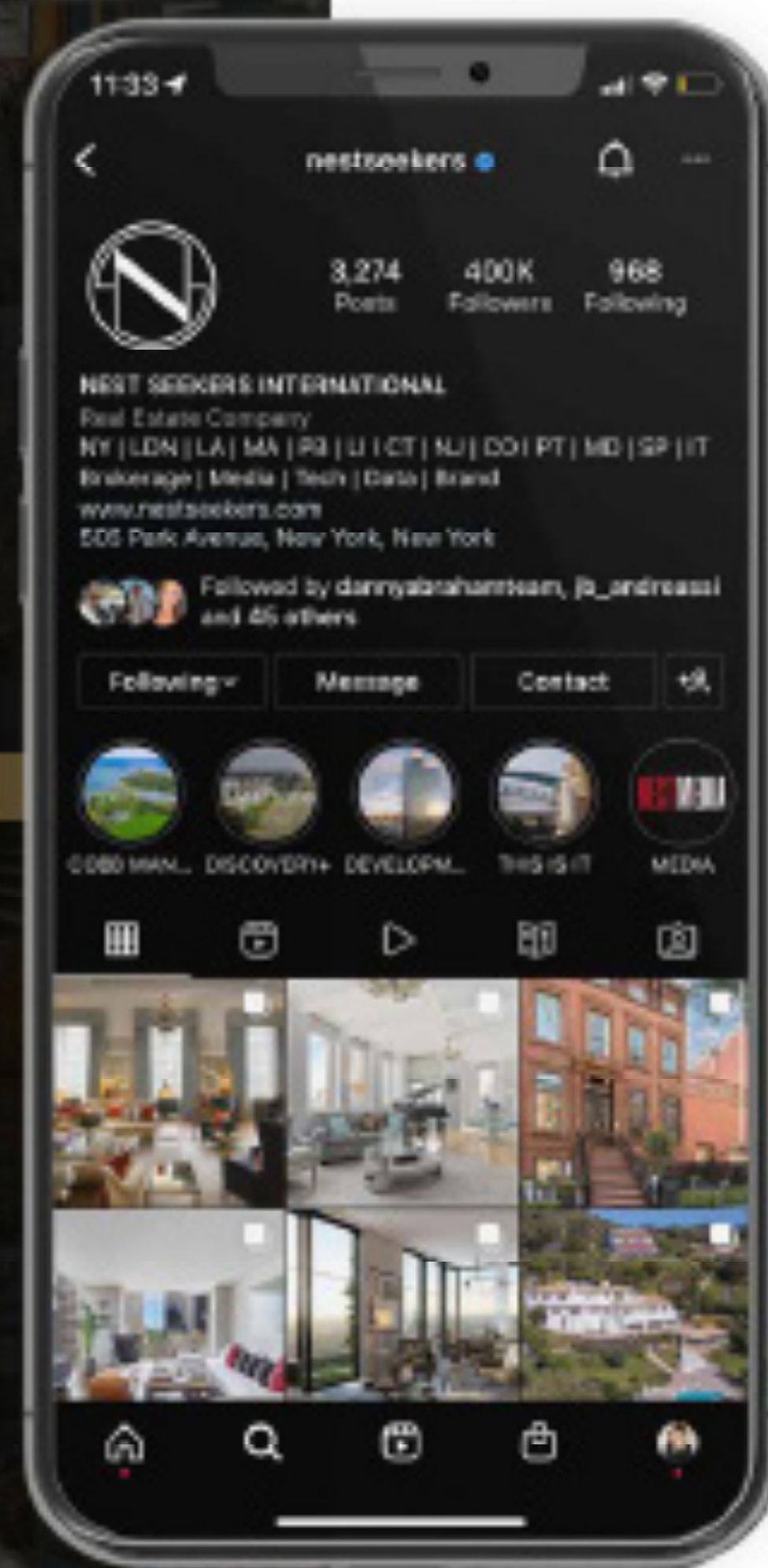
18M
PAGE
VIEWS

3M
VISITORS
A YEAR

WE OFFER YOUR LISTING PREMIUM VISIBILITY ON OUR WEBSITE.

SOCIAL MEDIA

CONNECT. ENGAGE. EXPLORE.



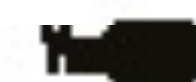
JOIN OUR
HUNDREDS OF
THOUSANDS
OF FOLLOWERS



400,000



300,000



100,000



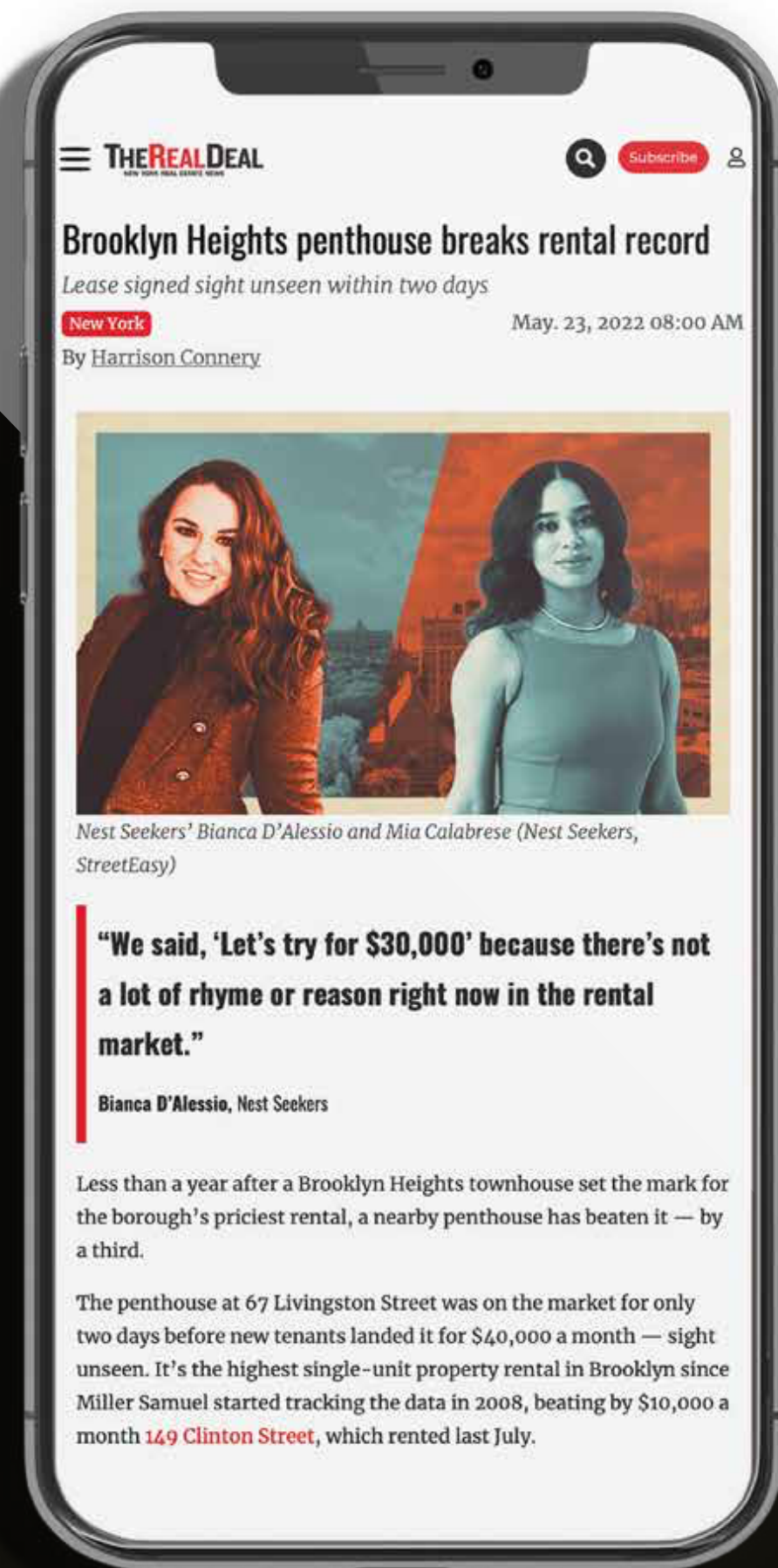
15,000



30,000

PUBLIC RELATIONS

PRINT ADVERTISING

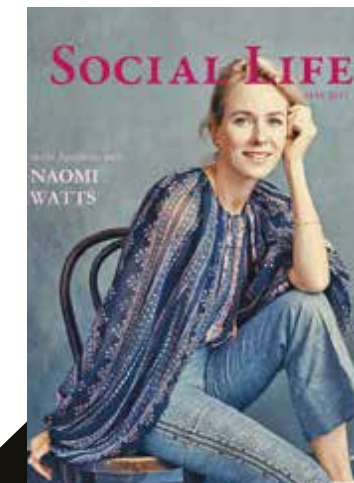
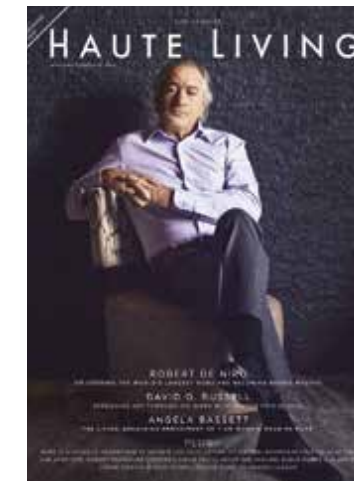


We believe strongly in editorial power.

Working with our press team, we will strategically engage media across all platforms to tell a compelling story about the unique opportunity of your property.

NEW YORK TIMES
WALL STREET JOURNAL
THE REAL DEAL
EAST HAMPTON PRESS
THE REAL DEAL
AVENUE
HAMPTONS MAGAZINE
ANGELENO
INTERIORS + DESIGN
SOUTHAMPTON PRESS
MANHATTAN MODERN LUXURY
THE LOS ANGELES TIMES
HAMPTONS SHOWCASE
HOMES AND ESTATES
DUPONT REGISTRY
SOCIAL LIFE
NEW YORK/ HAMPTONS
COTTAGES & GARDENS
PALM BEACH ILLUSTRATED
ROBB REPORT
LUXURY LONDON MAGAZINE
GREENWICH MAGAZINE

Our print ad campaigns are featured in some of the world's highest quality glossy publications, distributed to the most coveted destinations and luxury markets.



Bloomberg



BUSINESS
INSIDER



WSJ.

Forbes

THE REAL DEAL
NEW YORK REAL ESTATE NEWS



BIG MEDIA

Nest Media is a stand-alone media company that produces and delivers direct global access to the intricate world of real estate via multiple networks and streaming platforms. From programs featuring extraordinary and luxury homes, regional property docuseries, property transformation shows and nuanced deal-making programs.



NEST MEDIA

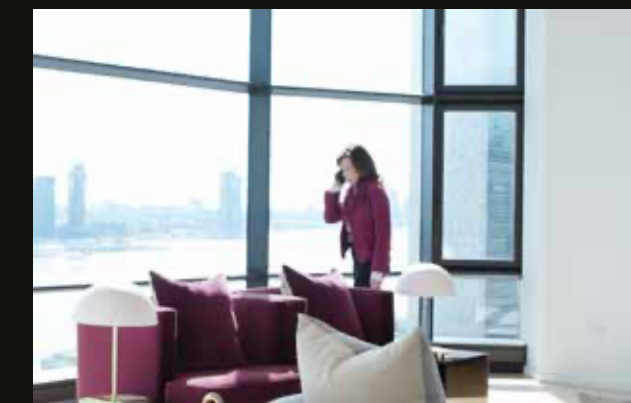
NEST SEEKERS PROPERTY TOURS

BRANDING VIDEOS



REAL ESTATE TV

Nest Seekers property walkthroughs, product showcasing, and aerial cinematography allow buyers and sellers around the world an opportunity to experience and tour each property from the convenience of their homes or on the go via all mobile devices.



EVENTS



TARGETED EMAIL MARKETING



Jessica C. to info@nestseekers.com



NestSeekers
INTERNATIONAL

220 CENTRAL PARK SOUTH



THE DREAM HALF FLOOR COVETED SALE OFFERING

220 Central Park South is the preminent new address in New York, situated directly on Central Park. Developed by Vornado Realty Trust, designed by Robert A.M. Stern Architects and The Office of Thierry W. Despont. 220 Central Park South accommodates contemporary lifestyles in an architectural setting inspired by the historic residences of New York. Clad in rich Alabama Silver Shadow limestone and featuring Robert A.M. Stern Architects signature interpretation of classical pre-war design, the building is a timeless addition to Manhattan's storied skyline.

For Sale | Manhattan | Condo | Area: 3,211 sq ft

Bedrooms: 3 | Bathrooms: 3.5 | Price: \$33,000,000

ROADSHOWS

Our select team travels periodically to the largest real estate trade shows in the world, bringing your property to buyers and markets in every continent. We work with affiliates through cross-marketing programs with like-minded partners from high-net-worth markets.

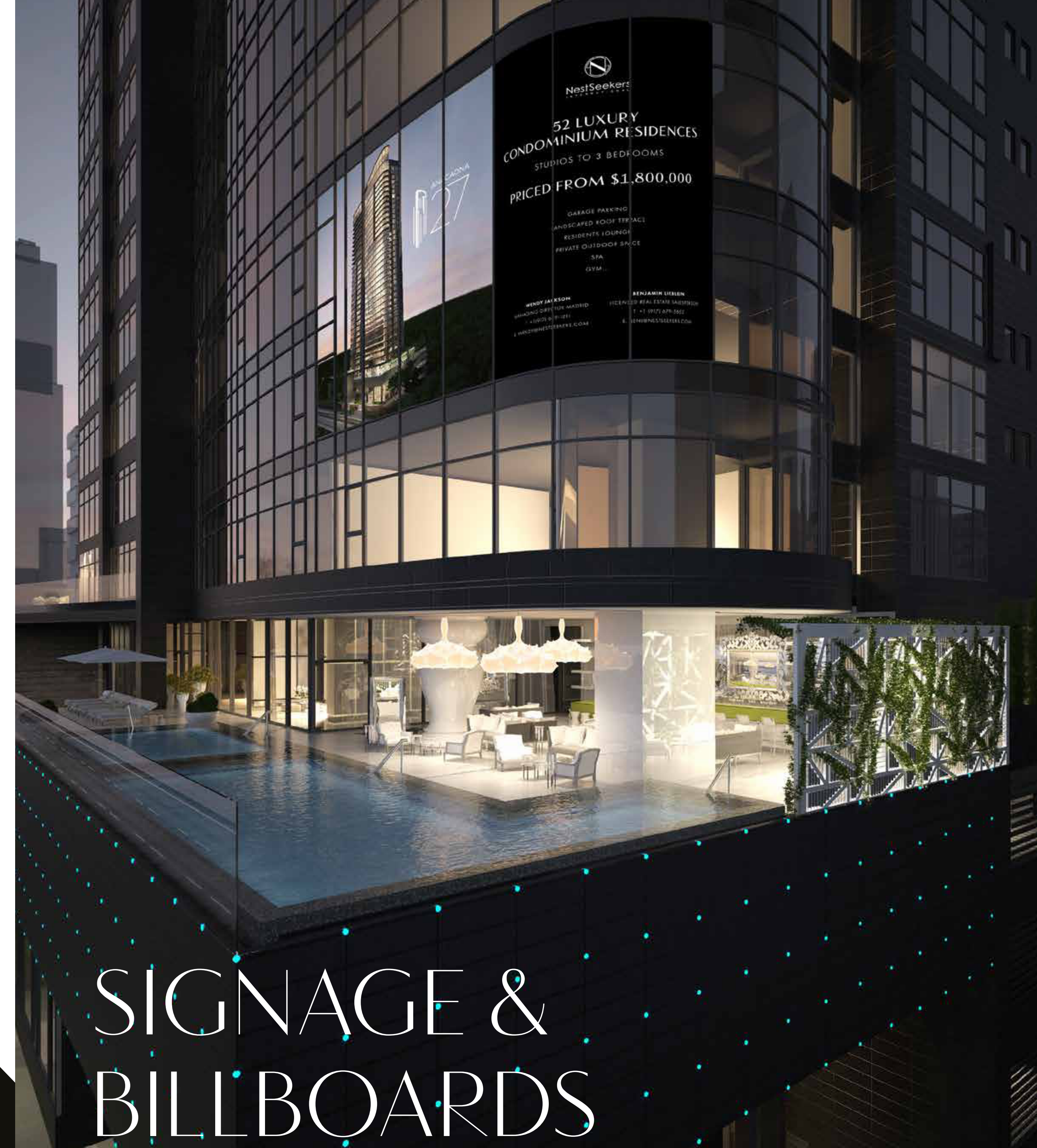


PRINT DESIGN

DISTINCTIVE PROPERTIES REQUIRE EXCEPTIONAL CARE



UNIQUE COLLATERAL MATERIAL



SIGNAGE & BILLBOARDS



LOGO DESIGN



FIVE | court
square

THE
CENTRALE

HERO
LONG ISLAND CITY



SKYLINE TOWER

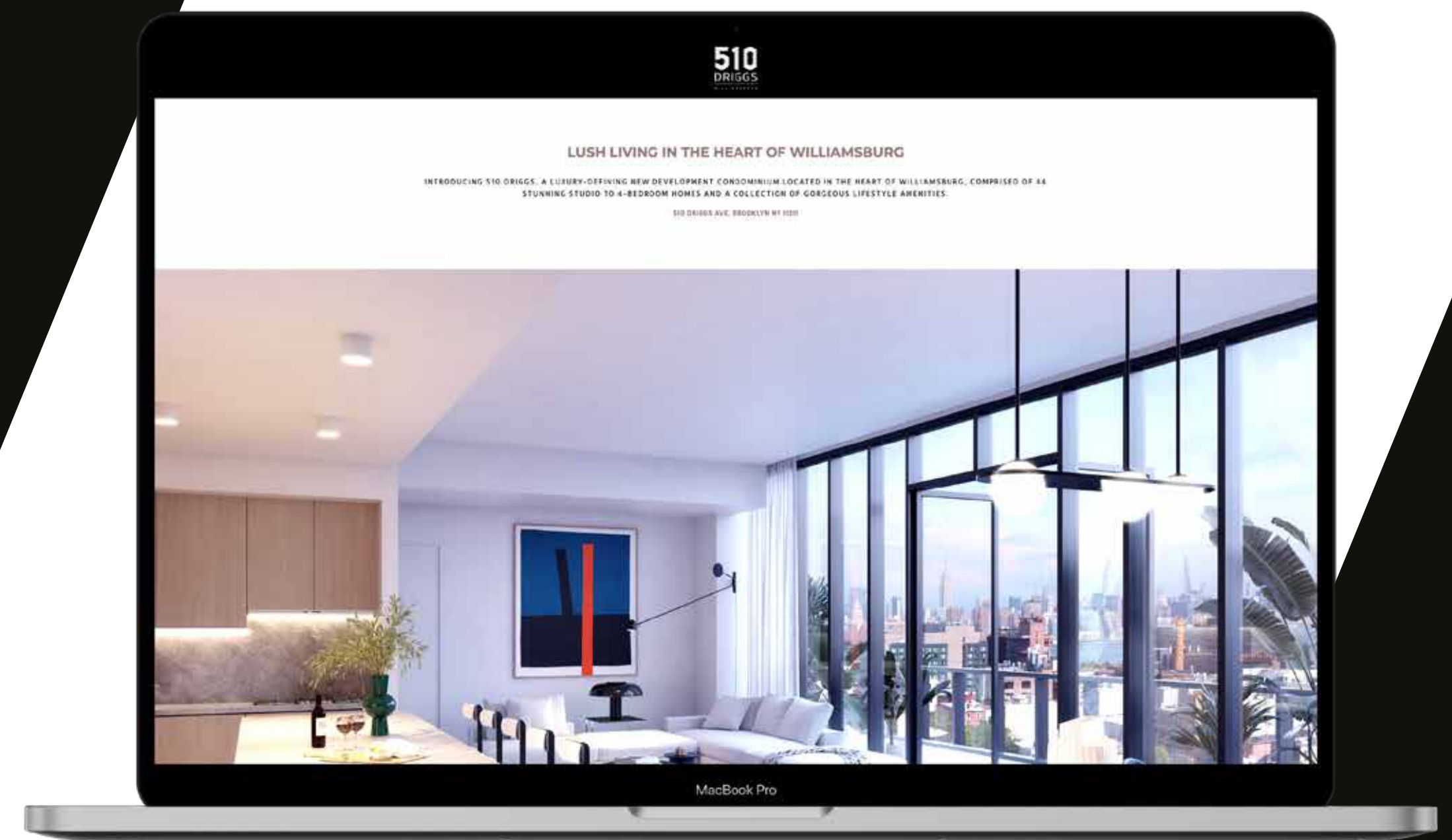
Prime
22-43 JACKSON AVE

— NO 16 —
MONROE
— PLACE —

101
WEST 14TH

CUSTOMIZED WEBSITE

Our graphic design department and web development team are always here to make sure the design process is a fluid as can be. We'll bring all your marketing material to life.





PRIVATE

EXCLUSIVE AGREEMENT
with a 5% commission for a 1-year period

COLLABORATION WITH ALL AGENCIES

PROPERTY VALUATION

ENERGY CERTIFICATE

PROFESSIONAL PHOTOGRAPHY

360° REPORT AND VIDEO

FLOOR PLAN DESIGN

DIGITAL MARKETING

INTERNATIONAL WEBSITE PORTAL

GENERAL PORTALS (Idealista, Fotocasa, Habitaclic, etc.)

SOCIAL MEDIA (Instagram, LinkedIn, etc.)

GLOBAL MAILING NEST SEEKERS

EXCLUSIVE AGREEMENT

with a 6% commission for a 1-year period

COLLABORATION WITH ALL AGENCIES

PROFESSIONAL PHOTOGRAPHY

360° REPORT AND VIDEO

DRONE FOOTAGE

OPEN HOUSE

DIGITAL MARKETING

INTERNATIONAL WEBSITE PORTAL

GENERAL PORTALS (Idealista, Fotocasa, Habitaclick, etc.)

SOCIAL MEDIA (Instagram, LinkedIn, etc.)

SOCIAL MEDIA (with influencers)

GLOBAL MAILING LIST SEEKERS

CUSTOMIZED PROPERTY WEBSITE

SUMMARY

Nest Seekers offers a comprehensive marketing strategy designed to maximize the value and visibility of each property in a highly competitive global environment. Our approach combines advanced technology, creativity, expertise, and a well-established international network to reach the most qualified buyers worldwide.

We begin with unprecedented distribution: our properties are published on more than 115 premium real estate portals, with a presence in 64 countries across five continents. We reach a potential audience of over 183 million international buyers, thanks to ongoing investment in digital positioning and multichannel visibility.

We collaborate with leading agencies in all strategic markets and operate an internal network of over 2,000 agents. This structure allows us not only to connect with local and international buyers, but also to manage transactions efficiently, securely, and seamlessly.

In terms of content, we provide cinematic-level visual production. Properties are presented with professional photo shoots by high-end real estate specialists, high-definition videos, aerial drone footage, immersive virtual tours, and professionally edited content tailored for our social media platforms, which reach hundreds of thousands of highly segmented followers. These visual assets not only enhance the perceived value of each property, but also position it as a unique opportunity.

The digital strategy is supported by a solid SEO and web positioning infrastructure. Nest Seekers continuously invests in optimization campaigns to ensure each property ranks at the top of search results on Google and other leading search engines. Our websites receive over 2 million annual visits, 155,000 unique users per month, and more than 10 million page views. This reach, combined with a high-net-worth client database, becomes a powerful and measurable marketing tool.

We implement targeted email marketing campaigns for both buyers and agents, which outperform market standards by up to 200%. These campaigns include interactive listings, dynamic surveys, personalized content, and special activations that connect directly with our global network.

Our physical presence is also key. We have 25 showrooms and storefronts located in the most iconic areas of the world: New York, Los Angeles, London, Paris, Miami, Dubai, and other major luxury markets. Properties are featured in high-impact displays, carefully designed to attract a discerning buyer profile.

We also guarantee editorial presence in the most prestigious industry publications. Properties are featured in outlets such as The New York Times, The Wall Street Journal, Hamptons Magazine, Avenue, The Real Deal, the Los Angeles Times, and other luxury and design magazines. This visibility not only provides prestige but also connects with qualified audiences through trusted editorial channels.

We organize private events, exclusive open houses, and participate in major international real estate fairs, where we present our properties to top-tier buyers and investors. These events, along with our partnerships with luxury brands, developers, and family offices, allow us to position each property in the right environment.

Our methodology includes additional services that optimize the sales process: professional appraisals, floor plan design, energy certification, home staging, strategic positioning, and tax advisory. Every detail is handled with rigor and precision, from preparation to closing.

Coming soon, our properties and agents will also be featured in Nest Seekers' new reality show on Netflix — a platform that offers extraordinary visibility and further solidifies our brand on a global scale.

Effective real estate marketing requires expertise, investment, technical knowledge, and a well-structured global network. Nest Seekers is consistently ranked among the top ten real estate firms in the world by sales volume and exclusive listings. Our mission is to maximize the value of each property and position it before the right audience, at the right time, using the most powerful tools in the market.

If you are looking to sell your property with a truly international, professional, and results-driven marketing strategy, we are prepared to represent you with the highest level of excellence.



BARCELONA, SPAIN

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08003, Barcelona, Spain

www.nestseekers.com
www.theseduction.eu
www.ssfoundation.eu