
HORSE FARMS FOR SALE

Marketing Plan



Bridget Archer
434-981-4149

LISTING & SELLING
Farms | Historic | Equestrian

GOING TO THE ENDS OF THE EARTH TO SELL YOUR HOME...

We believe the properties that we represent deserve the best marketing. Therefore, our advertising program goes above and beyond what any other agent or broker offers in quality, sophistication, and depth. In addition, we employ the latest technology to deliver a perfect presentation and massive exposure for your home to drive responses from buyers everywhere.

LUXURY & INTERNATIONAL ADVERTISING

Buyers will find your property in prominent global media brands, including The New York Times, The Wall Street Journal, Robb Report, and MarketWatch. It's also translated and distributed to dozens of prominent Real Estate sites throughout Asia, Europe, Australia, the Middle East, South America, and more.

STYLISH, SOPHISTICATED PRESENTATION

We will create a dedicated online showcase for your home, featuring magazine-quality professional photos, elegantly produced High Definition video, and stunning aerial animation. Nothing else compares—but don't take our word for it; check it out for yourself!

LOCAL, SOCIAL & MOBILE

Your home will benefit from cutting-edge social media technology and robust exposure on sites like Facebook and YouTube. In addition, our showcase listings reach potential local buyers on every type of computer, smartphone, and tablet, in addition to local print and mail.



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YOUR HOME DESERVES WORLD CLASS MARKETING

ELITE ADVERTISING

Your home will be featured in prominent global media brands including:

- NEW YORK TIMES
- WALL STREET JOURNAL
- ROBB REPORT
- UPMKT
- MANSION GLOBAL
- MARKETWATCH



GLOBAL EXPOSURE

- Over 100 International Ads
- Exposure to global buyers and investors
- Placement in Juwai.com, the #1 China Site

PERFECT PRESENTATION

- Dedicated Website
- Luxe Video Tour
- Google Earth Aerial Flyover
- Mobile + Social



LOCAL VISIBILITY

- Elegant Brochures
- Distinctive Signage
- Direct Mail
- Targeted Local Ads



SOCIAL MARKETING

- Social video ads targeted to your perfect buyer
- Location, wealth, interests, and lifestyle
- Facebook, Instagram, YouTube and more



CLIENT SATISFACTION

- Weekly Activity Reports
- Interactive media kit showing your ads and campaign highlights



Call today for a complimentary **Home Valuation + Marketing Plan.**



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PERFECT PRESENTATION

Your home will be featured on its own dedicated property website and URL, ideal for lead capture and social sharing. The presentation includes a stunning Google Earth aerial flyover and Youtube Video Tour. The dedicated mobile and iPad tours allow for seamless viewing on any device.



Google Earth
Aerial flyover



Dedicated Website
& url



Optimized for
Mobile & Ipad



Lead Capture &
Social Sharing



THE WALL STREET JOURNAL.

WSJ.com reaches an elite global audience of 42.4 million digital readers per month who seek the news and information critical to their business and personal lives.

#1 Paid Circulation
Publication

↑↑ Highest Rank
of Executive
Management
Readership



Robb Report

MAGAZINE FOR THE LUXURY LIFESTYLE™

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity.



Highest Household
Income 2022 IPSOS
Affluent Survey

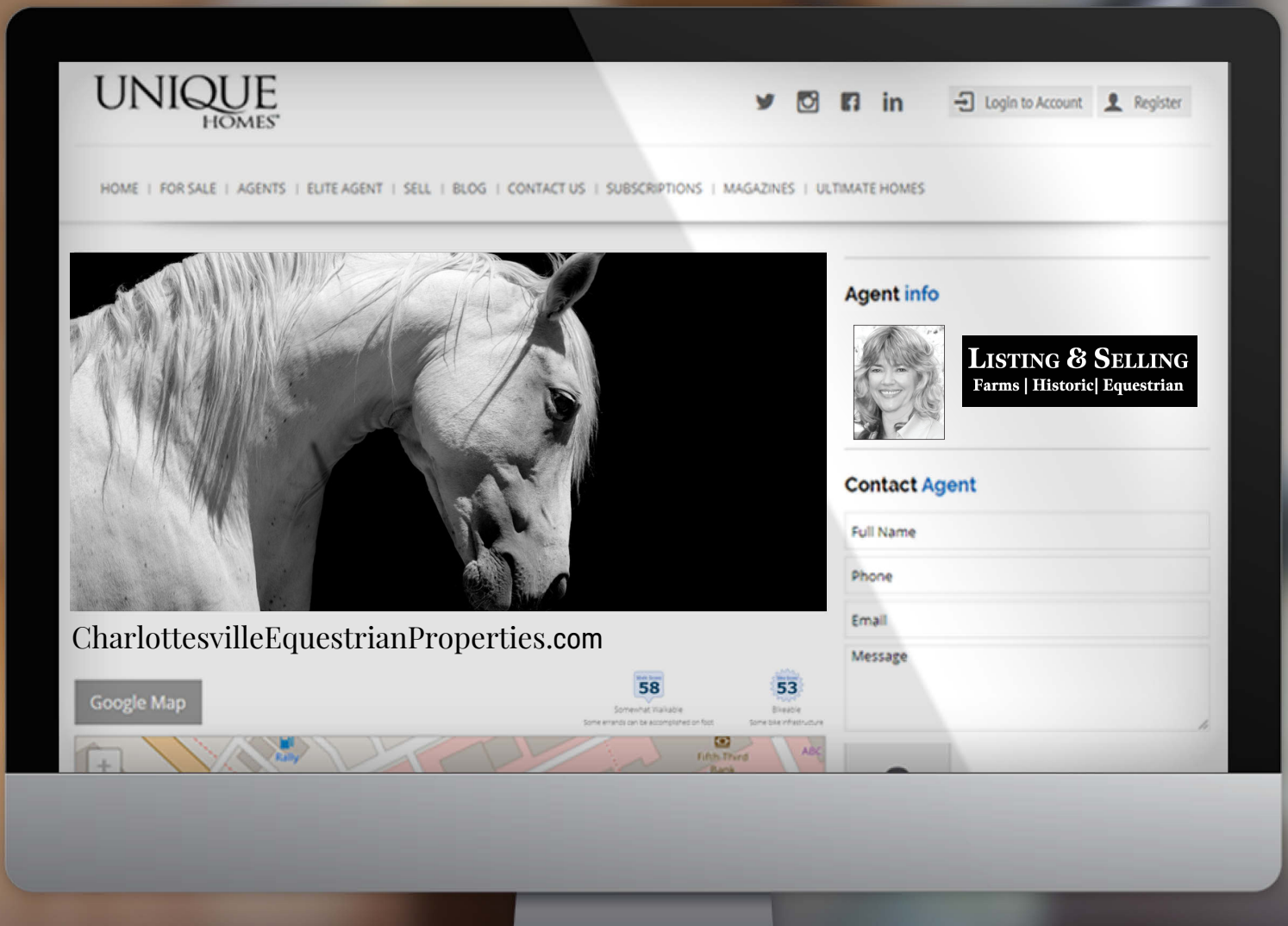
\$2.75M

Average Household
Net Worth of Robb
Report Readers



UNIQUE HOMES

Unique Homes is the most exclusive intermediary between ultra-affluent buyers and luxury real estate sellers. With readership that spans all 50 states and more than 80 countries around the globe to a qualified international audience, it's a must-read for affluent individuals interested in high-end real estate.



MANSION GLOBAL

ONLY THE EXCEPTIONAL

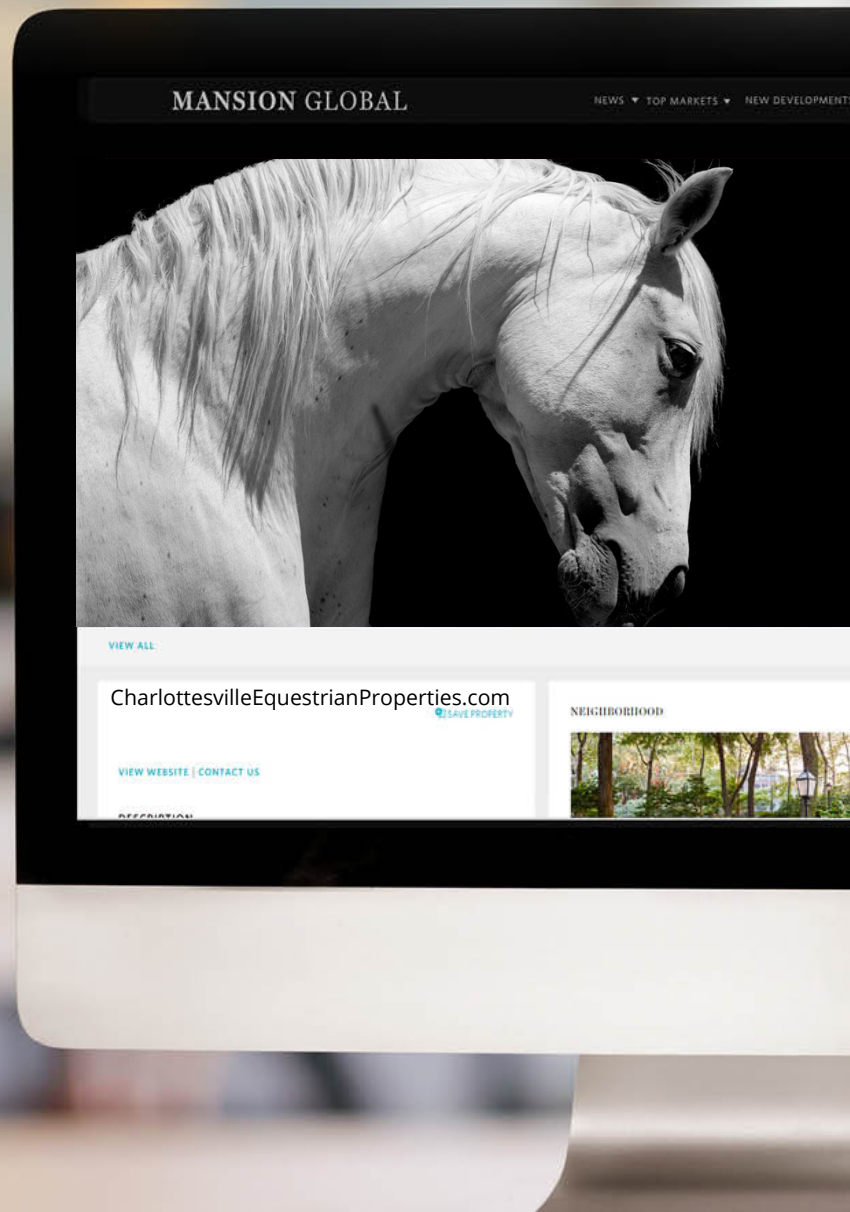
Mansion Global is the premier digital destination connecting the world's most affluent real estate buyers with prestigious properties around the globe through relevant, timely listings and compelling content.

2.3
MILLION

Monthly Unique Users

50%

Of Visitors Planning
to Build/Buy a Home



UPMKT

HOMES OF STYLE & DISTINCTION

An international publication dedicated to upscale real estate and the people who love it. Follow the latest trends in home design, architecture, trending communities and cities, and a lot more.



The New York Times

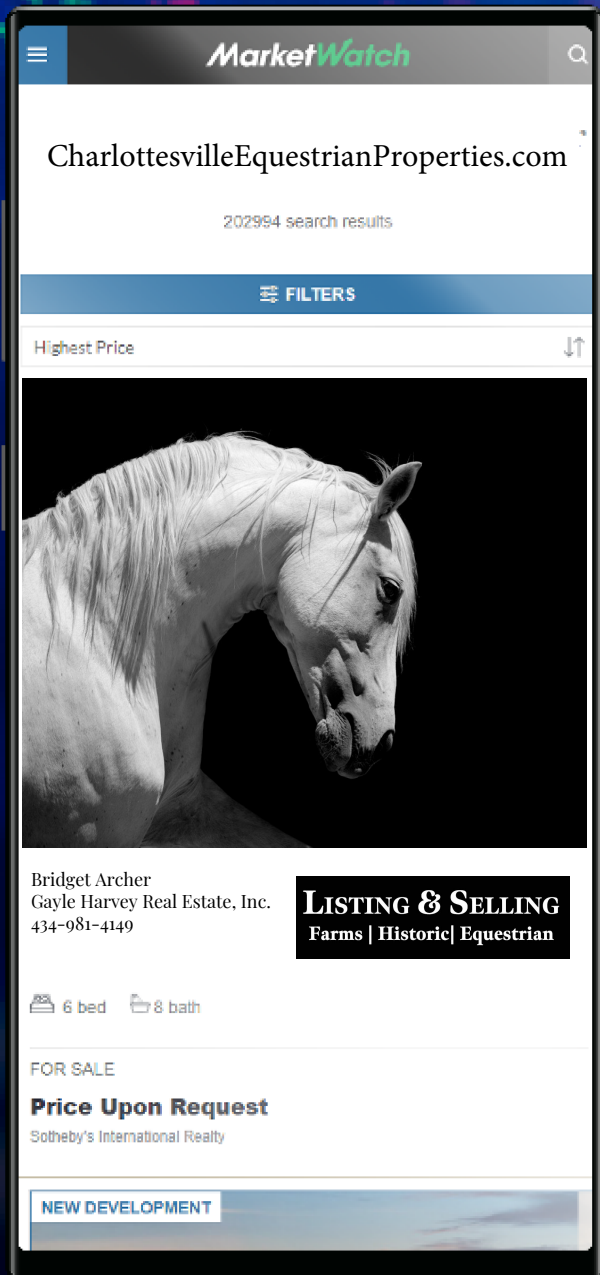
Access and connect with award-winning journalism in articles, video, slide-shows and multimedia features and become part of one of the most engaged, loyal community of readers on the Web. Your home is featured through rich media display ads targeting affluent homebuyers.

#1 Individual Newspaper Site in the U.S.

25 Million Unique Visitors Each Month



MarketWatch



MarketWatch is a website that provides financial information, business news, analysis, and stock market data. Along with The Wall Street Journal and Barron's, it is a subsidiary of Dow Jones & Company, a property of News Corp.



Monthly Unique Users

78%

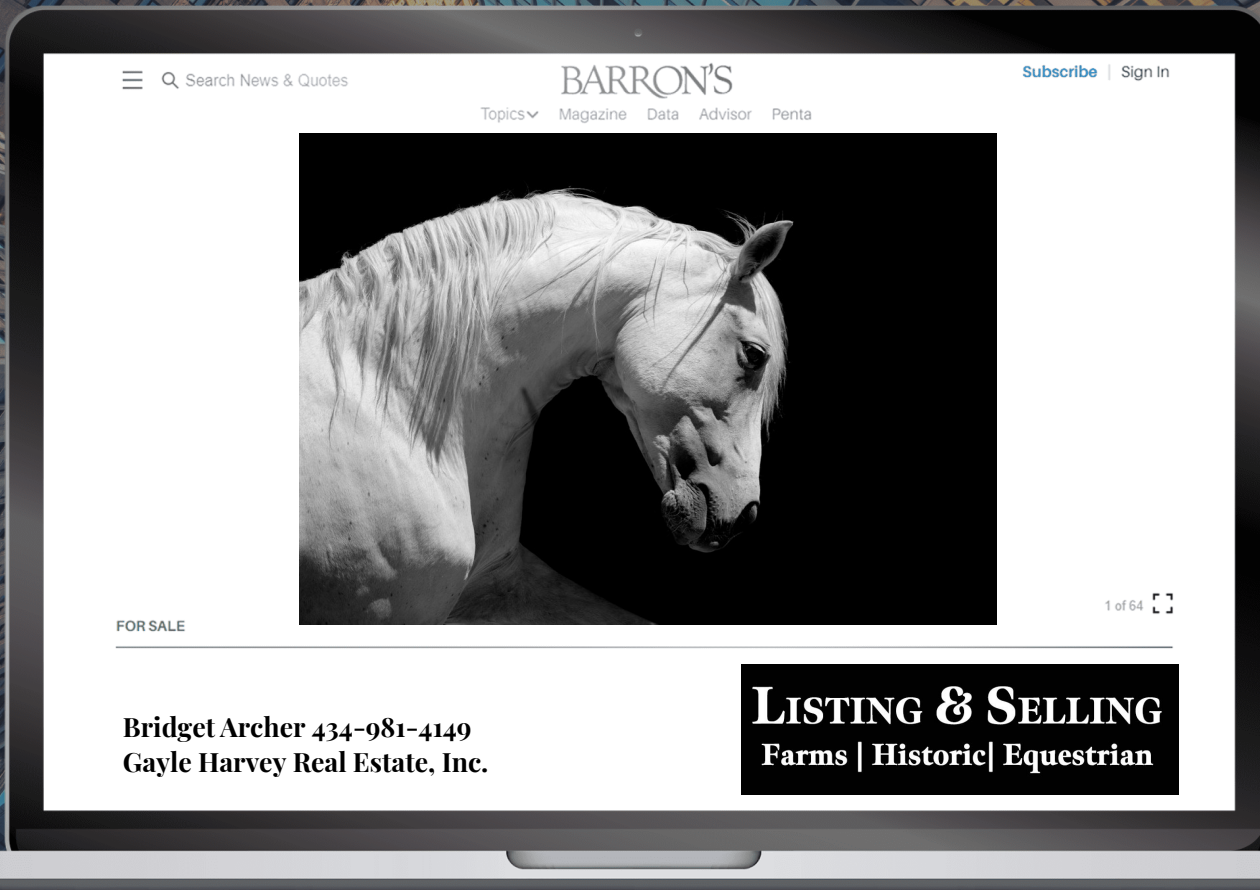
of subscribers use
MarketWatch to make
personal investments

BARRON'S

Barron's is an American weekly magazine/newspaper published by Dow Jones & Company, a division of News Corp. Founded in 1921 by Clarence W. Barron as a sister publication to The Wall Street Journal, Barron's covers U.S. financial information, market developments, and relevant statistics.

99%

Make a decision
based on content
read on Barron's



MAJOR MEDIA DISPLAY ADS

Your listings are featured through rich media display ads on prestige websites, targeting affluent home buyers.

San Francisco Chronicle

Chicago Tribune

The New York Times

The Miami Herald

Los Angeles Times

NATIONAL POST

Los Angeles Times

LOG IN

Sections

HOT PROPERTY

Business Tech Hot Property Company Town Autos

TOP HEADLINES

Sylvester Stallone lists Beverly Park mansion for \$110 million

Movie star Sylvester Stallone is aiming for a blockbuster sale in Beverly Park, listing his 21,000-square-foot mansion for \$110 million.

Jan. 25, 2021

Matthew Perry downsizes, sheds Malibu beach house for \$13.1 million

Shaq sells Bell Canyon retreat for \$1.85 million

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NEWSLETTER

Hot Property newsletter: L.A. music makers turn dealmakers
Jan. 23, 2021

As Biden takes office, it's a whole new era for writing about climate change
Jan. 21, 2021

Hot Property newsletter: It's a big start to the New Year
Jan. 16, 2021

INTERNATIONAL ADVERTISING

The number of international buyers is increasing daily. Your home will be exposed to millions of potential buyers across our global network of portals.

100+

International Ads

70+

Key Markets Like
Russia & China



INTERNATIONAL REACH

Your home will gain international exposure in over 90 prominent Real Estate search sites around the world targeting affluent global investors, including China, Russia, Canada, Germany, Brazil, France, Singapore, UAE and many others.

 Cyprus 101evler	 Macau Go853	 Bulgaria Imot	 Qatar ProperstarQA
 India 99 Acres	 Argentina GoPlaceIt Argentina	 Serbia Imovina	 Sweden ProperstarSE
 France Acheter Louer	 Chile GoPlaceIt Chile	 Portugal Kamicasa Portugal	 United Kingdom ProperstarUK
 China Anjuke	 Colombia GoPlaceIt Colombia	 Spain Kamicasa Spain	 Ireland PropertySteps
 Global Arkadia	 Mexico GoPlaceIt Mexico	 Canada Kangalou	 Canada Publimaison.ca
 Estonia City 24 Estonia	 Peru GoPlaceIt Peru	 France Laprovence-immo.com	 Cambodia Real Estate Cambodia
 Latvia City 24 Latvia	 Uruguay GoPlaceIt Uruguay	 Algeria Lkeria	 Australia Real Estate World
 Lithuania City 24 Lithuania	 Venezuela GoPlaceIt Venezuela	 Romania Magazinul De Case	 Czech Republic Realcitycz.com
 France Côte et Littoral	 Papua New Guinea Hausples	 Ukraine MestoUa	 Slovakia Reality Slovakia
 Tanzania Dar Property	 Algeria Hebdoimmobilier-dz.com	 Global Mitula	 Morocco Selektimmo
 Poland Domy	 Global Homeglobally	 Monaco Montecarlo-realestate.com	 France SeLogger
 Cambodia Dotproperty Cambodia	 Kazakhstan Homsters.kz	 Poland MorizonPI	 Senegal SenegalCity
 Indonesia Dotproperty Indonesia	 Fiji Housing Paradise	 Morocco Mubawab	 Myanmar ShweProperty
 Laos Dotproperty Laos	 Chile Icasas CL	 Qatar MubawabQA	 China Sodichan
 Malaysia Dotproperty Malaysia	 Colombia Icasas Co	 Philippines MyPropertyPH	 Tunisia Sokna
 Myanmar Dotproperty Myanmar	 Mexico Icasas Mx	 Poland Oferty	 Greece Spitogatos.gr
 Philippines Dotproperty Philippines	 France Immo.midilibre.fr	 South Africa PersquareCoZa	 Romania Storia
 Singapore Dotproperty Singapore	 France Immo.nicematin.com	 United Arab Emirates ProperstarAE	 France Surfaceprivee.com
 Thailand Dotproperty Thailand	 France Immo.varmatin.com	 Canada ProperstarCA	 Germany Sz-Immo
 Vietnam Dotproperty Vietnam	 Italy Immobiliare	 United States ProperstarCOM	 Thailand ThailandProperty
 China East West Property	 New Caledonia Immonc.com	 Germany ProperstarDE	 United Kingdom EnglishMansions.com
 Global EdenWay	 French Polynesia Immopf.com	 France ProperstarFR	 United Kingdom The House Shop
 Turkey Emlaktown	 France ImmoStreet.com	 Italy ProperstarIT	 Greece Tospitimou.gr
 France Figaro Immo	 Switzerland ImmostreetCH	 Japan ProperstarJP	 Global Trovit
 Spain Globaliza	 Belgium ImmoVlan	 Mexico ProperstarMX	 Austria Willhaben
 Panama WorldPanamaRealestate	 Luxembourg Wortimmo	 Greece XE	 Pakistan Zameen

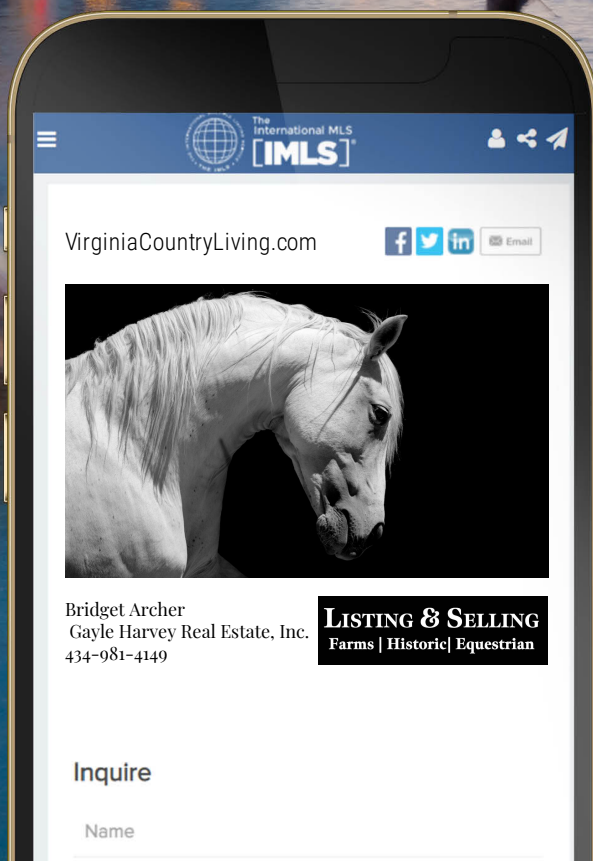


The International MLS [IMLS][®]

1M+
listings

70+
countries

The IMLS is a Global portal with more than 1,000,000+ listings in 70+ countries in 100+ languages, as well as a full agent/broker membership platform with a suite of products that answer the core ethical concerns and wishes of the industry.



Bridget Archer

CharlottesvilleEquestrianProperties.com

Contact Number



居外™

Juwai.com



Juwai, which means "home overseas", is visited by thousands of Chinese buyers each day from over 326 cities throughout China, as well as in Taiwan, Hong Kong, Malaysia and Singapore.

facebook

Facebook is the premier avenue for reaching buyer leads.
We create a beautiful HD Video page to be shared across
vast social networks and draw attention to your home.





We create a stunning Aerial Video Tour using Google Earth technology to show off your home's unique location, and we broadcast it to the world as a YouTube High Definition stream for web and mobile device users everywhere.



THE FINEST HOMES DESERVE
THE FINEST MARKETING.



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