

# LUXURY PROPERTY

— SELECTION —

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## NEW ZEALAND MARKETING PACKAGES

*Working with you to get the most  
out of your marketing investment  
for your premium asset*



**Harcourts**  
REAL ESTATE

[www.luxurypropertyselection.com](http://www.luxurypropertyselection.com)



Luxury Property Selection is an innovative concept which will take buyers on a journey to match luxury property by the way they live. By categorising property through destination and lifestyle features, luxury property can be experienced by selecting your location,

lifestyle, eco and recreation preferences. Whether searching for a mountain-top hideaway, a palatial vineyard or a coastal escape, [luxurypropertyselection.com](http://luxurypropertyselection.com) will deliver a myriad of options which pair perfectly with ones passions.



- LUXURY -  
meets  
*innovation*

**OUR FOCUS**

- Showcasing property through our signature website and magazine
- Delivering the brand to key luxury marketplaces
- Engaging buyers to promote enquiry
- Providing an exceptional experience getting the best results for you

**LUXURY PROPERTY SELECTION BRAND**

Luxury Property Selection is an exceptional marketing programme developed around comprehensive research focussed on the luxury consumer, buying trends and the changing demographic.

We have set a minimum qualifying price level in order for properties to have access to our brand. This has been set regionally and has been carefully managed as we strive to set high standards for luxury property and maintain the integrity of the brand.

Through research and analytics we will strive to deliver the brand to the most relevant marketplaces that luxury consumers derive from.

Our research shows:

- Consumers want to be engaged and prefer to find property by attributes that work with their lifestyle.
- Luxury is defined by the lifestyle and recreation options it affords and by the way it fulfils ones dreams.
- The luxury demographic is changing - Gen Y (18-29 year olds) are the fastest growing luxury consumer segment.
- 60% of luxury business will come from China in the next 10 years.

**LOCAL NETWORK PROFILE**

With a strong presence in all the marketplaces we operate in, Harcourts are committed to marketing locally, nationally and globally.

Your marketing investment into Luxury Property Selection includes access to a wide range of exclusive property marketing material in which we can showcase your property in your local market. This includes luxury photo signboards, premium brochures, luxury branded mail cards and high profile newspaper advertising options.

**ONLINE**

Luxury Property Selection public website offers a unique user experience utilising cutting-edge design, wide format display and mobile device compatibility.

We understand that luxury is no longer defined by price, but by the lifestyle and recreation options it affords and the way it fulfils ones dreams. Our innovative website has been designed around the behaviours and desires of you, the luxury consumer.

With style and simplicity in mind, we have designed an innovative platform that will showcase the best your property has to offer.

- Advanced mapping technology will ensure your property will return in a wider number of searches
- Key details and features highlighted to encourage enquiry
- Large format, wide screen display, showcasing the stunning photography of your property
- Live currency conversion
- Full integration with social media portals
- Our website is search engine optimised adding extra exposure to your marketing programme

**WEBSITE PRICING**

Feature your property on the Luxury Property Selection website for the duration of your marketing campaign **\$250 +GST**







## LUXURY PROPERTY SELECTION

Quarterly International Magazine

### MAGAZINE

A publication that commands attention, Luxury Property Selection magazine is an exceptional publication showcasing premium properties for sale from around the world. Published quarterly, Luxury Property Selection magazine reaches a wide network of luxury consumers through the comprehensive distribution of our printed publication and online subscription database.

Magazine advertising is available to purchase in conjunction with a website listing. This is a cost-effective vehicle to provide exposure for your property to a targeted, high net worth audience in both local and international networks.

This high quality product offers an exceptional range of advertising templates in single page and double page spreads to showcase your property in the best possible way.

### MAGAZINE PRICING

Single Page

**\$995 +GST \***

Double Page Spread

**\$1990 +GST \***

\*Note: Magazine listings exclude the website cost of \$250 +GST



### COVERAGE & DISTRIBUTION



To ensure your property is being marketed to the right audience effectively, we focus on balancing our distribution channels between printed copies of the publication and digital distribution of our eBook. These distribution channels ensure we are achieving maximum exposure to a high net worth demographic in both our local and international markets.

#### PRINT DISTRIBUTION

The local distribution of the printed version of our publication has proven to be the most effective method of reaching local buyers and complements our local marketing strategy for your property.

- Distribution through Harcourts offices internationally in eight countries (New Zealand, Australia, Fiji, South Africa, Hong Kong, China, Indonesia and the USA).
- Air New Zealand Auckland International Koru Lounge reaching on average 28,000 passengers per month.
- Luxury Affiliate Companies (Italy, Bahamas, Canada, Hawaii, Mexico, USA and Switzerland).
- Prestige car dealerships throughout New Zealand and Australia.
- 70 copies per magazine page purchased distributed directly into local area of listing.
- Additional strategic distribution from our local Harcourts offices.

#### DIGITAL DISTRIBUTION

In today's real estate market our international buyers want the latest listings hot off the press. The growth of our online database has been vital in reaching our 'in the now' demographic of buyers in real time. We have a strategic focus on our Chinese database, as well as a rapidly growing database of high net worth subscribers.

- China & Hong Kong – Over 1.5 million contacts.
- Australasia – 12,000 high net worth contacts.

## KEY DATES & DEADLINES

Luxury Property Selection: Quarterly International Magazine

MAGAZINE ISSUE	PUBLICATION DATE	BOOKING	APPROVAL
Issue 1 / 2014	7th March 2014	21st February 2014	24th February 2014
Issue 2 / 2014	20th June 2014	6th June 2014	9th June 2014
Issue 3 / 2014	5th September 2014	22nd August 2014	25th August 2014
Issue 4 / 2014	21st November 2014	7th November 2014	10th November 2014

## ADDITIONAL MARKETING OPTIONS

*Leverage off our network and local presence to promote your property.*

### PROFESSIONAL PHOTOGRAPHY

*Quality photography is critical to capturing enquiry and showcasing the best features of your property.*

Professional photography is highly recommended in your marketing package to ensure exceptional results from all media channels.

### PRESS ADVERTISING

*We are committed to taking a paralld approach to your property through marketing and communication strategies.*

Alongside your Luxury Property Selection marketing campaign we have a strong network of media partners to leverage your property. We offer Luxury Property Selection branding on Harcourts property templates. For additional luxury profile, all full page advertising booked will have access to the Luxury Property Selection header and footer.

### SIGNAGE

*Premium signage to capture both active and passive markets.*

We offer outstanding luxury signage in landscape and portrait options. Photo signboards are an outstanding way to promote your property to a passive local market.

 LUXURY PROPERTY SELECTION 



- Wonderful views of Lake Hayes
- Set on 1250sqm
- Modern kitchen
- 5 bedrooms - master with ensuite
- Room for all the toys

Auction / On Site Wednesday 15th December 2012, 7.00pm (unless sold prior)  
Open Home / Saturday & Sunday 12.30-1.00pm, 66 View Road, Queenstown

Aimee Williams /  
09 524 1487 M: 0274 0535 6808  
Highland Road Estate Ltd / Licensed Agent REAA 2018

 [luxurypropertyselection.com/HK123457](http://luxurypropertyselection.com/HK123457)

### MICROSITE

*A dedicated, independent website to market your property, enhancing your online marketing campaign.*

Features include tabs to upload relevant documents (LIM report, floor plan, etc), multiple language options, aerial view map and much more. **\$70 +GST**



### PREMIUM BROCHURES

*The success of any marketing campaign relies on quality support material to showcase your asset in the local market place.*

Further to the brochures available in the magazine marketing package, we offer a comprehensive range of premium brochures in an exceptional range of template options. Whatever your budget you can be confident these brochures will showcase your property in the best possible way.



### INTERNATIONAL PROPERTY NEWSLETTER

*Monthly email publication distributed to all Harcourts sales consultants and offices in eight countries, in total over 7,000 recipients, as well as 1.5 million contacts in China.*

A link for more information is included in the email and is directed to the property listing page on the Harcourts website.

**\$250 +GST**



**WEBSITE /** [www.luxurypropertyselection.com](http://www.luxurypropertyselection.com)

**MAGAZINE /** [www.luxurypropertyselection.com/magazine](http://www.luxurypropertyselection.com/magazine)

**FACEBOOK /** [www.facebook.com/luxurypropertyselection](http://www.facebook.com/luxurypropertyselection)