

## Advertising Rate Card 2013



## **Introduction to Riviera Property Network (RPN)**

Riviera Property Network understands that the real estate industry is all about relationships which is why RPN connects the sellers, agents and the market. RPN reaches potential buyers from 62 countries worldwide including Russia, China, Hong Kong, Singapore, Dubai, UK, USA, South Africa, Brazil and Scandinavia, We are the missing link, the nexus required to promote property to a far reaching audience. RPN has recognised that the market dynamics have changed not only in the region but also internationally.

Competition is fierce from other countries, there are numerous destinations globally that offer a quality lifestyle in the sun or a Mediterranean culture. Fortunately, France still offers a secure marketplace for investment, and the Cote d'Azur is still one of the leading international destinations for rich and famous as well as culture, romance and lifestyle. However, RPN believes that a proactive approach must be taken to further reach and promote properties available on the French Riviera to an international market; the answer is RPN's growing network. Riviera Property Network has an extensive regional and international network comprising:

### Real Estate Agents on the French Riviera

Over 1590 real estate agents located on the Cote d'Azur covering from Menton, Monaco to St. Tropez. RPN has an extensive database of agents who have registered for the Property Marketing Solutions service who are ready to share commission and network to assist with the sale of your properties.

### International Estate Agents

In addition, RPN's network comprises approximately 160 international estate agents who utilise RPN's Property Portal and Property Marketing Solutions because they have active clients but do not necessarily have a vast portfolio or access to properties on Cote d'Azur.

### International Search Specialists

Approximately 170 international search specialists are registered with RPN. In today's modern world many buyers are using the free services of search specialists who work directly for wealthy clients and busy expatriates to find the property of their preference. These clients simply don't have time to spend searching the internet and contacting agencies, so they employ a search specialist to act on their behalf. RPN provides a valuable search facility, acts as an introducer to our partner agents, as well as detailed information through our clients for Property Marketing Solutions.



### Registered Buyers

RPN has already registered over 2000 individual buyers actively seeking to purchase property on Cote d'Azur. With newsletters and direct email shots we can promote your properties directly to these buyers.

### RPN Property Portal

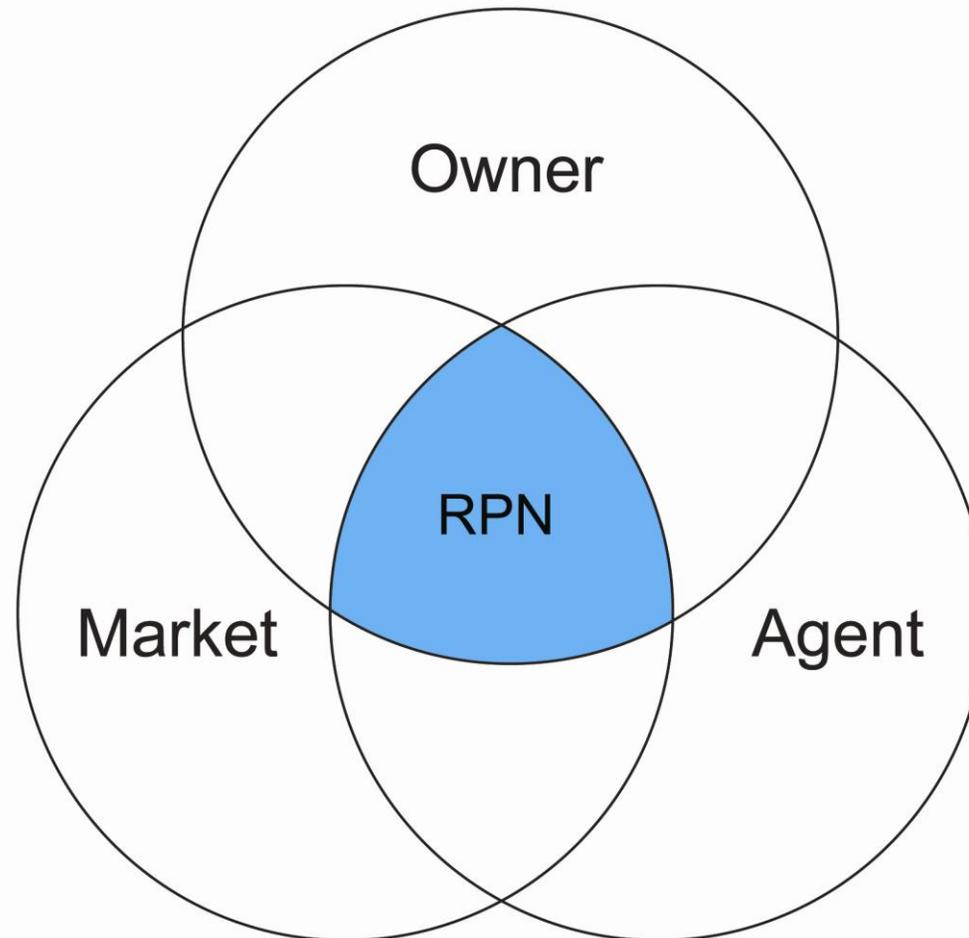
The leading niche property portal for the Cote d'Azur populated with property only for this region. This means that you know when a visitor uses our search facility, they are serious about the Cote d'Azur and not looking anywhere in France. RPN has invested seriously in raising our SEO and we have an excellent Google ranking ascertained over two years of hard work building trust and content. This now means that RPN's Property Portal generates an average of 13,000 unique visitors each month to RPN Property Portal from 62 countries worldwide.

### RPN Marketing Tools

RPN takes a proactive approach on how to reach potential buyers. RPN is able to assist you to develop bespoke marketing package which is then disseminated to our network. This may comprise PDF brochures, films, websites, database dissemination, newsletters, property features and much more which are then promoted to the network which link to the marketing suite on the RPN Property Portal which links your own website.



RPN is the nexus, the missing link...



## Introduction to Riviera Property Network Property Marketing Solutions

### What is RPN's Property Marketing Solutions?

Riviera Property Network (RPN) Property Marketing Solutions marries the creative solutions of a professional advertising agency with RPN's regional and international network of real estate agents.

RPN will produce a number of marketing tools to promote the sale of your property, and then unlike any other advertising agency, marketing consultancy, production company, real estate agent or property portal, RPN will proactively promote the sale of your property. RPN achieves this through the dissemination of your marketing suite to all of our registered agents on Cote d'Azur totalling over 1590; 160 international real estate agents and approximately 170 international search specialists located in Russia, China, Hong Kong, Singapore, Dubai, USA, UK, Scandinavia and The Netherlands.

Our international agents are property finders for high networth individual and expatriate clients. Such clients employ these search companies in their country of residence to find properties that meet their criteria. Through our 170 partners worldwide, Riviera Property Network introduces your property to these clients. This means that you are not only utilising the Cote d'Azur network comprising locally based real estate agents, but your property is disseminated to the search companies who have active clients looking for property to buy on the French Riviera.

When an enquiry is received RPN will inform you by email once agents have an interested party. RPN will qualify the agents and then RPN inform you that they have an interested party. If you approve the agent with the buyer, we will then provide all the information for the agent to arrange the visit and potentially arrange for a mandate for the sale of your property.



## Benefits of RPN Property Marketing Solutions

RPN takes a proactive approach on how to reach potential buyers. One of the major concerns is which agent actually has the buyer? How do you know which agent to use and how will they effectively market your property? Moreover, it's a common industry anomaly that one agent has the buyer and the other agent has the property, but due to bad inter-industry communication, the two agents are not connected. This is exactly the role RPN and what RPN is committed to solving. RPN builds relationships based on trust, transparency and sharing of information.

Furthermore, many of the potential buyers don't often understand the regional idiosyncracies or geographic reach and may approach an agent in Nice for a property in Antibes. They literally don't understand how far the agent is from seller's house. RPN's regional network means that we engage all registered agents from Menton, Monaco to St. Tropez. In addition, Property Marketing Solutions clients also benefit from the communications platform of Riviera Property Network marketing tools, including Property Portal, social media campaigns registered buyers and investors.

Not only is RPN is a firm believer in sharing information but we insist on the quality of information. RPN will create a story about your home which elaborates the features, benefits, attractions, conveniences and lifestyle of your property. With professional photographs and a well-thought though structured description, RPN will engage interest by agents and potential buyers.



## Cost for Property Marketing Solutions (PMS):

Rate for basic PMS comprises:

- Discovery meeting and recommendation for marketing approach
- Staged professional photographs by a Professional photographer
- English copy with lifestyle and location descriptions including benefits, amenities, features and statistics
- Two third party online evaluations
- PDF brochure professionally created by graphic designer content including copy, photographs and evaluations only
- Listing on RPN Property Portal with link to the PDF brochure (available only for PMS clients)
- Dissemination of PDF brochure to RPN network comprising over 1590 real estate agents on Cote d'Azur; approximately 170 international search specialists, 2000 registered buyers
- Property Spot Features on RPN Property Portal

**Price = €1800**



## Incremental Marketing Tools for Property Marketing Solutions

Additional marketing tools which may be included that are an additional cost are:

Item	Cost in Euros	Please tick to select
Creation of 2D floor plans <ul style="list-style-type: none"> <li>- Basic flat rate for maximum 3 piece</li> <li>- Additional rooms</li> </ul> <p>Note each floor plan will have to be quoted on a case by case basis dependant on size of house</p>	€150 €50	
Map creation <ul style="list-style-type: none"> <li>- Area Map</li> <li>- Local Map</li> </ul>	€200 €100	
Social media campaign comprising RPN Linked In Group, RPN Linked In B2B contacts, Facebook, Twitter, Blogger	€300	
1 minute duration movie filmed in HDR inclusive of crew of two, shoot and post-edit and finished production with background music	€ 1500	
Generation, design and population of Wordpress website including domain name registration and hosting for one year comprising: home page, location, gallery, specifications and contact us page	€ 400	
Password protected website bespoke design, creation, build and population including hosting for one year comprising: home page, location, gallery, specifications and contact us	€ 2500	



## Riviera Property Network Website Advertising and Marketing Services Rate Card

Feature	Cost in Euros	Please tick to select
Unlimited property listing for agents not including XML feed	€495 for 1 year	
Property spotlight sponsorship	€200 per month €1000 for 6 months €2000 for 1 year	
Home page column ad	€150 per month €750 for 6 months €1200 for 1 year	
PMS banner ad bottom page ad	€100 per month €480 for 6 months €840 for 1 year	
Developer marketing solutions button ad	€100 per month €480 for 6 months €840 for 1 year	
Property spot email sponsorship	€200 per month €960 for 6 months €1680 for 1 year	
RPN newsletter	€200 per month €960 for 6 months €1680 for 1 year	
Property spot email (not sponsorship)	€90 per email	
E-direct mail shot to RPN network	€500 per shot	
Riviera Property Agents premium listing	€99 for 1 year	
RPN TV	€500 per spot for 1 year	



## Contact Us:

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*Note: All rates quoted within this document may be subject to change at the discretion of RPN and are based upon third-party suppliers. RPN reserves the right to alter any of the information contained within this document at any time.*

