



**CHRISTIE'S**  
INTERNATIONAL REAL ESTATE

*The Signature Program*

*Agent Overview*





## *The Signature Program*

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The Signature Program is a world-class digital showcase for distinctive properties worldwide.

Discerning buyers are introduced to properties in the Signature Program through a broad array of exclusive and innovative promotions under the Christie's brand. From digital advertisements in prestigious international publications to prominent placement of properties on the Christie's International Real Estate homepage, the Signature Program offers unrivaled global visibility for important real estate.

The Signature Program is reserved for select luxury properties with an exclusive listing of at least 12 months. Only our hand-selected luxury real estate specialists are eligible to offer this highly specialized digital marketing platform to their clients.

# Signature Program Suite of Services

The Signature Marketing Program package includes:

## Customized Agent-Endorsed Listing Presentation

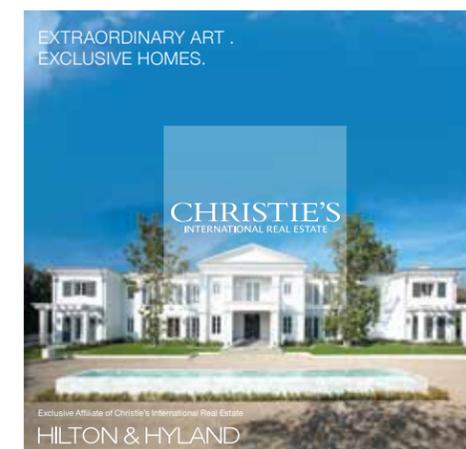
The customized agent-endorsed listing presentation sets agents apart from the competition with a recommendation letter addressed to prospective clients. Together with your customized listing presentation, a regional Christie's International Real Estate Senior Vice President will provide a letter endorsing the agent as a qualified luxury real estate specialist. The digital custom listing presentation comprehensively outlines the proprietary programs and services available through the Signature Program.

## Marketing Package

The marketing package features a flash drive preloaded with the Christie's International Real Estate digital presentation, corporate brochure, and the annual white paper on the global luxury real estate market, as well as a promotional pen and a branded tote bag.

## Digital Postcard

The digital postcard is an effective and efficient method of providing an impressive property overview to interested parties. Agents will also receive a digital file for hard copy printing purposes.



## Digital Brochure

The digital brochure offers a convenient way to present homes to prospective buyers. Christie's International Real Estate will customize an elegant two-page brochure with property images and text, including the Affiliate logo and contact information. Agents will also receive a digital file for hard copy printing purposes.

## Website Prominence on the Christie's International Real Estate Homepage

Signature properties will be featured in a prominent section on the Christie's International Real Estate homepage. With more than two million visits annually, the homepage is the preferred online property portfolio for buyers and sellers of luxury homes. Based on an analysis of web traffic during a monthly sample, properties in the Signature Program—on average—achieve 410% more web property page views than non-Signature comparable properties.

## Digital Advertising

Signature properties will receive a one-week rotation in one of the Christie's International Real Estate premium digital banner ad placements. Publications may include *The New York Times*, *The Wall Street Journal*, *Financial Times*, *Country Life*, *DuPont Registry*, and *Robb Report*.

## Quarterly Customizable Newsletter

The quarterly Signature newsletter reinforces the value of the exclusive Christie's International Real Estate affiliation by featuring Signature properties along with news from Christie's International Real Estate, the auction house, and the Affiliate network.

## Affiliate-Wide Enrollment Announcement

Leverage the power of the vast Christie's network with an Affiliate-wide email blast announcing a property's enrollment into the Signature Program.

# *Signature Success*

Properties showcased under the Christie's brand commands the attention of discerning high-net-worth individuals worldwide. The power of the Christie's brand, combined with the highly targeted marketing materials offered in the Signature Program, have resulted in numerous successful Signature sales.

*"The Signature Program was the perfect marketing tool for my client whose property had been on the market for over a year. This client was contemplating taking the property off the market when I presented this new program and explained how it really broadens their reach. In fact, the ultimate buyer for this property came all the way from China."*

*The seller appreciated that I would go to the next level to sell their house, and the program proved to be a great relisting tool. The customized digital newsletter and prominent presence on the Christie's International Real Estate website were especially helpful services that the client really liked, and this digital presence even helped me secure further business when clients saw my name featured prominently, and got in touch."*

— Liz Caldwell, EWM Realty International



625 Isle of Palms  
Fort Lauderdale, Florida  
Property represented by Liz Caldwell (SOLD)



625 Isle of Palms  
Fort Lauderdale, Florida  
SOLD



*“I went up against two of my area’s biggest industry veterans to pitch for a property listing, and the Signature Program package really made the difference for me. I brought the Christie’s International Real Estate magazine and a recommendation letter from our regional Senior Vice President, Rick Moeser, to the pitch. This client works in designer fabrics and I believe it was these tactile materials that really made an impression, in addition to the exposure that we could offer the property.”*

*The style of this property is unique for its location, and it really needed proper marketing, tailored to its needs, and the kind of broad exposure that the program offers. The client was impressed with where we were going to take the listing, not only through Ivester Jackson, but also as part of the Christie’s global network.*

*I love being able to go into a presentation and say, ‘We are Christie’s – why would you go anywhere else?’ The power of the brand really speaks for itself, and nobody else can touch it.”*

—Susan Dolan, Ivester Jackson Distinctive Properties



6821 Pebble Bay Drive  
Denver, North Carolina  
Property represented by Susan Dolan





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*“The program gave us a chance to show a property, which had been on the market for a whole year, from a different angle. It was a fresh approach and, with the marketing materials used, we were able to re-launch it successfully. We had a successful showing a week after signing the listing renewal and a few days later the closing took place.”*

—Maria Gryllaki, Ploumis Sotiropoulos Real Estate



Kea Island  
Kea, Greece  
Property represented by Maria Gryllaki (SOLD)





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**Affiliates and agents may join the program by contacting a Regional Senior Vice President or Natalie Hamrick at  
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