

MARKETING SERVICES & ADVERTISING OPPORTUNITIES

GRAPHIC DESIGN FOR PRINT & DIGITAL

Chestnut Park provides an opportunity to work with in-house marketing experts and graphic designers, and an exceptional range of tools that agents need to effectively market their properties and grow their business.

Feature Sheets, Listing Presentations, Just Listed/Just Sold Cards, Advertisements and Marketing Pieces, Custom Social Media and Newsletter Banners, Event Materials for property, neighbourhood, and sponsorship events

Many of these services are completely free to agents, including custom work. The only cost is printing. All Chestnut Park marketing pieces are customizable to include agent's own branding and contact information. Once all necessary support files have been provided by the agent, including photos and text, our team will send a draft within 24 hours.

The Chestnut Park marketing department also offers in-house printing services capable of producing booklets, full-bleed booklets, stapled packages, and double-sided documents on a variety of paper weights.

PERSONAL & BUSINESS BRANDING SUPPORT

Our agents are able to leverage the Chestnut Park and Christie's International Real Estate brands alongside their own. Agents can work with our graphic designers to design their personal brand.

CORPORATE BROCHURE

Chestnut Park has created a corporate brochure outlining the history of Chestnut Park, our affiliation with Christie's, events that we host, and marketing services that are available to our clients. These books can be personalized with our agents' logo and contact information for a more personal touch.

HOODQ NEIGHBOURHOOD REPORTS

Neighbourhood and address-specific reports providing detailed information on schools, amenities, transit, safety, scores, etc.) can be generated for you by the marketing department.

DIGITAL MARKETING STRATEGY

Our in-house digital marketing specialists provide strategy consultations, social media account management, e-newsletters, training courses, and more. Our experts can help agents discuss ideas and plan strategies for their success.

CHESTNUT PARK BLOG

The Chestnut Park blog is updated with new posts daily. Topics include highlights of our most spectacular luxury properties, insightful monthly real estate reports, Chestnut Park and Christie's International Real Estate news, real estate advice, and lifestyle and interior design features. The blog also includes a property series that allows agents to feature their current listings with a post dedicated to that property. With a specific focus, these posts provide increased traction for the property's online presence.

SOCIAL MEDIA POSTING

In addition to posting curated content about luxury real estate to our company social media accounts daily, Chestnut Park digital marketing specialists offer a posting service for our sales representatives' accounts, allowing the opportunity to interact with clients, build client engagement and retention, and position themselves as thought leaders and experts.

Instagram stories is another great way to gain exposure for your listing. To have your listing featured on Instagram, email Caitlin Melvin with the photo of the property.

PRINT ADVERTISING



GLOBE AND MAIL: *Weekly Friday & Saturday*

Friday and/or Saturday Colour Photo and word ads promoting the property.

NATIONAL POST: *Weekly Saturdays*

Saturday Colour Photo and word ads promoting the property.

SING TAO & CITY PROPERTY GUIDE (ASIAN PUBLICATIONS)

Fully Translated Colour Photo Ad

Sing Tao Distribution: Subscriptions, newsstands in high traffic locations in GTA areas including Downtown, East York, North York, Scarborough, Markham, Richmond Hill and Mississauga. Supermarkets, restaurants, grocery stores for Asian communities. Weekly Readership: Toronto Edition is 210,487

City Property Guide Distribution: Free pick up in over 600 locations throughout Asian malls, restaurants, supermarkets, grocery stores and a large number of participating real estate offices.

EPOCH HOME & PROPERTY MAGAZINE (ASIAN PUBLICATION)

Ad also displayed on epochtimes.com website.

Fully Translated Colour Photo Ad

Distribution: Approx. 4,500 copies sent via named and unnamed direct mailing to Asian residents in affluent neighbourhoods. Approx. 500 copies reaching high-net-worth individuals of Asian descent in prestigious neighbourhood pockets. Approx. 3,000 copies in magazine stands in TTC subway stations where ethnic Asian frequently visit. Approx. 3,000-5,000 copies in magazine stands and boxes in selected affluent Asian neighbourhoods. Approx. 1,200 copies distributed to real estate brokerage firms or our advertising clients, or through events and outreach programs. Approx. 1,200 copies distributed to downtown office buildings & underground PATH.

CHESTNUT PARK'S INVEST IN STYLE MAGAZINE

4 issues yearly, reaching an audience of over 264,000 high net worth homes and condos throughout Southern Ontario.

Issue posted on www.investinstyle.ca and on www.chestnutpark.com.

Each issue is promoted digitally via Chestnut Park blog, Facebook, Instagram, LinkedIn and promoted in print ads and distributed to over an average of 62,000 homes throughout Southern Ontario.

To reserve an ad email investinstyle@chestnutpark.com.

Media kit available with all issue information.

CANADIAN JEWISH NEWS

Largest weekly paper connecting Jewish communities. 1 Page with 12 listings will run once a month in the Canadian Jewish New newspaper.

Colour Photo Ad

Ad also displayed on www.cjnews.com website.

CHRISTIE'S MAGAZINE (\$1M+) QUARTERLY

Produced four times a year, the publication has an annual readership of half a million. Distributed to clients of Christie's and Christie's International Real Estate, Magazine is also available at Christie's salerooms, newsstands, fine book stores, fashionable hotels, private airport lounges and Affiliate offices across the world.

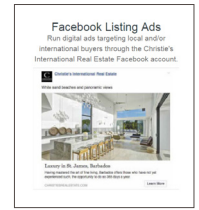
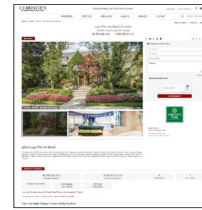
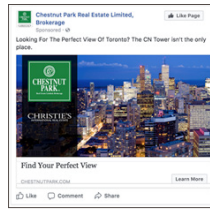
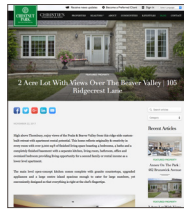
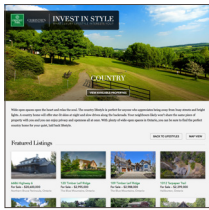
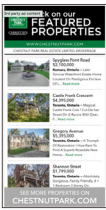
CHRISTIE'S CO-OP ADVERTISING PROGRAM (\$1M+)

Special rates for ads in Wall Street Journal, Financial Times, New York Times, Robb Report etc. Various dates available. Loaded online on Christie's Extranet website.

PRINT ADS MADE DIGITAL

Print ads posted on Chestnut Park blog, social media and website. Every Friday our print ads are promoted digitally on our Chestnut Park Blog, Social Media and a copy posted on Media Section on www.chestnutpark.com.

DIGITAL ADVERTISING



GLOBE & MAIL WIDGET: Runs for 7 days, 24 hours/day from Friday to Friday on the Globe & Mail Real Estate Section. www.theglobeandmail.com/real-estate

Generates QUALITY clicks directly to listing, providing more details, all photos & contact agent directly. Expose listing to quality real-estate audience invested in the topic of Real Estate. Ad also runs alongside real estate articles on Globe & Mail website for additional exposure. Detailed analytical report with stats provided to show how many people clicked and saw listing, which you can share with your clients.

INVESTINSTYLE.CA WEBSITE

Have your listing posted on www.investinstyle.ca website. Promoted regularly on social media, blog post, print ads, quarterly Chestnut Park magazine etc.

FEATURED PROPERTY ON CHESTNUT PARK BLOG AND SOCIAL MEDIA

Promote your listing on Chestnut Park blog as a Featured Property www.chestnutpark.com/blog.

Promoted on Social Media: Facebook, Instagram, etc. All we need is 4-5 photos and a few paragraphs of description.

NEW LISTING FACEBOOK & INSTAGRAM ADVERTISING

This is available whether you have a Facebook or Instagram business page already or want to use Chestnut Park for accelerated branding. Instagram stories is also a great free option to gain exposure for your listing.

Target specific audience using sophisticated data-gathering processes to reach target market and select locations. Option to advertise on Instagram at no additional cost.

Ad runs Monday-Friday only (unless the property sells and it needs to be paused). Ad will link back to your listing on the Chestnut Park website, which will show all the listing details, photos and videos/tours. A mini report that will be delivered within one week after the ad has finished running, which will show stats on how your ad performed.

CHRISTIE'S WEBSITE LISTINGS OVER \$1M

www.christiesrealestate.com

Chestnut Park's affiliation with Christie's International Real Estate our listings will be promoted on christiesrealestate.com

CHRISTIE'S INTERNATIONALLY SYNDICATED WEBSITES

Listings on Christies will automatically be syndicated to the digital editions of high-profile global publications including:

- WSJ.com
- Europe.wsj.com
- Asia.wsj.com
- India.wsj.com
- Mansion Global (English) (US\$ \$1 million+)
- Mansion Global (Chinese) (US\$ \$1 million+)
- Mansion Global (Spanish) (US\$ \$1 million+)
- Country Life
- Propgoluxury.com (US and Asia)
- NYTimes.com (Top 30 property listings per Affiliate, plus all properties enrolled in the Bespoke Marketing and Signature Programs)
- NYTimes China
- Financial Times
- Zaobao.com (Asia)

CHRISTIE'S DIGITAL DISPLAY ADS & FACEBOOK CAMPAIGNS

Digital advertising options available programmatically and on Facebook through Christie's.

These ads target listings to people either in the market for or interested in real estate and feature them under the Christie's International Real Estate brand. The system uses sophisticated data-gathering processes to reach this target market and also offers the capability to geo-target select locations.

INVEST IN STYLE MAGAZINE



AN EXCLUSIVE CHESTNUT PARK PUBLICATION

Invest In Style is Chestnut Park's exclusive luxury real estate and lifestyle publication inspired by the town and country approach of the Christie's International Real Estate magazine and their Luxury Defined blog.

The lifestyle focus of this publication caters to providing the best in "at home and at play" content to an engaged audience. The magazine features Chestnut Park agents' listings, the latest in real estate news, Christie's International Real Estate updates, trending topics related to home design, and interesting facts about our market areas and upcoming community events.

ONLINE PRESENCE THROUGH OUR DIGITAL MAGAZINE

In addition to the over 260,000 printed magazines distributed in Toronto's core neighbourhoods and our surrounding market areas throughout the year, we also produce Invest In Style digitally. Along with a virtually flippable version of the actual magazine available for viewing on www.investinstyle.ca and www.chestnutpark.com, agents can purchase digital ads on www.InvestInStyle.ca for their listings. The listing will remain on the website until it sells.

PROMOTED ON OUR BLOG & SOCIAL MEDIA

With each issue, before we begin a digital marketing promotion plan using the Chestnut Park blog and our social media accounts. All of our digital promotions for the magazine include a link to the flippable version with a focus on merging our print and digital communications.

PROMOTED ON GLOBE AND MAIL, NATIONAL POST, CHESTNUT PARK BLOG & SOCIAL MEDIA

An ad promoting the latest issue of Invest In Style is placed on the Chestnut Park widget permanently located on the Globe & Mail real estate section www.theglobeandmail.com/real-estate/. We also promote the upcoming issue the week before distribution in various papers and online.

See Invest In Style Media Kit for prices.

Prices are based on trading areas and distribution.