



# Global Marketing

Minchen Team provides a competitive advantage for marketing & selling properties worldwide. One particular advantage is the extensive marketing program we offer to residential properties. We are experts in providing a global marketing strategy that will maximize the exposure of your property to foreign buyers and investors.

# Digital Marketing

Our enhanced digital marketing program is designed to present your most prestigious listings on the world stage in the most targeted way possible. It's guaranteed to open the door to a global audience. We have a huge network, connections and partnerships stationed around the globe. We believe in the power of the combination of expertise & relationships. Promote your properties worldwide through our online portals & reach millions of potential buyers. Many buyers and investors from abroad are looking online for properties. Reach them first by using our referral partner websites to connect in their countries.



# PROVEN MODELS & SYSTEMS

## Global Marketing Program

Our Team has established proven models, systems and technologies that set a framework for profitability in the Global Market. We use the latest systems and models in the United States and they will be a new way of doing business in your region.

We are staying true to who we are – a Real Estate Team that offers the most successful models in the industry and the very best marketing tools to our clients across the globe.

**Compass has built the first  
modern real estate platform,  
pairing top talent with  
technology to make the search  
and sell experience intelligent  
and seamless.**

COMPASS





## OUR MARKETING

Working with us, you'll target the right audience using the most effective channels to tell the right story. Our social media pages further broadcast your listing to potential buyers in creative ways.

### Video Production

Our dynamic videos are designed to elicit and broadcast the best of each listing and allow prospective buyers an unprecedented glimpse of each property.

### Listing Photography

Our interior images treat each room as a living space and every address as a prospective home. Our professional photography hints at the livelihood represented by each listing.

### Email Marketing

Clear calls-to-action, and custom messaging distinguish our newsletters, whether we are announcing a new listing, open house, or informing sellers about actionable market data.

### Social Media

From professional images and videos to paid online advertisements, we help our clients' property stand out on the crowded digital landscape.

# Advertising Campaigns

Our campaigns can be seen everywhere, from local newspapers and buses to digital banners.

**Our sophisticated touchpoints are modern and memorable.**

Compass has attracted marketing strategists, designers, product marketers, media buyers, public relations specialists, and creative producers from the world's foremost brands:



TIFFANY & CO.



VOGUE



L'ORÉAL



Neiman Marcus



RALPH  
LAUREN

COMPASS



# SUITE OF TOOLS



Our analytics and marketing technology price properties more accurately, and determine the best time to list. Additionally, our digital suite connects our agents to a global network of elite professionals, in order to reach prospective buyers wherever they live.

We utilize key data points to craft a winning marketing strategy around audience and traffic information, uncover new lead-generation opportunities, and invest accordingly in the positioning of your listing.

Our digital design studio features a library of sophisticated designs so that we can effortlessly customize beautiful print and social collateral to market your property.



# INTERNATIONAL PROPRIETARY DATABASES

Our international email newsletter, provides insight on our network and our luxury properties in 18 diverse markets. It reaches more than 15,000 top agents worldwide; 30 countries including China, Russia, the Middle East and Canada. Reaching prestigious Brokerages including, but not limited to:



# GLOBAL CONNECTIONS



Through non-stop innovation and forward thinking, the Compass brand has grown to become one of the most well-known and trusted names in real estate around the globe. Serving vibrant real estate markets nationwide, Compass agents and teams pair world-class data, technology, and design with unparalleled local knowledge.

Our dedicated relocation team provides comprehensive local, regional, national and international relocating employees, as well as individuals, and held to high performance standards that ensure superior service.

- Compass process the resources, network, expertise and experience to administer and execute a successful sale.
- Through our relationship and expertise, we can offer members cash back toward the purchase or sale of their home.
- Our experienced relocation staff can also assist HR staff with relocation assistance for new hires as well as current employees,





50

International Real Estate Portals

40

Countries

# INTERNATIONAL SYNDICATION

Syndicating your listing in more than 50 international real estate portals that span 40 countries such as Juwai.com, China's largest international site for Chinese buyers. Wherever your home's buyer might be, we're there, too.

