

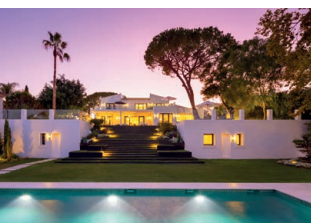


Baerz & Co

LUXURY HOMES

MEMBER

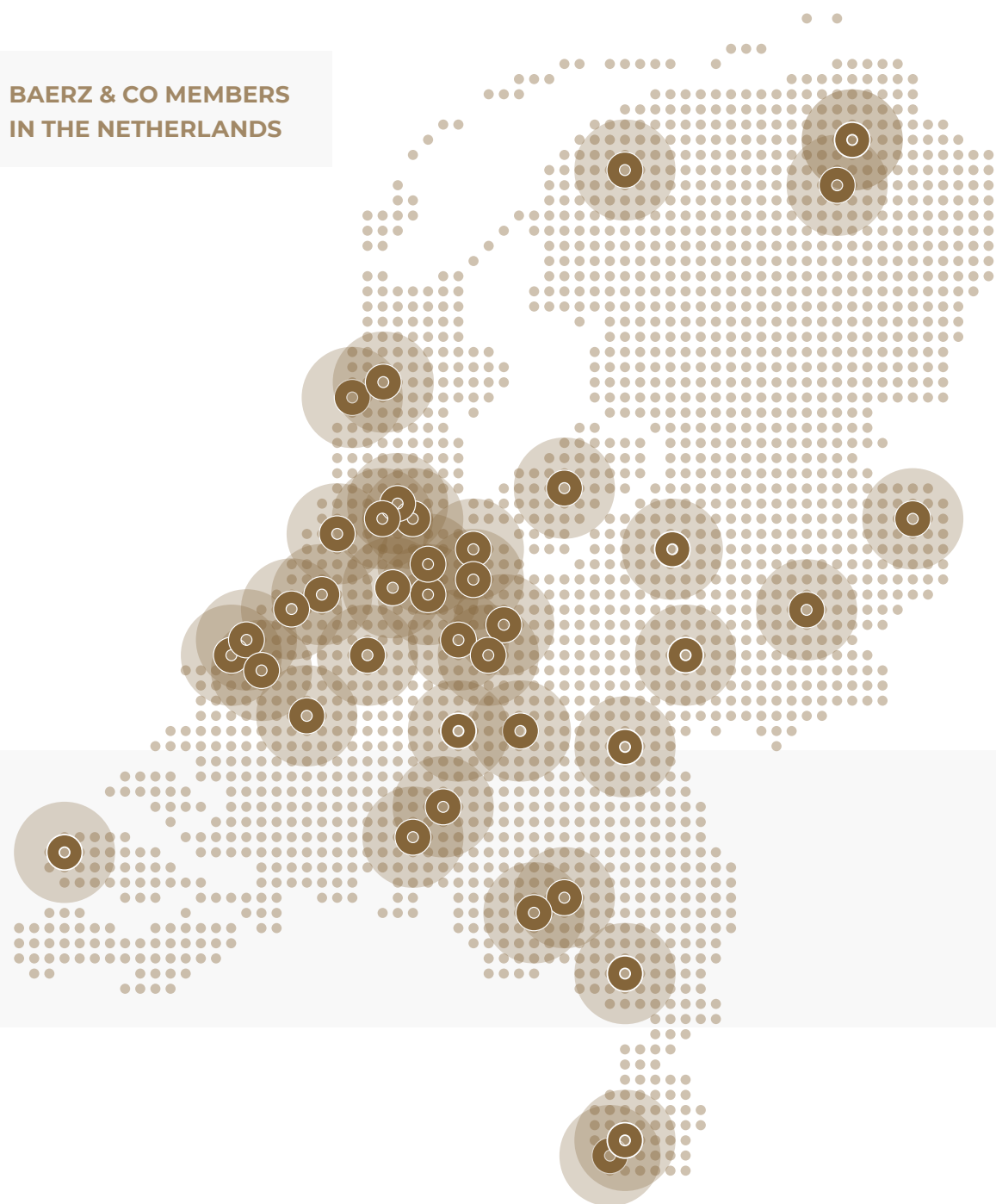
THE DIFFERENCE CONSOLIDATED STRENGTH





EXCEPTIONAL MARKETING FOR EXCEPTIONAL HOMES

BAERZ & CO MEMBERS
IN THE NETHERLANDS



FINDING A REAL ESTATE AGENT IN OUR REGION IS EASY

FINDING THE BEST IS THE HARD PART

Of course, we are a licensed real estate agency, specialized in luxury homes. You can trust our extensive network, our experience and expertise in real estate. You can also count on our profound personal commitment.

But we believe you deserve more. In order to rise above the service levels provided by other real estate agencies in this area, in this area, we are a member of the innovative, (inter)national marketing platform Baerz & Co (www.baerz.com) and are its only representative in the region. This offers you substantial advantages.

Our unparalleled marketing strategy sets us apart.

We save you the enormous expense of enlisting the services of international luxury home franchise real estate agencies. We also believe that advertising purchase properties in print media is outlandishly expensive and outdated. The fact is that 95% of prospective buyers look online. Moreover, we are real estate agents, not advertising salesmen, and we would

like to keep it that way.

Which is exactly why we opt for a much more efficient approach, allowing us to save our clients significant costs and generate proceeds that generally far exceed our fees. The best deal isn't made by negotiating on brokerage commission. Our unique marketing approach is what gets you the best deal!

The difference: our agency has joined forces with numerous other high-end real estate agencies, and has a solid (inter)national network, an advanced online marketing strategy, exceptional personal commitment, thorough knowledge of all regional markets, unusually extensive real estate services and last but not least: we are dedicated to passionate, hard work!

THE DIFFERENCE CONSOLIDATED STRENGTH

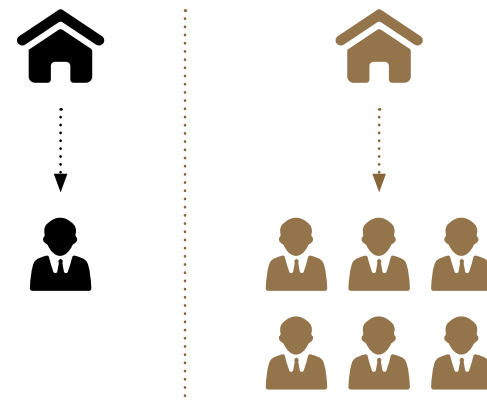


THE FACTS

1 WHY CHOOSE A SINGLE LUXURY HOME REALTOR WHEN YOU CAN REACH THE MARKET WITH A HUNDRED LUXURY HOME AGENCIES THROUGH US?

Within Baerz & Co, a select group of prestigious residential real estate agents join forces to reach your goal. Together, they offer you a unique high-quality network.

Which means that through us, you automatically engage all other Baerz & Co agents who are also dedicated to serving affluent clients worldwide, focused on exclusive apartments, urban homes, villas and country estates. Significantly optimizing your effectiveness. All for the same brokerage fee!



2 DOMESTIC SALES THROUGH CONSOLIDATION AND MEDIA EXPOSURE

When listing an exclusive house, your target group consists of affluent individuals. Traditional national marketing channels such as the Dutch housing site Funda.nl and/or an independent local real estate agency often prove insufficient. As a selected Baerz & Co partner, we can apply a pooled sales capacity. Which means that your property will not only be listed by us, but by all international Baerz & Co network partners.

Baerz & Co also continuously launches banner campaigns on Funda.nl, in addition to countless posts on social media platforms including LinkedIn, Facebook and Instagram. Your property will also be showcased on target group-specific websites such as www.TheArtofLiving.nl, www.Villadarte.nl and www.ExcellentMagazine.nl. We also advertise with branding

campaigns in the print editions of The Art of Living, Kroymans Bespoke Magazine, Villa d'Arte, Excellent Wonen Magazine, Fd Persoonlijk and Quote magazine.

Naturally, your home will also be listed on The Netherlands' largest luxury home platform, www.baerz.com, in 8 major world languages.

IN SHORT:

In The Netherlands, your home will not only appear on Funda and our website, but can also be found via dozens of websites of our partner real estate agencies, the baerz.com portal and many other targeted online media channels.



LUXURYESTATE

3 WORLDWIDE SALES THROUGH MAXIMUM REACH

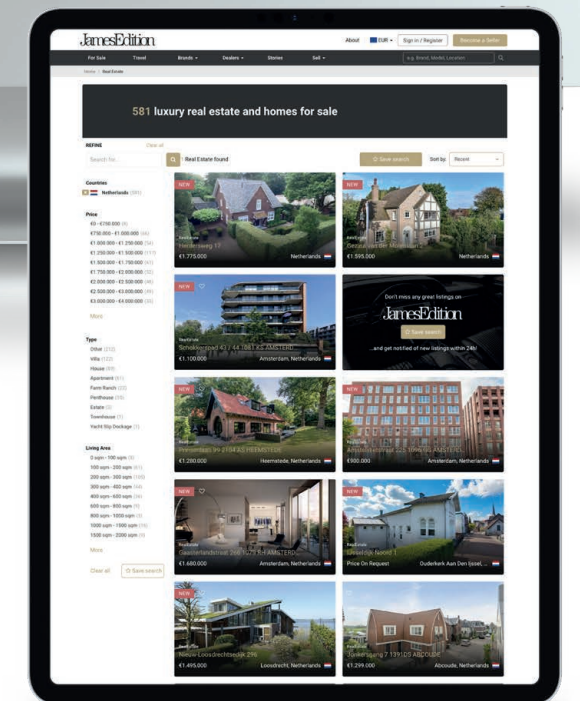
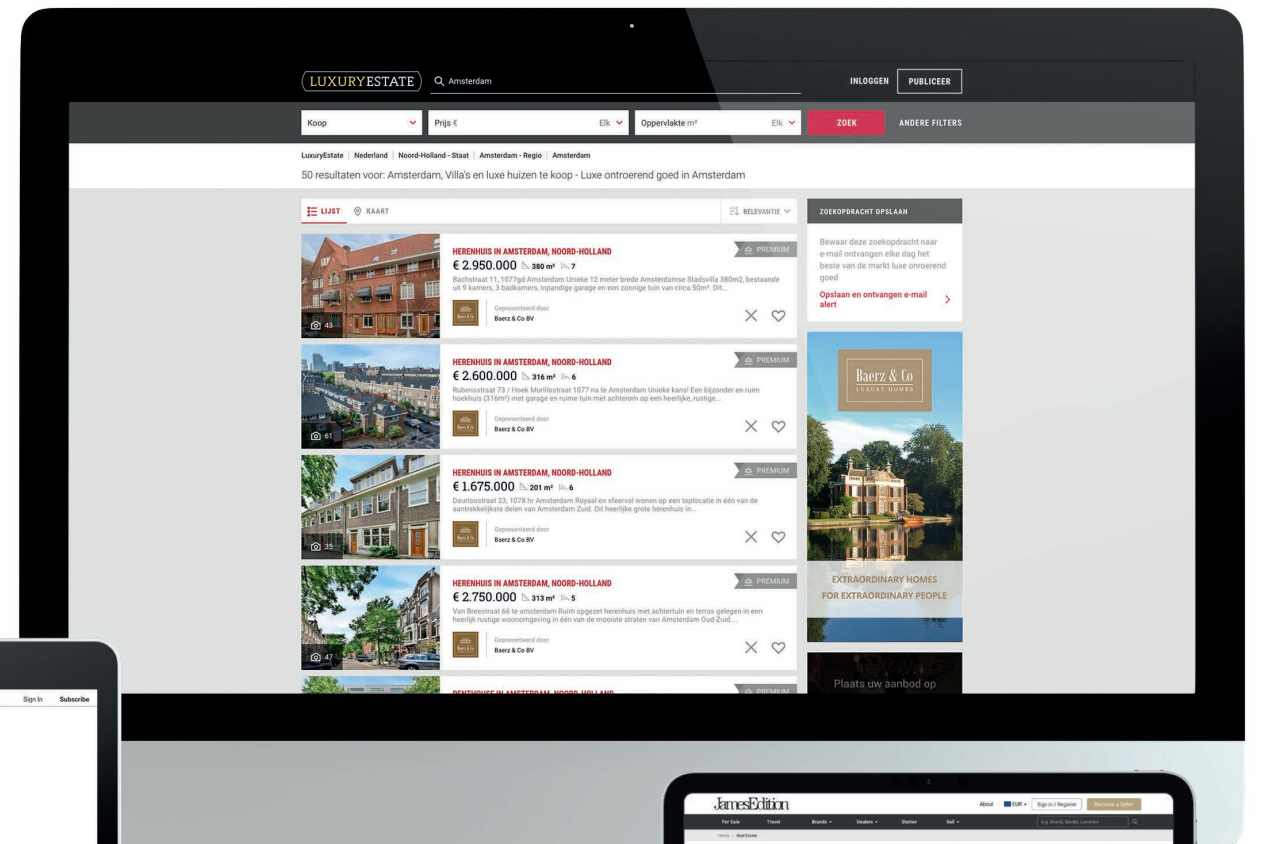
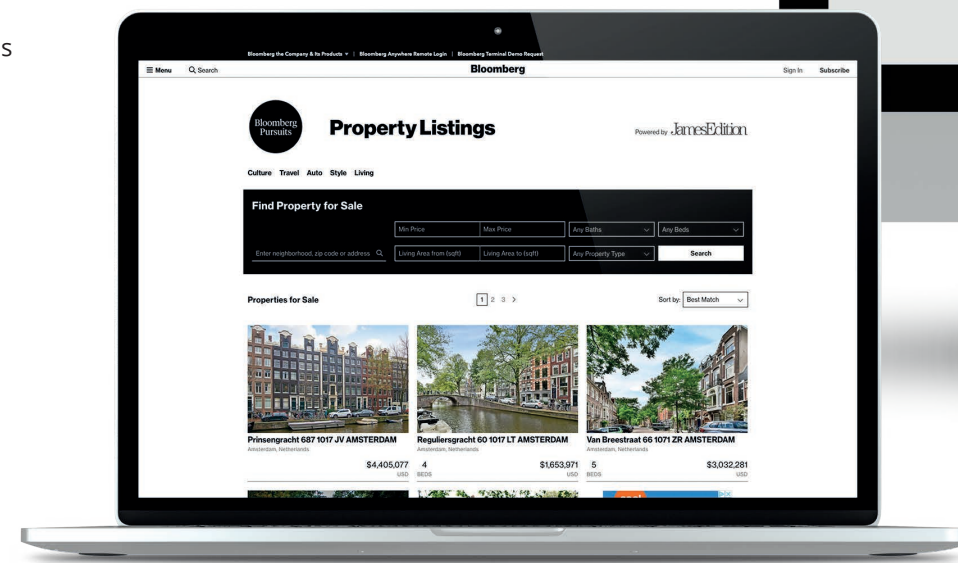
We don't underestimate the growing group of international buyers. The **baerz.com** portal is a direct online link to approximately 146 international "luxury home portals" in 65 countries. This includes renowned **Luxuryrealestate.com**, **JamesEdition.com**, **Rightmove.co.uk**, **Luxuryestate.com**, **PropertyTraders.com**, **Immoscout24.de**, **ListGlobally.com**, **Bloomberg.com**, **Bellevue.de**, **ThinkSPAIN.com**, **Propriétés Le Figaro**, **Immobilien.zeit.de**, **Tagesspiegel.de** and many more. This allows us to bring your home to the attention of the global group of affluent buyers.

LUXURYESTATE.COM is the largest luxury home platform in Europe, listing in 16 languages and with users from 132 countries. Luxury Estate generates a generous 800,000 visitors and has 9,000,000 page views per month.

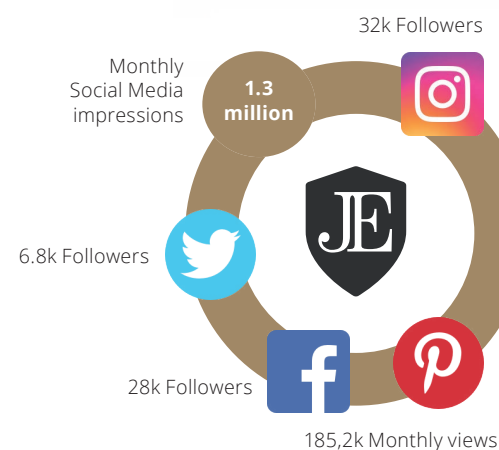
BLOOMBERG.COM is a media conglomerate and publishes financial news and information, research and financial data. It serves as one of the principal financial publishers in the world. Bloomberg has nearly 1 million global circulations of Bloomberg Businessweek and over 150 international news agencies. Your exclusive property listings will be shown in all sections of Bloomberg Property Listings.

JAMESEDITION.COM is the world's largest online luxury portal, specialized in exclusive homes. Its readers are independent, affluent individuals who are interested in luxury. 90% of these prospective buyers are male, independent business owners and investors and spend over 500,000 euro on luxury every year.

Bloomberg Property Listings



Visitors annually		JamesEdition
Netherlands	UK	
1.600.000	4.580.000	
Views on Real Estate "Netherlands" annually		
120.000		



RIGHTMOVE.CO.UK is the largest British portal for buyers and renters of exclusive homes and apartments abroad..

LISTGLOBALLY.COM from Switzerland links our property listings to many renowned property portals in countless countries all over the world.

LUXURYREALESTATE.COM is comprised of over 3.800 real estate agencies in 37 countries. On average it lists over 65,000 properties and is responsible for approximately 140,000 transactions every year.

TAGESSPIEGEL.DE is the decision-making platform from Berlin for Germany. With 11 million unique users, tagesspiegel.de is Germany's news portal with the largest reach.

listglobally

rightmove

TAGESSPIEGEL

TOP 10 MOST VISITED WEBSITES IN THE UK *

- 1 Google UK
- 2 YouTube
- 3 Facebook
- 4 Amazon UK
- 5 eBay UK
- 6 Gmail
- 7 Google Maps UK
- 8 Google docs

- 9 rightmove
- 10 Twitter

- 43 Zoopla
- 239 Prime Location
- 453 OnTheMarket

*data sourced from Hitwise - September 2017

WHO WE ARE...

1.4M
MONTHLY UNIQUE VISITORS

39M
MONTHLY PAGE VIEWS

MARKET SHARE

66%
RIGHTMOVE

1%
OTHER

16%
A PLACE IN THE SUN

17%
ZOOPLA

SITE TRAFFIC
67%
UNITED KINGDOM
33%
WORLD-WIDE

PROMOTING NEW HOMES
ACROSS ALL DEVICES

The Webby Award-Winning Luxury Real Estate Website with Most Multi-Million Dollar Properties

LUXURYREALESTATE.COM - BAERZ.COM 31,183

SOTHEY'S 21,199

LUXURY PORTFOLIO 18,668

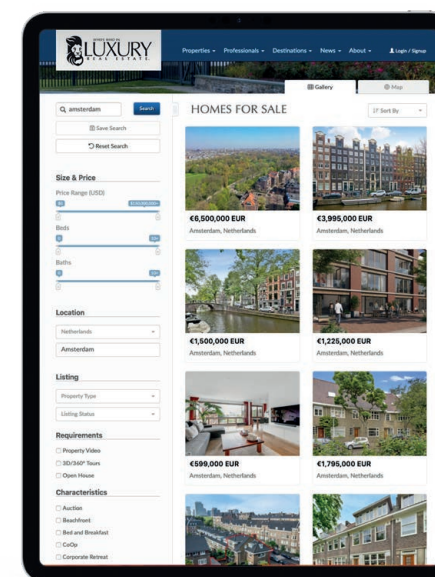
CHRISTIE'S 12,303

CB GLOBAL LUXURY 7,804

SAVILLS 6,727

KNIGHT FRANK 4,922

WHO'S WHO IN
LUXURY
REAL ESTATE



LE FIGARO IMMOBILIER was set up 26 years ago and specialises in luxury properties, both in France and internationally. Nearly half a million affluent customers visit the website each month, connecting with the best property professionals in the world of luxury homes.

BELLEVUE.DE Ever since its launch in 1991, Bellevue – Germany's largest real-estate magazine – has showcased dream properties from all over the world and is sold in selected newsagents throughout both German-speaking Europe and Italy, Spain and Portugal. It's website Bellevue.de is visited by approx. 100.000 unique visitors per month and offers listings of the most renowned luxury home agents throughout Europe.

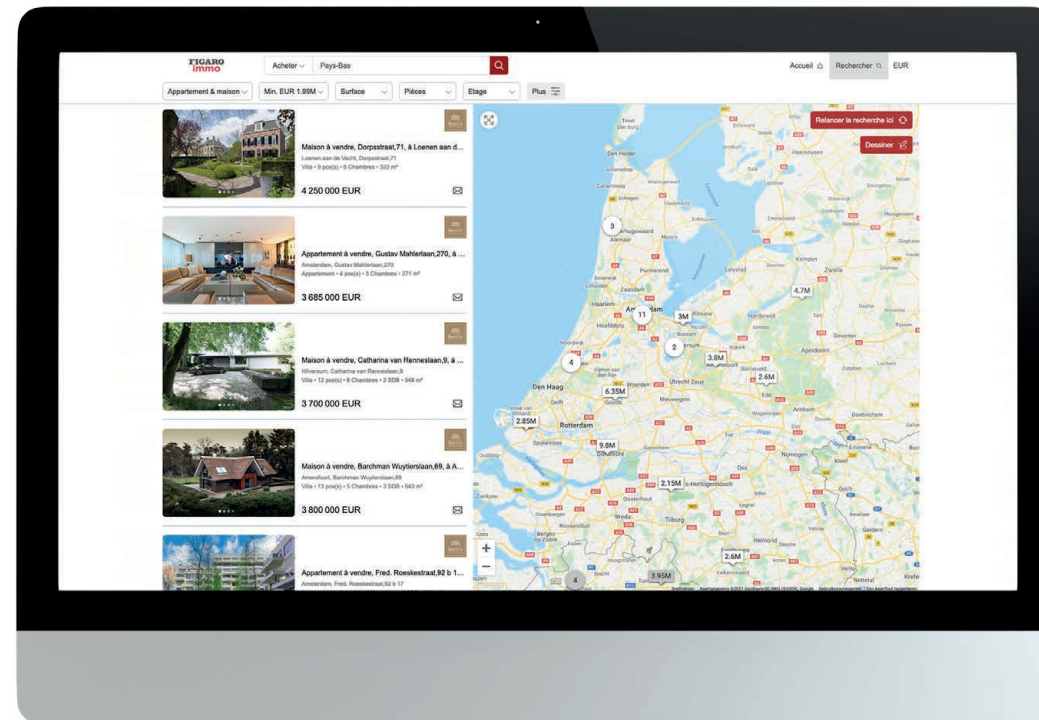
IMMOSCOUT24.DE is the largest and best-known housing portal in Germany with 14,000,000 visitors and 5,000,000 requests per month.

BAERZ.COM Luxury homes portal operating in eleven countries.

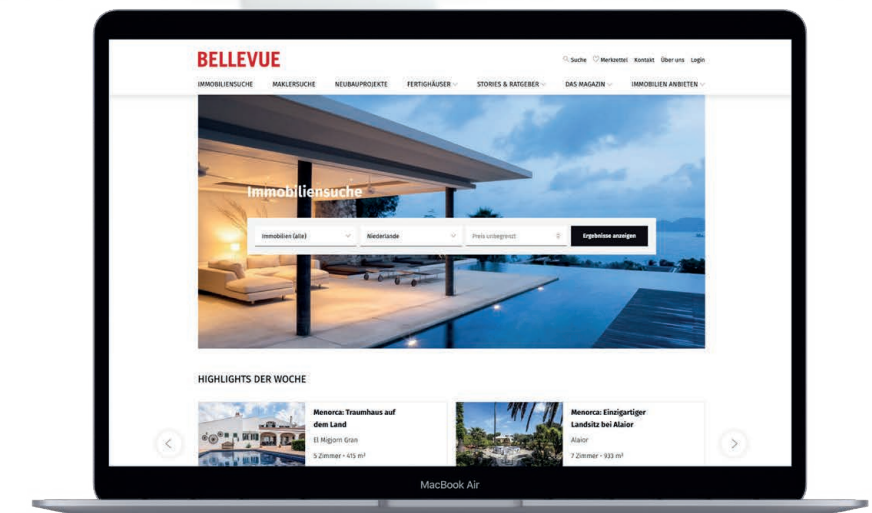
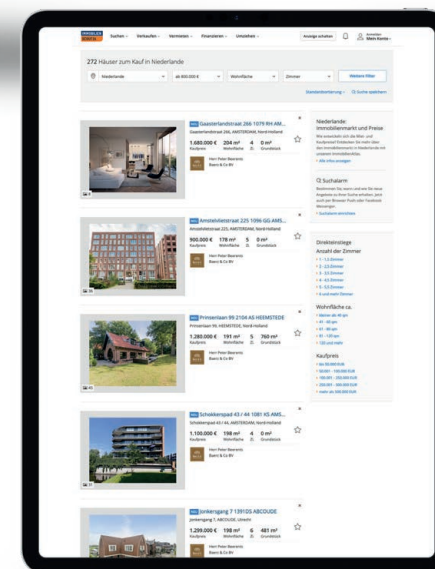
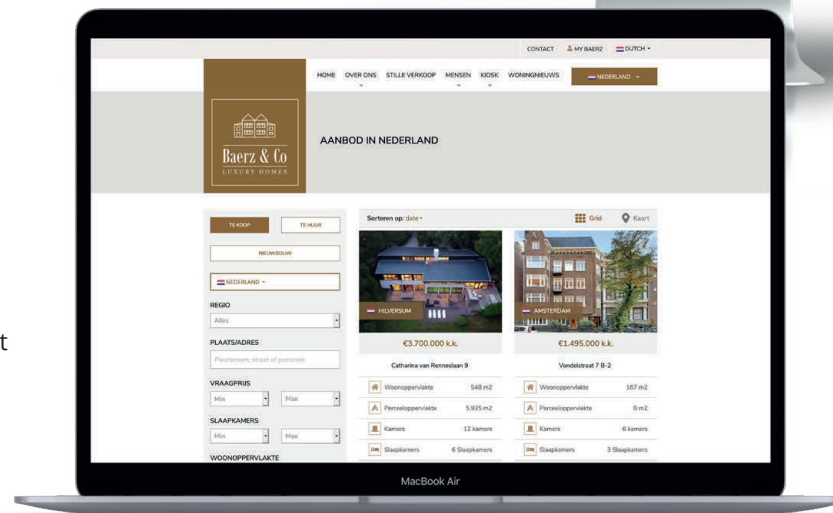
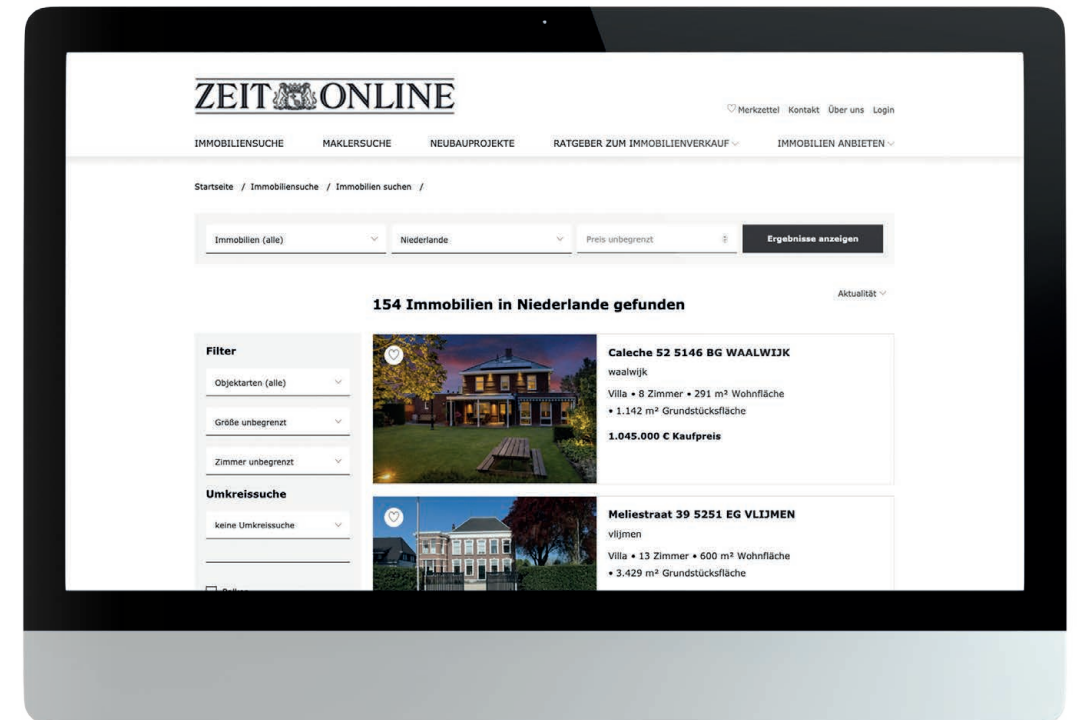
ZEIT ONLINE is one of the largest news publications in Germany and guarantees quality journalism with the highest standards. ZEIT online is read by more than 15 million people with an above-average income.

PROPERTYTRADERS.COM is a European operating platform that has specialized in the sale of investment property since 1998. Sell your investments, get the best price for your investment property through their simple, effective and optimized trading platform. It uses big-data to advise you on the best pricing strategy and actively promote your property to 45.000 investors and/or 100.000+ weekly visitors.

**FIGARO
immo**



ZEIT ONLINE



Your property listing on
146 PORTALS IN 65 COUNTRIES

SOCIAL MEDIA POSTS

Distribution of property listings on
social media, including video clips

PRIMEXTATE

Optional deployment of an
international B2B platform for
Private Sales and/or online
Auction Sales



PROPERTY DATAFEED
API / XML

PROPERTY
FOR SALE



BAERZ & CO
DATA SERVER



Your property listing on
WWW.BAERZ.COM



Your property listing in
**BAERZ & CO LUXURY
HOMES QUARTERLY-
MAGAZINE**



Your property listing in our
**BAERZ & CO
LUXURY HOMES
NEWSLETTERS. EVERY
TWO WEEKS CIRCA
17.000 SUBSCRIBERS**

BAERZ & CO MEMBERS

Your property listing on all individual
websites of all Baerz & Co member agencies



DUTCH LUXURY LIFESTYLE MAGAZINES

All your properties shown via online magazines including
branding campaigns in all print editions.

4 THE ANNUAL BAERZ & CO LUXURY HOMES MAGAZINE

Each quarter Baerz & Co publishes a 280-page **Baerz & Co Luxury Homes Magazine** in close cooperation with Excellent Wonen & Leven. Packed with inspiration about luxurious living, architecture, and interior design. With beautiful photography of exclusive houses, interiors, and gardens. Of course, the Magazine also offers practical handy overviews of many top suppliers.

Every two weeks Baerz & Co publishes digital newsletters, containing our latest offers of luxury homes.



NUMBERS AND DISTRIBUTION

Total circulation:
Baerz & Co Luxury Homes Magazine in combination with Excellent Wonen & Leven 43,000 copies per quarter.

Distribution:
Throughout the Netherlands via AKO and Bruna bookstores, subscriptions, estate agents, notaries, luxury lifestyle advertisers, (interior) architects, Excellent housing fairs.

Publication date:
Each quarter.

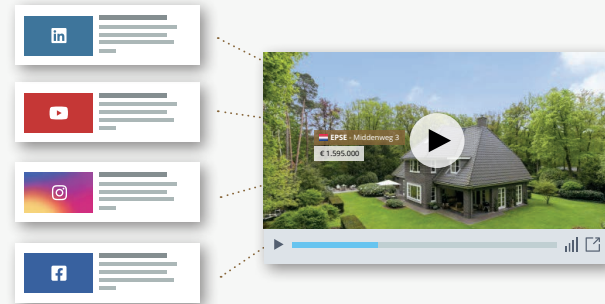
BAERZ & CO LUXURY HOMES NEWSLETTERS

Copies: 16.800
Publication: Every two weeks



5 VIDEO CLIPS OF EVERY PROPERTY FOR SOCIAL MEDIA

From the www.baerz.com portal and individual websites of all Baerz & Co member agencies, everyone can easily download an automatically generated video clip of your listed property. Simply click to share your video with everyone's network via social media. What other realtor offers this unique technology?



6 SOCIAL MEDIA; TELL YOUR STORY

We use our Baerz & Co social media service which posts daily. Is there something newsworthy about your property that you would like to share, or do you want to add a 'high light'? We'll use socialmedia@baerz.com to directly publish your information on LinkedIn, Facebook and Instagram. Should you wish more involvement for your property on social media? Would you like to convey the atmosphere of a home amongst potential buyers? Do you wish to distinguish your home from others? Video marketing is the solution! An image says more than a thousand words. We do not only provide standard (drone) videos, but also storytelling videos. Like in a distinctive commercial.

7 ADVANCED PRESENTATION TECHNOLOGY

Together with the Baerz & Co team we also provide experienced experts on drone videos, Matterport, 2- and 3D visualizations and augmented reality. Shouldering the burden for real estate agents and homeowners by creating spectacular property presentations. With virtual Matterport viewings you separate wheat from the chaff. Bring your luxury properties to life and impress more potential buyers with this immersive 3D experience.

Share a true impression online before potential buyers request for a viewing on site. We offer you stunning Matterport productions against compatible rates by traditional photographers.

- We scan each property in 4k resolution;
- We deliver and host each production within 24 hours; Accessible to any browser for Interior views, dollhouse views and floor plans.

8 PURCHASE

The majority of the homes we help our buyers purchase is not available on the open market, so-called 'hidden properties'. Finding and relaying these needles in a haystack calls for more pro-active research and an excellent network. With our Baerz & Co network of ca. 60 real estate agencies, we penetrate deep into the market.

Our motto?

'If we can't find it, it's not for sale.'

Whether you can already give us your detailed wish list regarding location, architectural style or specific features, or only have a general idea of what it is that you're looking for; we always follow your agenda, not our own! We will show you the best properties and prevent you from being faced with unwanted pitfalls. We will quickly schedule viewings of a short-list of selected properties, analyse the pros and cons, the locations and the mind-set of the selling party.

Only when you are ready to take the next step will we come into action and discuss with you what the best purchase strategy is, negotiate on your behalf and manage the entire transaction process.

9 RENTAL PROPERTIES

Our rental specialists only focus on the luxury segment and offer extensive experience combined with an exclusive network. Public listings on the internet have often expired or are inaccurate, just serving to garner attention.

In the higher price range, prospective (foreign) tenants tend not to look online. We assist many of these prospective tenants by taking the complex and often time-consuming process out of their hands. Save yourself the hassle, disappointment and time. We coordinate an efficient, targeted search to find you your exclusive rental home, or will find a reliable upmarket renter for your property. The crux is a tailor-made approach, immense effort and an exceptional level of personal dedication.

10 PRIVATE SALES & ONLINE AUCTIONS



For reasons related to privacy and discretion, luxury homes are often not offered publicly. All Baerz & Co Members are automatically members of

Primextate, a worldwide online luxury real estate marketplace that accelerates the real estate transaction process. Whether that concerns a Private Sale or an Online Auction, the platform maximizes your chances of buying or selling a luxury home fast and at the right price. The platform is designed to facilitate buying and selling, while providing a streamlined and transparent framework

THE BENEFITS OF PRIMEXTATE

Primextate offers home buyers and sellers of luxury homes an exclusive online access to its community. This community consists of an unrivalled database of around 500 luxury home agencies worldwide who can invite their clients with discretion and confidence.

Primextate combines the exclusivity of a private club of international real estate professionals with global exposure to qualified buyers and sellers. Its online software is completely transparent, allowing the buyer and seller to control the Private Sales and/or Auction process. You set your own price or search requirements and follow all activities in real time.

DE PRIMEXTATE CLUB

The Primextate club of real estate professionals includes:

- Real estate agents and brokers
- Buying agents
- Property hunters
- Family offices

HOW TO JOIN AND USE IT?

Primextate is a private community. To join as a consumer, one must be invited by a Baerz & Co Mewmber agent. Private individuals can ask their Baerz & Co Member Agent to provide them access to the platform. The application is simple and user-friendly; online tutorials are available. Once private clients have been given access to the platform, they will be able to browse all property listings, express interest in specific properties and participate in private sales or online auctions.



11 RESTYLE & SELL

Another service we provide in order to market properties that are relatively difficult to sell is our unique (digital 3D) 'Restyle & Sell Service'. We will design, redevelop and decorate your home digitally and upon request, we will even apply for all required building permits. Please ask our office for more information about how we can align your home to better meet the wishes of your future buyer.

12 TAKING REALTY TO A NEW LEVEL RECOMMENDED PARTNERS IN ARCHITECTURE, CONSTRUCTION, INTERIORS AND LANDSCAPING

In addition to our unique real estate and marketing services, as a Baerz & Co affiliated partner we also offer other services. More services than you are used to receiving from a traditional real estate agent. We also channel your search for reliable professionals. Professionals whose services buyers are likely to need and would like to source without losing valuable time or risking expensive financial surprises. After all, our clients prefer a low-hassle process.

Whether this concerns assistance in terms of financial, legal or tax advice, or selecting a partner and turn-key management of architectural matters, new builds, renovations, interior design or decoration or managing complete landscaping projects: our Baerz & Co group allows you direct access to first class market parties in each discipline, see www.baerz.com.



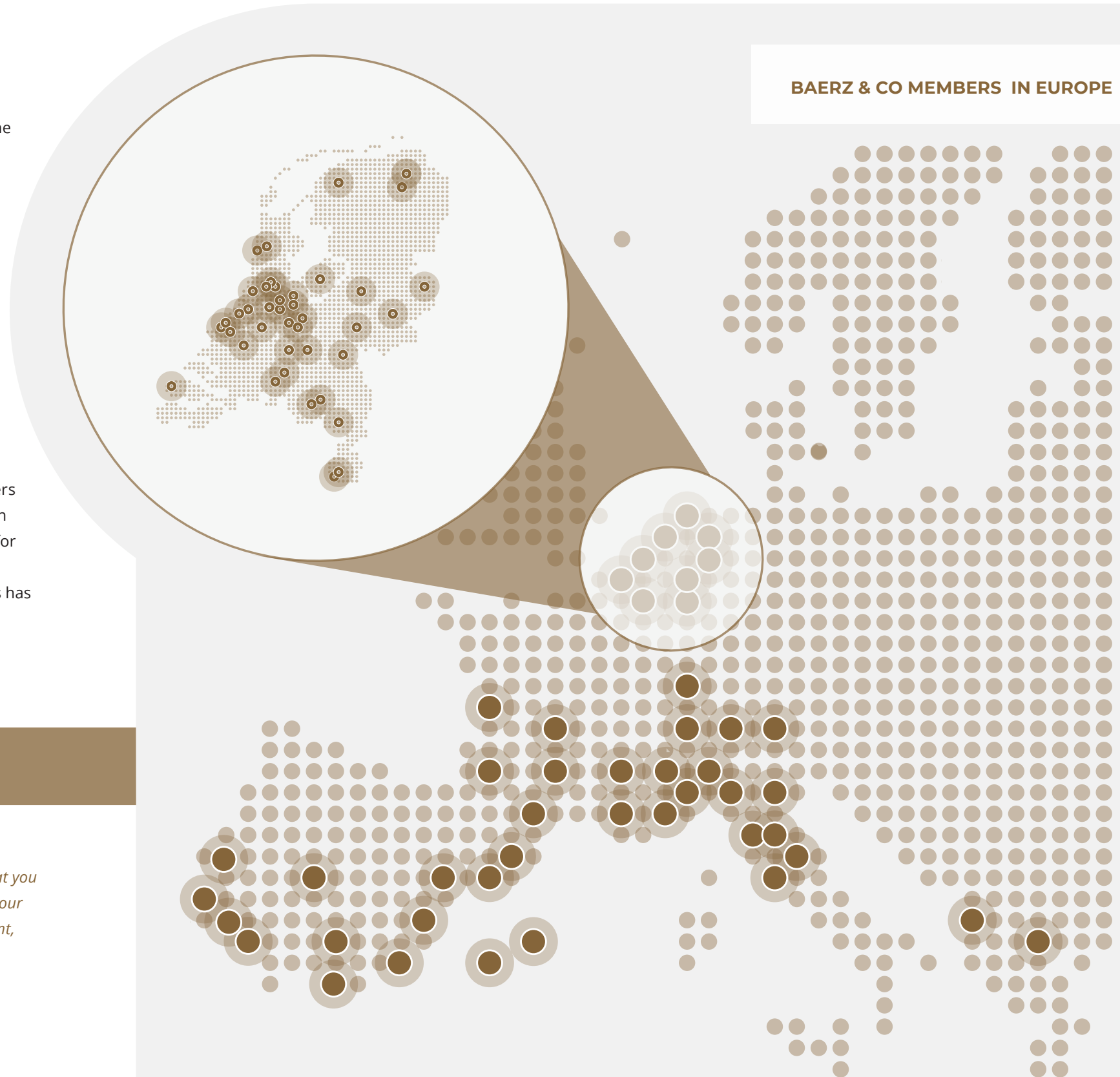
13 PERSONAL COMMITMENT AND OBJECTIVITY COME FIRST FOR BAERZ & CO PARTNERS

In order to achieve a high level of personal commitment, it is crucial that you work with the same person throughout the entire process. From start to finish. Always willing to go the extra mile. Of course, our top priority is identifying your aspirations, to get a sense of your lifestyle, today and in the future. And to gain understanding of more practical matters, such as location and commute times, your schedule, or the subtle balance between the emotional aspects of finding the right home for you and making wise property investment choices. We guarantee an objective approach. We always hold objectivity in higher regard than profit. We ensure that negotiations with buyers and sellers are undertaken with only your best interests in mind, in order to close the best possible deal for you. This is the only way to avoid those typical conflicts of interest that our sector sometimes has an unfortunate reputation for harbouring.

OUR MAINSTAYS

We have fostered trust through our integrity and because we do not shy away from telling you what you may not want to hear. We are confident because our real estate instincts are based on our commitment, experience and thorough expertise in real estate.

BAERZ & CO MEMBERS IN EUROPE





WWW.BAERZ.COM



Statenlaan 128 - 2582 GW - Den Haag - +31 70 350 14 00 - info@nelisse.nl

www.nelisse.nl