

DISTINCTIVE COLLECTION

by
**Better
Homes
and Gardens**
REAL ESTATE

MARKETING OPPORTUNITIES

Better Homes and Gardens® Real Estate offers franchisees a unique set of marketing opportunities that allows brokers and agents to promote their listings through various brand and advertising channels.

ONLINE

• **bhgrecollection.com Website**

List all of your properties on our Distinctive Collection website for free! We also use this website as the call to action on our Robb Report Home & Style ad, Distinctive Collection Listings and Sales brochures and on our Distinctive Destination of the Day Facebook post.



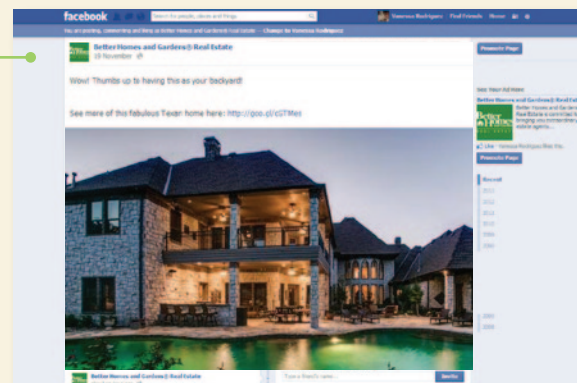
• **Luxury Blogs**

Enrich your content! Get the latest information on luxury real estate from our four curated, regional blogs: LuxelifeCA.com, LuxelifeFL.com, LuxelifeNY.com, and LuxelifeTX.com. Share these articles with your entire social network to promote your expertise in the market.



• **Distinctive Destination of the Day**

Reach our 120,000+ Facebook Fans! We post a new listing every Friday on our consumer Facebook page- www.facebook.com/bhgrealestate. Take advantage of our loyal fans and engage with new leads. If you would like to submit your Distinctive Collection listing for consideration, please see below for more information.



If you are interested in submitting your listing for consideration in the Distinctive Destination of the Day, Distinctive Listings and Sales brochures, or Robb Report Home & Style, please send a minimum of three high-res photos along with a brief description of the property to BeDistinctive@bhgrealestate.com. Space is limited and submission does not guarantee placement. Only properties listed on www.bhgrecollection.com will be considered.

• Distinctive Listings and Distinctive Sales Brochures

Highlight and promote your luxury property! Distinctive Listings and Distinctive Sales are beautifully-designed PDFs available on the Greenhouse and bhgrecollection.com for your use in your listing presentations and professional marketing, as well as on our website for direct-to-consumer use. If you would like to submit your Distinctive Collection listing for consideration, please see below for more information.



• Robb Report Home and Style

Be featured in our listing ad! In 2014 Better Homes and Gardens Real Estate will run ads year round in these six issues of Robb Report Home and Style: Jan/Feb, March/April, May/June, July/Aug, Sept/Oct, and Nov/Dec. If you would like to submit your Distinctive Collection listing for consideration, please see below for more information.

• High Quality Advertising

The following publications and websites offer Better Homes and Gardens Real Estate Franchisees discounted rates. Most publications offer regional rates so you can focus your advertising to specific geographical areas that are most relevant to you:

Ocean Home

Robb Report Home & Style

Robb Report Collection

International Robb Report Editions

Forbes

Chief Executive Officer

Elite Traveler

Haute Living

Caviar Affair

Town & Country

Architectural Digest

Condé Nast Traveler

Vanity Fair

Niche Publications

Country Life

The Daily Telegraph

Luxury Properties

New York Times - Coming Soon!



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