



Baerz & Co

LUXURY HOMES
INTERNATIONAL

MEMBER

SPECIALISTS IN LUXURY HOMES

CONSOLIDATED STRENGTHS

HEEREN
makelaars



EXCEPTIONAL MARKETING FOR EXCEPTIONAL HOMES



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 premium 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, we are a member of the innovative, (inter) national marketing platform Baerz & Co (www.baerz.com) and its only representative in the region. This offers you substantial advantages.

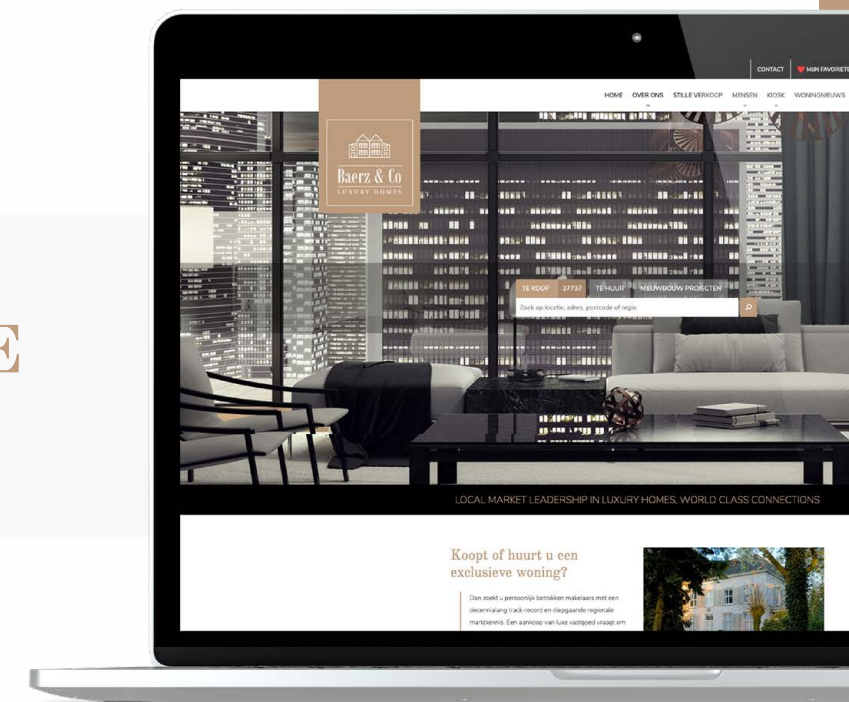
Our unparalleled marketing strategy sets us apart

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 We also believe that advertising purchase properties in print media is outlandishly expensive and outdated.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 STRENGTHS



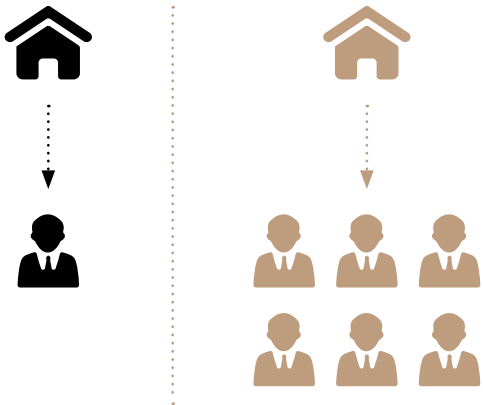
THE FACTS

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.Villadarte.nl, www.ExcellentMagazine.nl and www.societyworld.nl

We also advertise with branding campaigns in the print editions of Kroymans Bespoke Magazine, Villa d'Arte, Excellent Wonen Magazine, Fd Persoonlijk, Society World 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.

This block features a collage of logos and magazine covers. At the top, there is a diagram with a single person icon on the left and a group of 20 person icons on the right, connected by vertical dotted lines. Below this, the 'funda' logo is shown. To the right is the 'Baerz & Co LUXURY HOMES INTERNATIONAL' logo. In the center, there is a stack of magazine covers including 'DFT Ondernemen', 'fd. persoonlijk', 'SocietyWorld', 'Villa d'Arte', 'Kroymans Bespoke Magazine', 'EXCELLENT wonen & leven', and 'Baerz & Co LUXURY HOMES MAGAZINE'. To the right of the magazines are logos for 'fd. persoonlijk', 'EXCELLENT wonen & leven', 'QUOTE', 'SocietyWorld', 'Google', 'Villa d'Arte', 'Kroymans Bespoke Magazine', and 'Baerz & Co LUXURY HOMES MAGAZINE BY EXCELLENT'. At the bottom right, there are social media icons for Facebook, Instagram, Email, LinkedIn, Google+, and YouTube.



SocietyWorld
ONLINE

EXCELLENT
magazine
ONLINE

Villa d'Arte
ONLINE

A UNIQUE AND EXCLUSIVE COLLABORATION

Baerz & Co real estate agents maintain a special partnership with three market-leading 'Lifestyle & Living' magazines in the Netherlands. All these magazines Excellent Magazine, Villa d'Arte and Scotiety World focus on over-35s with an upper average income. The magazines feature a lot of news on architecture, interior design, travel, cars jewellery, gastronomy, art and literature.

The printed editions of Villa d'Arte, Excellent Magazine and Society World are distributed in editions of 70,000, 35,000 and 25.000copies respectively, sold through bookshops and paying subscribers. Baerz & Co advertises in all these editions throughout the year. All titles of course also have their own websites, good for more than 100,000 visitors per month. Baerz & Co's search technology is built into the websites of both online magazines, so that website visitors can easily search for your property listing.

Baerz & Co real estate agents have full exclusivity on these three media channels. It doesn't stop with us after Funda.



Baerz & Co and its affiliated brokerage firms are not responsible or liable for the stated numbers of visitors, readers, subscribers, print runs or numbers of websites in this brochure. These may vary at any time. The media partners shown in this brochure are the largest parties to which the platform is affiliated. Behind various labels there are sometimes smaller regionally targeted websites.

4

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?

5

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.

6

ADVANCED PRESENTATION TECHNOLOGY

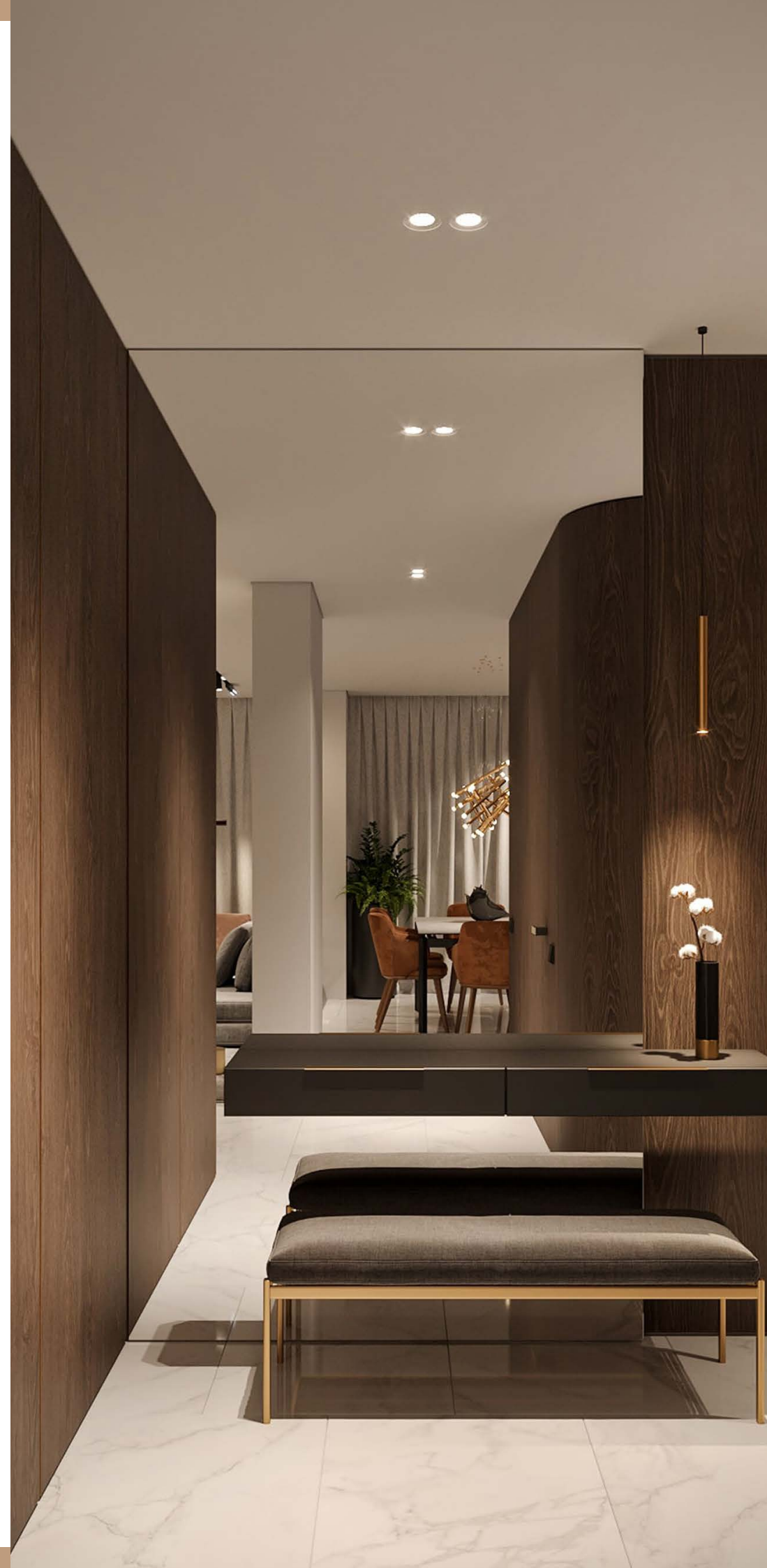
Together with the Baerz & Co team we also provide experienced experts on drone videos, Matterport, 2- and 3D visualizations and augmented reality. Shouldering the burden for real estate agents and homeowners by creating spectacular property presentations. With virtual Matterport viewings you separate 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.



7

BUYING

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.

8

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.



SECRET LISTINGS

9

SECRET LISTINGS; BAERZ & CO OPENS DOORS THAT REMAIN CLOSED TO OTHERS

For privacy reasons, one can of course also choose not to offer a property publicly, but through so-called Secret Listings. In all peace and quietness and at your own pace, without prying eyes. The interaction with house hunters takes place behind closed doors. Your property will be included in the hidden offer of Baerz & Co, but only discreetly distributed to our registered nationwide database registered with us. In this way, you reach a selected target group of only serious house hunters.

PRIMEXTATE

We also offer a unique Off-Market method internationally. As Baerz & Co real estate agent, we are a member of Primextate, a European online market place for off-market sales and auctions of luxury homes. This B-2-B platform is private for professionals and not accessible to private individuals.

Primextate offers buyers and sellers of luxury homes a unique online access to its network. This community consists of an unrivalled database of around 500 high-end residential real estate agents across Europe, who can invite their own private clients with discretion and trust can invite them to look over their shoulder. Primextate combines the exclusivity of a closed business club of international real estate professionals with global exposure to qualified buyers and sellers. The online software is fully transparent, giving buyer and seller control over the buying and selling and/or auction process. You select your own price category and search criteria and track all activities in real time.

THE PRIMEXTATE CLUB

The Primextate club of real estate professionals includes:

High-end real estate agencies

Buying agents

Property hunters

Family offices

10 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.

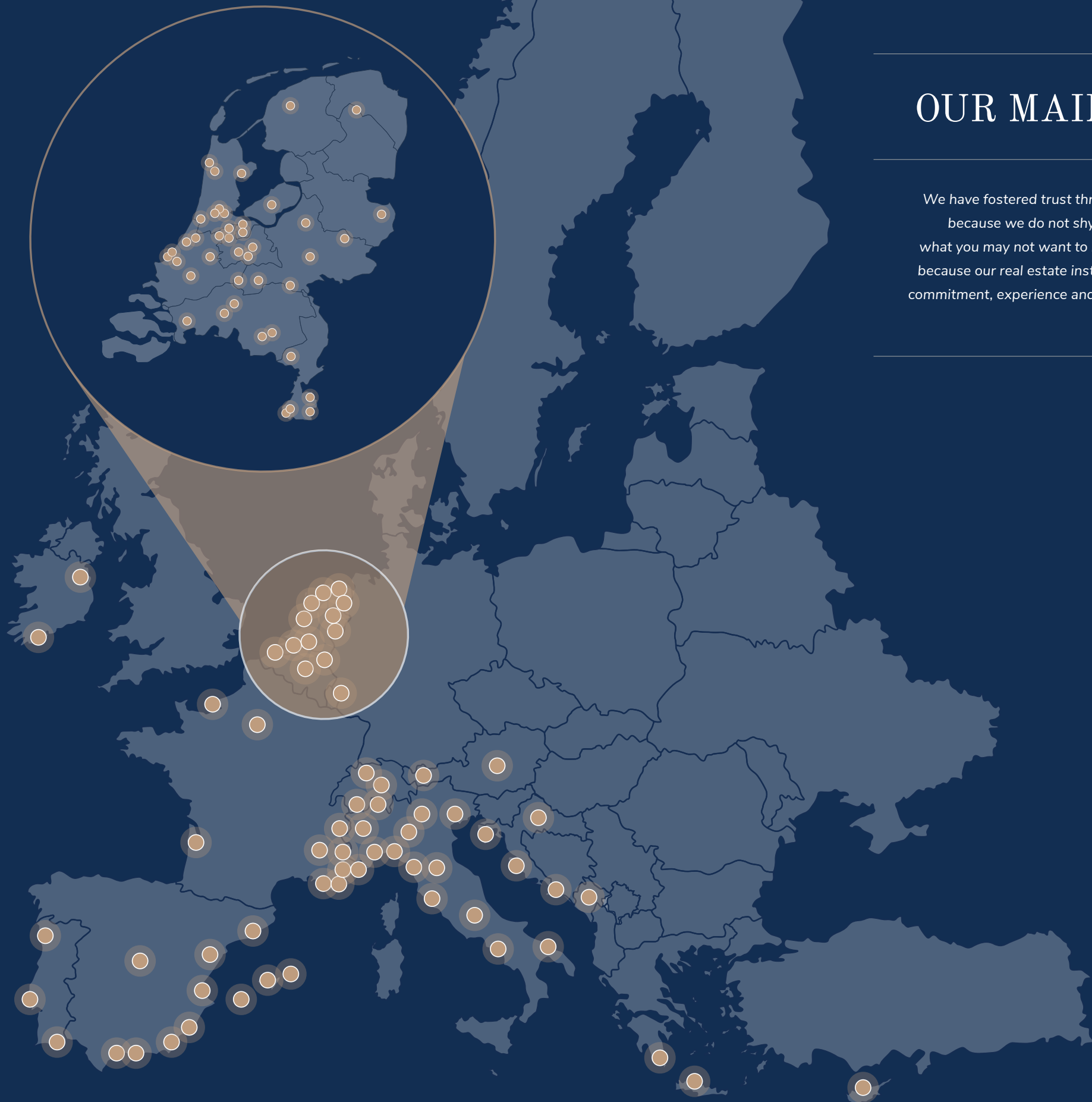
11 TAKING REALTY TO A NEW LEVEL

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.

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.



12 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 140 international "luxury home portals" in 65 countries. This includes renowned **JamesEdition.com**, **Luxuryestate.com**, **Properstar.com**, **Zoopla.com**, **Immobilierlefigaro.fr**, **Immoscout24.de**, **ListGlobally.com**, **Kyero.com**, **Primelocation.com**, **Rightmove.co.uk** 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.

BAERZ.COM is a European portal that only shows prime residential properties, offered by a selection of reputable luxury home agencies. Reaching out to approx. 100.000 monthly visitors in 8 languages. Owned and operated by the largest group of luxury home agencies in the Netherlands.

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.

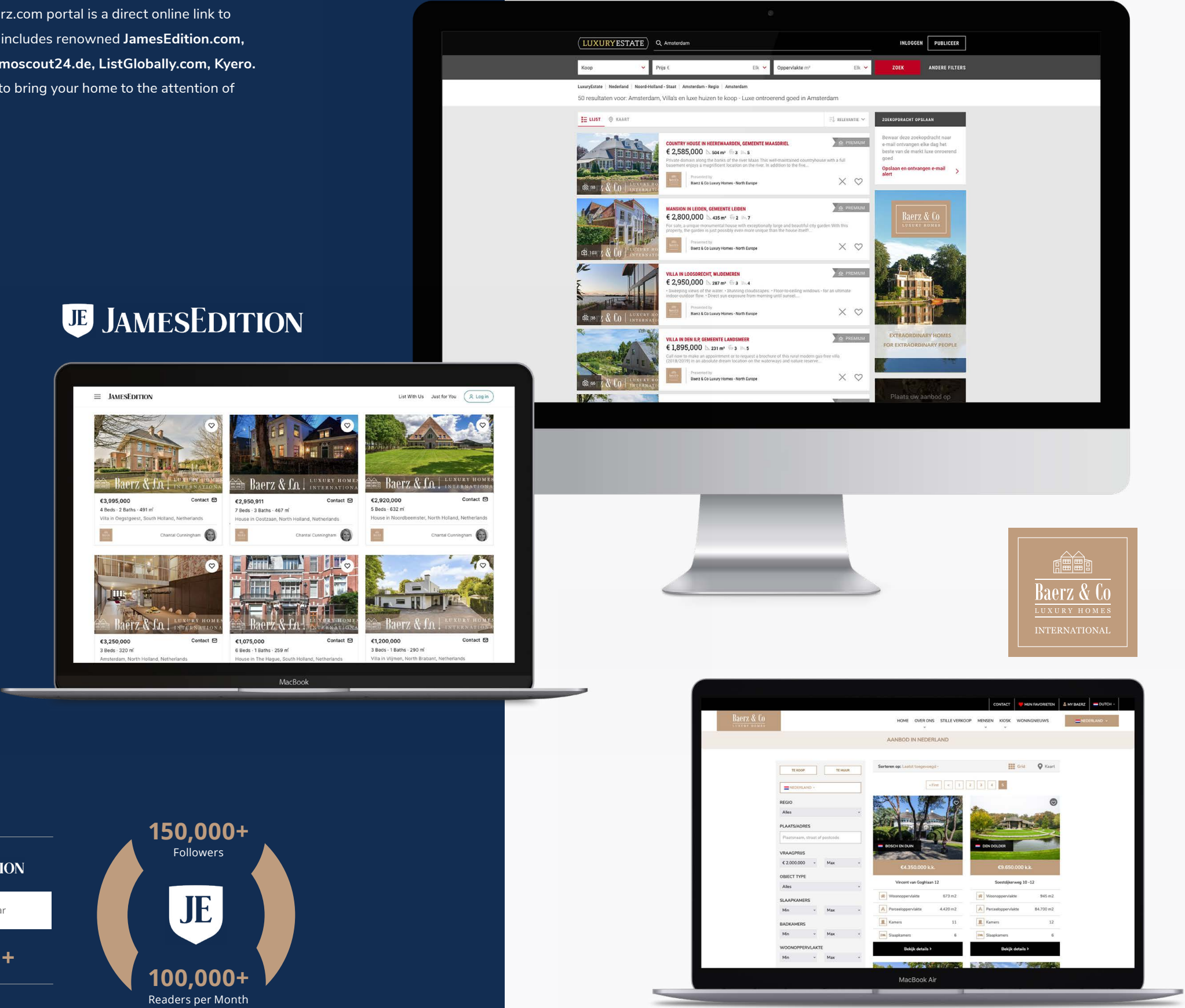
We Know Our Buyers

Male : Female	Avg. Visit Duration	Pages per Session	Users Per Month	Unique Users Per Year
70:30	6:30	8.7	1.0 MM+	10.0 MM+

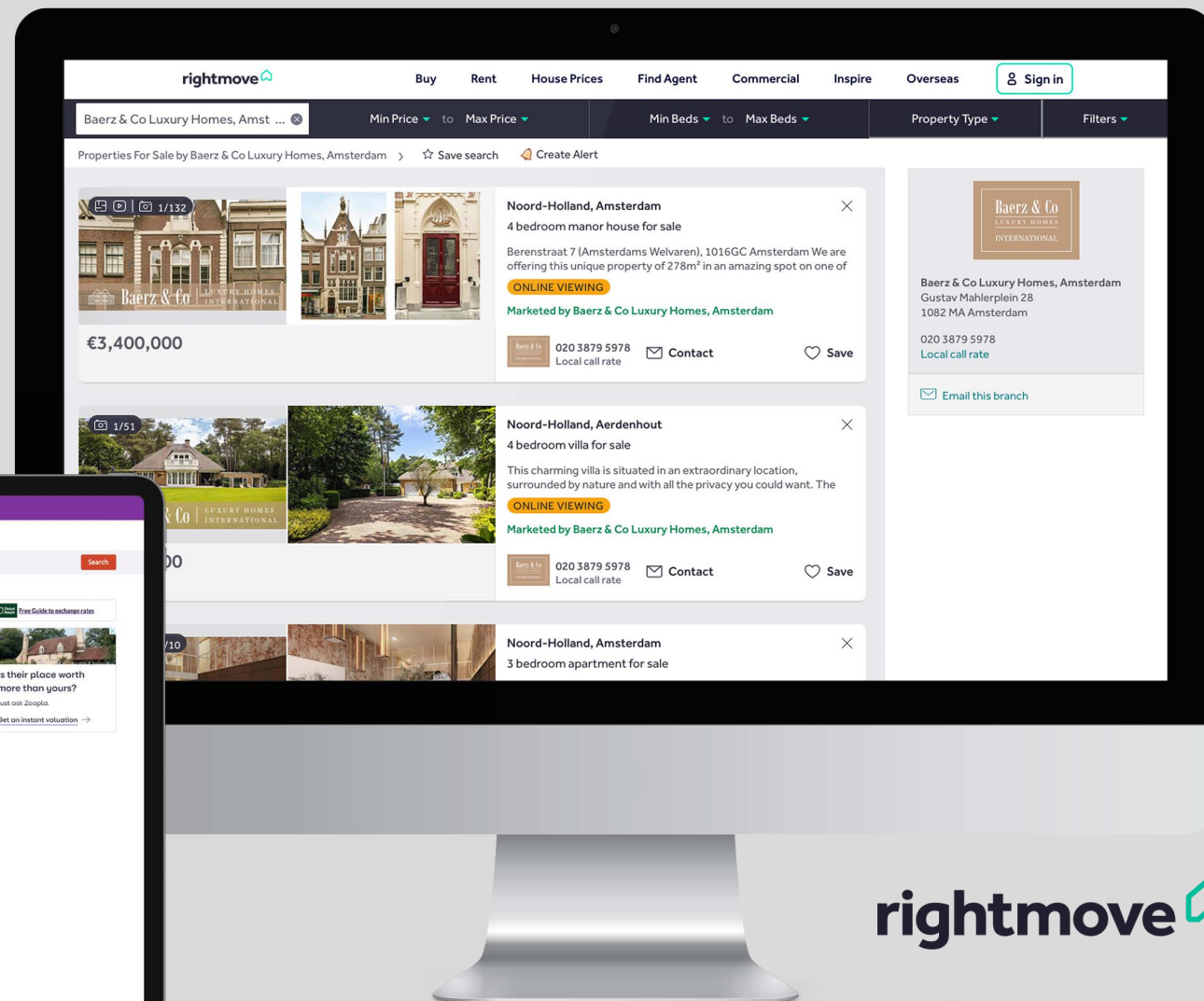
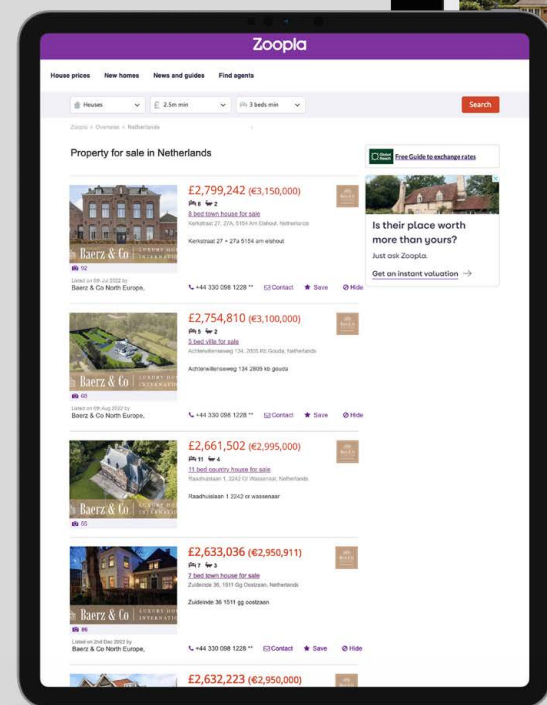
JAMES EDITION



LUXURYESTATE



zoopla



rightmove

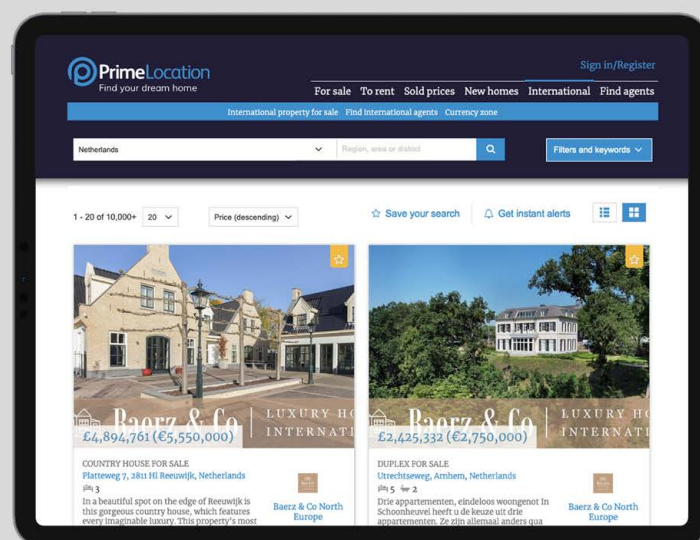
RIGHTMOVE.CO.UK is the largest British portal for buyers and renters of exclusive homes and apartments abroad.

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

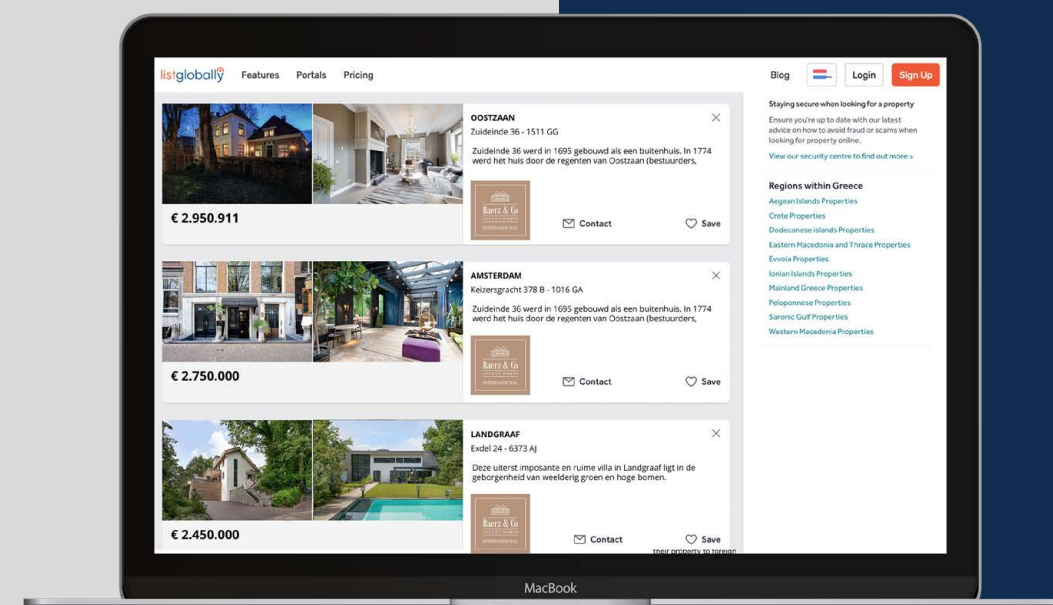
PRIMELOCATION.COM is UK's leading property portal, focussed on helping house-hunters in the upper tiers of the market and attracts over 5 million visitors a month. Its overseas property listings include more than 60 countries, including France, Spain, Portugal, Italy, Cyprus, South Africa, Dubai, Australia, Croatia and Bulgaria.

ZOOPLA.COM with 750 million home impressions per year Zoopla is the UK's leading homeportal. Reach out for affluent British buyers with an appetite for luxury homes in Europe.

YOUR PROPERTY ON
OVER 140 PORTALS IN 65 COUNTRIES

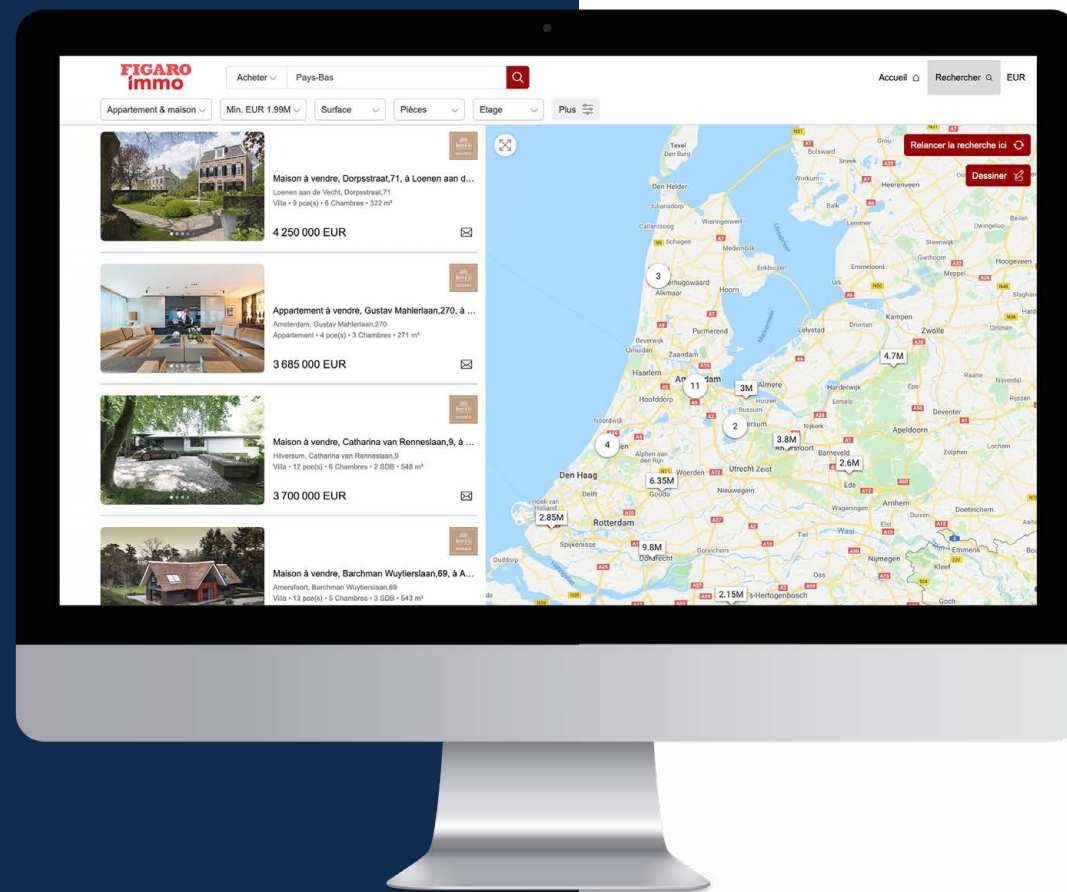


PrimeLocation



listglobally

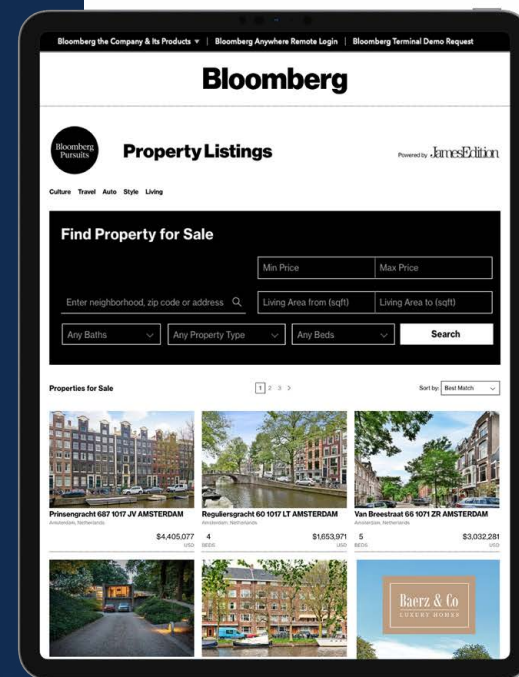
FIGARO
immo



IMMOBILIER.LEFIGARO.FR 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.

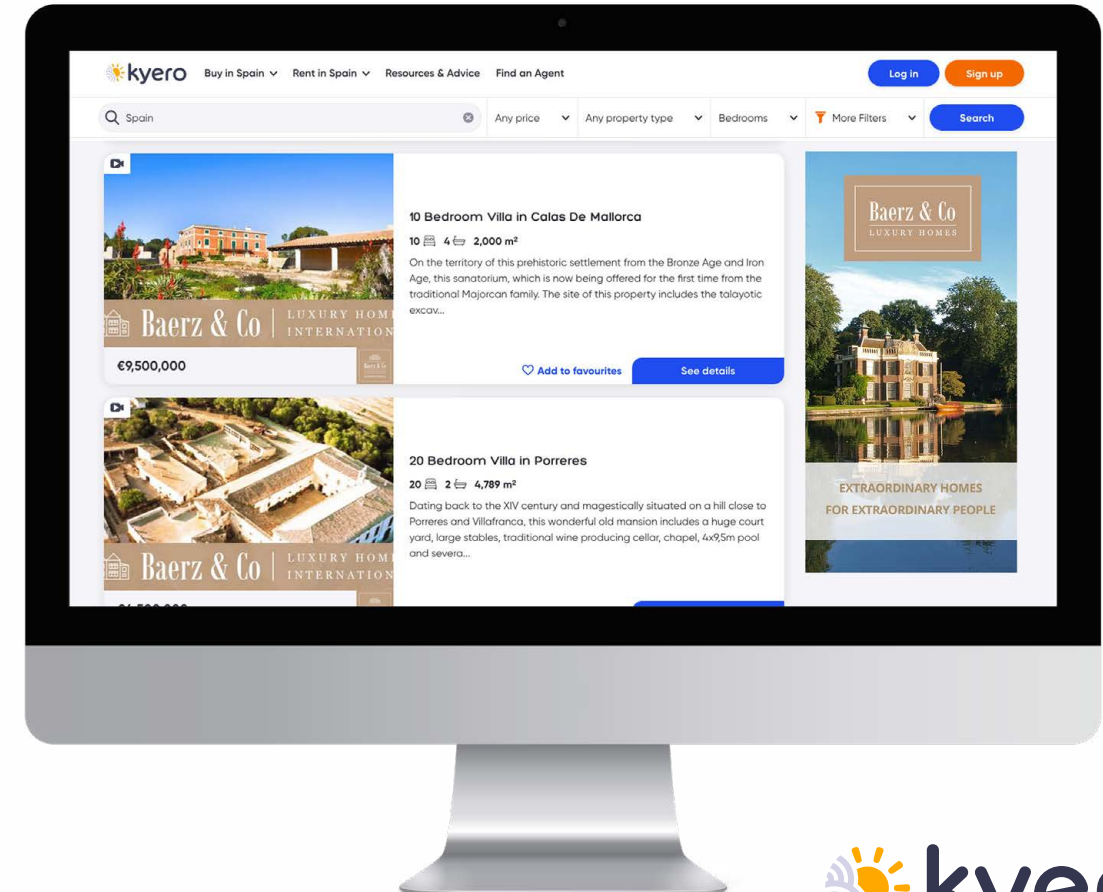
BLOOMBERG.COM is a media conglomerate and publishes financial news and information, research and financial data. It serves as one of the principal financial publishers in the world. Bloomberg has nearly 1 million global circulations of Bloomberg Businessweek and over 150 international news agencies.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

IMMOScout24.DE is the largest and best-known housing portal in Germany with 14,000,000 visitors and 5,000,000 requests per month.

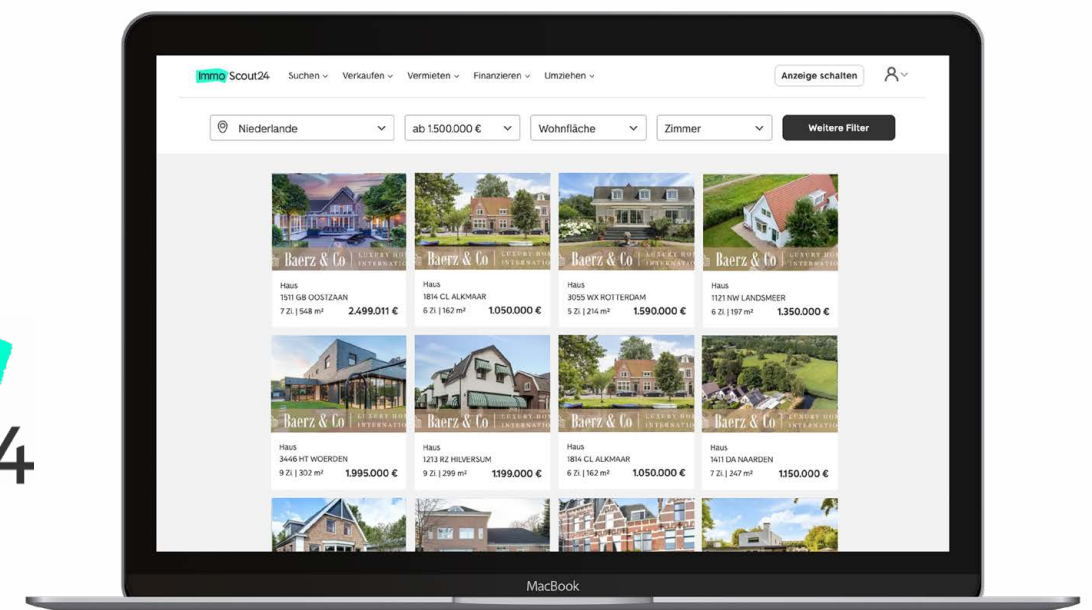


Bloomberg
Property Listings

Immo
Scout24



kyero





PROPERTY DATAFEED
API / XML

funda

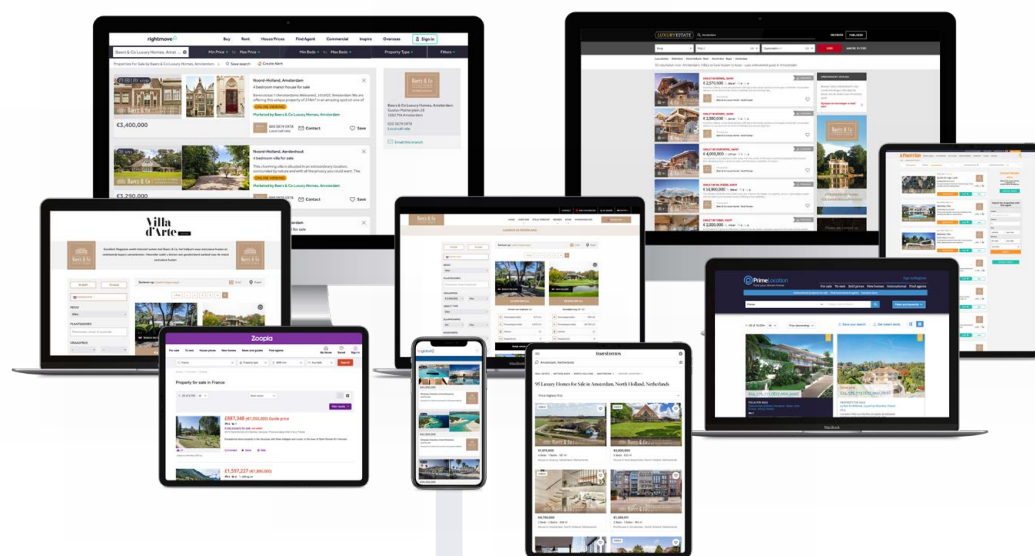


FUNDA
DATA SERVER



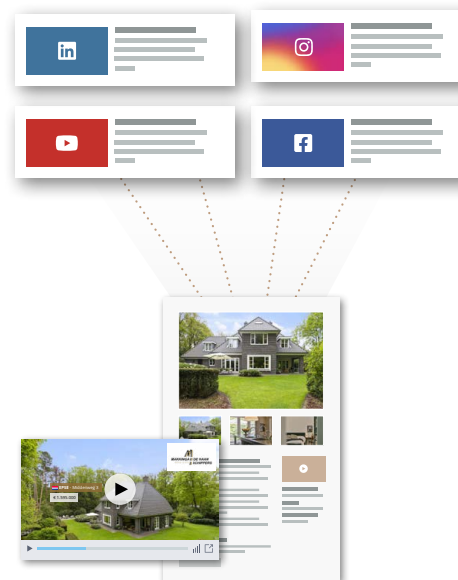
BAERZ & CO
DATA SERVER

Your property on
OVER 140 PORTALS IN 65 COUNTRIES



SOCIAL MEDIA POSTS

Your property on social media, including
video clips



PRIMEXTATE

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

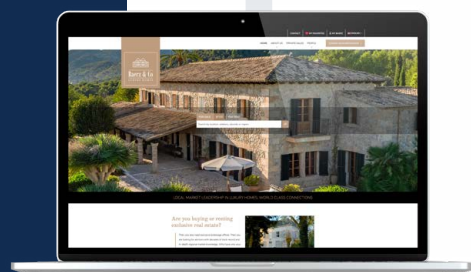


Your property for sale



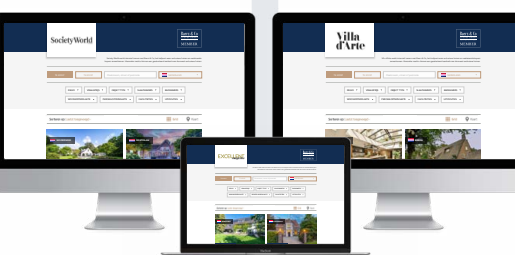
BAERZ & CO MEMBERS

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



Your property on
WWW.BAERZ.COM

and digital newsletter circa. 17.000 subscribers



Your property in the main menu of
**EXCELLENT, SOCIETY WORLD-
AND VILLA D'ARTE**



DUTCH LUXURY LIFESTYLE MAGAZINES

Your property shown via online magazines including
branding campaigns in all print editions.



Your property in
BAERZ & CO MAGAZINE



WWW.BAERZ.COM

NETHERLANDS: Abcoude, Aerdenhout, Alkmaar, Amsterdam, Apeldoorn, Arnhem, Baarle-Nassau, Bergen NH, Berkel-Enschot, Blaricum, Bloemendaal, Breda, Breukelen, Delft, Deurne, Eersel, Eindhoven, Gouda, Halsteren, Harderwijk, Heerlen, Helmond, Hilversum, Hulsberg, Kaatsheuvel, Landsmeer, Leiden, Lisse, Lochem, Maastricht, Mijdrecht, Naarden, Nijmegen, Nuenen, Oisterwijk, Oldenzaal, Reeuwijk, Roermond, Rotterdam, Sittard, Stein, The Hague, Velp, Vlijmen, Waalwijk, Waddinxveen, Zaltbommel, Zeewolde

AUSTRIA: Tirol, Vorarlberg, Salzburg, Wenen

BELGIUM: Antwerp, Baarle-Hertog, Brasschaat, Knokke

CROATIA: Istria, Zagreb, Split/Brač, Dubrovnik

CYPRUS: Lefkosa (Nicosia), Limassol

FRANCE: Alpe d'Huez, Antibes, Cannes, Cap Ferrat, Courchevel, Deauville, La Croix-Valmer, Megève, Mougins, Nice, Paris, Sainte-Maxime, Saint-Gervais Mont-Blanc, Saint-Martin de Belleville, St. Tropez, Val D'Isère, Veigy Foncenex

GREECE: Athens, Hermione, Nafplio, Porto Heli, Spetses, Voula

IRELAND: Cork, Dublin

ITALY: Amalfi, Dolceacqua, Dolimiti, Lago di Garda, Lago Maggiore, Le Marche, Liguria, Milano, Piemonte, Puglia, Sardegna, Toscana, Valle d'Aosta

LUXEMBOURG: Luxembourg

MAURITIUS: Grand Baie, Port Louis

MONACO: Monaco

MONTENEGRO: Budva, Kolašin, Kotor, Luštica, Podgorica, Tivat

PORTUGAL: Algarve, Cascais, Estoril, Lisboa, Porto

SPAIN: Barcelona, Costa Blanca Norte, Costa Brava, Costa Calida, Costa del Sol, Madrid, Valencia

BALEARICS: Ibiza-city, Santa Eularia, Andratx, Binnisalem, Capdepera, Manacor, Palma, Pollensa, Santa Ponsa, Santanyi, Sóller, Mahon

CANARIAS: Tenerife

SWITZERLAND: Andermatt, Brienz, Crans Montana, Genève, Grindelwald, Gstaad-Saanen, Martigny, St. Moritz, Verbier, Wengen

UAE: Dubai

HEEREN
makelaars

Stadionweg 75 - 1077 SE - Amsterdam - +31 0204702255 - info@heerenmakelaars.nl

www.heerenmakelaars.nl