



A Buyers Gallery of Fine Homes®

LUXURY REAL ESTATE MARKETING SOLUTIONS

WEB PLACEMENT • WORLDWIDE MAGAZINE DISTRIBUTION • CONTROLLED MAILINGS • LIVE EVENTS • PRINTING

duPont REGISTRY designs and produces advertising and marketing programs for luxury Real Estate agents by targeting an affluent audience through print, internet and special events.

THE RE/MAX COLLECTION® and **duPont REGISTRY A Buyers Gallery of Fine Homes®** together have built a program helping luxury Real Estate agents market themselves and their luxury listings in addition to:

- Increasing listings
- Increasing visibility as the luxury agent
- Expanding their market influence
- Staying ahead of the competition
- Offering discounted rates
- Creating direct response
- Increasing internet exposure
- Providing quick turn around time
- Satisfying your clients needs

THE RE/MAX COLLECTION SECTION 2009...Featuring luxury properties from around the globe

SPACE RESERVATIONS ARE DUE THE 24 EACH MONTH

MATERIALS ARE DUE THE 27 EACH MONTH

We look forward to working with you,

Scott Harkness

duPont REGISTRY, Senior Account Executive for THE RE/MAX COLLECTION®
SHarkness@duPontREGISTRY.com

SCOTT C. HARKNESS

duPont REGISTRY • 3051 Tech Drive • St. Petersburg, Florida 33716

(800) 233-1731 x3218 • SHarkness@duPontREGISTRY.com •

www.duPontREGISTRY.com/Homes



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As partner with **THE RE/MAX COLLECTION**, duPont REGISTRY offers agents an opportunity to reach the right buying audience, reaching their local, national, and international marketplace, as well as, promoting them as the local luxury real estate leader.

THE RE/MAX COLLECTION marketing program with duPont REGISTRY includes...

- AD DESIGN/PRODUCTION WORK...*JUST FORWARD PHOTOS AND COPY*
- PLACEMENT IN DUPONT REGISTRY FINE HOMES...*DISTRIBUTION IN EVERY STATE AND 50-COUNTRIES*
- SIX MONTHS PLACEMENT ON WWW.DUPONTREGISTRY.COM/HOMES...*ADDITIONAL EXPOSURE*
- WEB LINKS TO YOUR WEBSITE...*INCREASE YOU WEB TRAFFIC*
- SUPPLY OF DUPONT REGISTRY ISSUES...*USE LOCALLY, OPEN HOUSES*
- DISTRIBUTION AT LUXURY INTERNATIONAL AUTO AND BOAT SHOWS
- PLACEMENT IN THE RE/MAX COLLECTION MAGAZINE...*PRINTED TWICE A YEAR*
- SUPPLY OF THE RE/MAX COLLECTION MAGAZINES...*CONTINUED MARKETING SUPPORT*
- AN ISSUE MAILED DIRECTLY TO YOUR MAILING LIST...*SET YOURSELF APART FROM THE COMPETITION*

RATES...Two pages \$3295 • One page \$1895
Half page \$975 • Quarter page \$500 • Sixth page \$349

The RE/MAX COLLECTION Agent Profiles...

1/8 page Agent Profile ad with your photo, bio, and contact information in the next duPont issue

1/6 page Agent Profile ad in THE RE/MAX COLLECTION magazine

Web placement on duPont's Agent Locator for 12 months

Total cost \$795

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As partner with your over-all marketing campaign, duPont REGISTRY offers agents an opportunity to reach the right buying audience, promoting them as the local luxury real estate leader, as well as reaching their local marketplace.

DU PONT REGISTRY AGENT INTERNET PROGRAM INCLUDES*

- Up to 10-listings posted on www.duPontREGISTRY.com/Homes
- 9-photos per property
- Ability to edit property photo and descriptions
- Your phone number, contact information, logo, and photo
- List three different areas/locations you service (Example Denver/Keystone/Breckenridge)
- Your profile page...your photo, contact, profile
- Featured agent
- Link to your website
- Virtual tour links
- 12-months of service

*www.duPontREGISTRY.com ranks in top 1% for traffic of all websites Source: Alexa.com

Over 300,000 visitors a month

8 page views per visitor

17% of visitors from outside the United States

216-websites link into www.duPontREGISTRY.com

Over 5,000 searches for luxury agents

Rate...One-time fee of \$1,295 • 12-months of service

Additional www.duPontREGISTRY.com services

- Featured properties \$500, 30 days
- Video homes gallery \$500, 30 days
- Select a city top banner, side banner, bottom banner \$500, 30 days
- Home page top rotating banner \$595, 30-days
- Buyer's services \$595, 30 days
- Agent services \$595, 30 days
- New developments \$850, 30 days
- Featured international properties \$850, 30 days
- Web Agent Locator Network \$595, 12-months

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Who is duPont REGISTRY?

duPont REGISTRY is a privately held publishing company based in St. Petersburg, Florida. Founded 20 years ago with the vision of bridging the gap between buyers and sellers of high-end automobiles, the company has grown to publish five individual titles marketing luxury items to the world's wealthy.

What does duPont REGISTRY do?

duPont REGISTRY designs and produces advertising and marketing programs for luxury Real Estate agents by targeting a wealthy audience through print, Internet and attendance at special events such as luxury car and boat shows. We have collaborated with **THE RE/MAX COLLECTION** to build a program helping RE/MAX luxury agents to:

- | | |
|---|--------------------------------|
| Increase listings | Create direct response |
| Increase visibility as the luxury agent | Increase Internet exposure |
| Expand market influence | Provide quick turn around time |
| Stay ahead of the competition | Satisfy your client's needs |

When does duPont REGISTRY publish?

duPont REGISTRY publishes on a monthly basis. Reaching readers in 45 countries via newsstands, subscribers, targeted mailings, and attendance at special events, duPont REGISTRY covers the luxury marketplace.

Where does duPont REGISTRY reach?

High profile business leaders, professional athletes, and entertainers read duPont REGISTRY in every state and 45 countries. In addition, every property printed in our magazine is available on www.duPontRegistry.com. **THE RE/MAX COLLECTION** magazine, published in January and July, and supplied to every RE/MAX advertisers.

Why does duPont focus on the luxury marketplace?

duPont has created a niche for itself and remains focused on catering every aspect of our business towards the affluent marketplace.

How does duPont help the RE/MAX Agent?

As partner with **THE RE/MAX COLLECTION**, duPont offers agents an opportunity to reach the right buying audience, at discounted advertising rates, promoting themselves as the local luxury Real Estate leader, as well as, reaching out beyond their local marketplace.

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