

Trusted advisors

A higher standard

At Engel & Völkers, our passion is exceeding client expectations, so it's only natural we align ourselves with exceptional real estate professionals to serve clients across the globe. It's why we don't simply have agents but instead trusted advisors to guide you through your home journey with extensive neighborhood expertise, distinguished care, and a bit of fun.

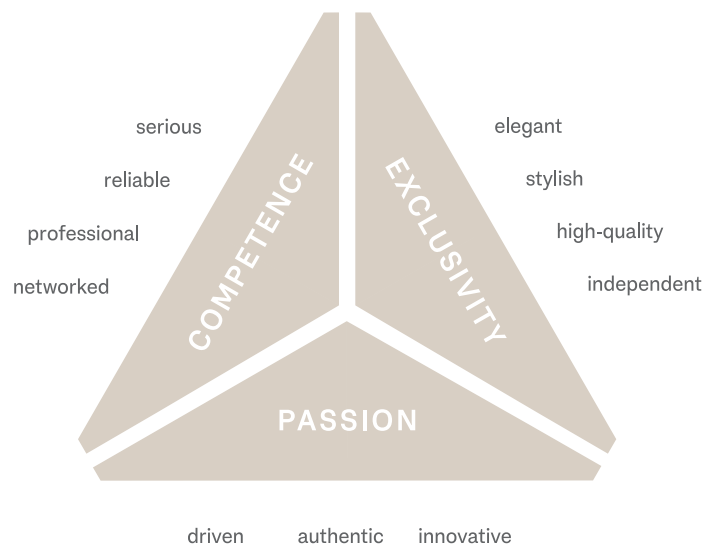
An Engel & Völkers advisor is an area expert and most often, a longtime neighborhood local surrounded by a network that shares the ability to reach buyers and



markets locally, nationally, and around the world. We hold our relationship with you closely and give back to the communities we share. Most importantly, an advisor can talk about the real estate market and where your home fits in the bigger picture. Engel & Völkers advisors provide more than facts. As local experts, our advisors live and breathe the communities we serve and will provide you with valuable insights relevant to your personalized needs and will see to every detail throughout the transaction process and beyond.

Competence. Exclusivity. Passion.

The core values that define us



The thousands of professionals who represent Engel & Völkers worldwide share a single vision: achieving the aspirations of discerning individuals around the world, be it in a private or business context, with total passion. To achieve this vision, our company was founded on a set of core values deeply rooted in our DNA today. These values are carried with pride by every advisor associated

with Engel & Völkers throughout the globe, allowing us to adhere to the highest service standard worldwide. Through sophisticated training, distinctive marketing capabilities, and a global network, our advisors can competently meet your real estate needs by developing a customized strategy and providing specialized services. And they will do it all with total passion.

The Engel & Völkers story

This is us.

Engel & Völkers shops are located where our clients are, in the world's best locations. Founded in 1977 in Hamburg, Germany, Engel & Völkers began as a specialty boutique agency providing luxury real estate services to wealthy European investors in search of real estate experts who were highly professional, knowledgeable, and discreet. With proven competence and passion, Engel & Völkers quickly earned a reputation for unparalleled levels of service, a highly valued professional network, and local market expertise. Our successes led to a greater demand for specialized services, including yachting, development services, and specialty designations surrounding high-net-worth clientele

In 1990, Engel & Völkers opened its first international shop in Majorca, Spain. This marked the beginning of our global expansion. Today there are more than 16,000 real estate advisors in over 30 countries. With an Americas headquarters located on Park Avenue in Manhattan, our Americas network continues to



grow throughout the US, Canada, Caribbean, and Mexico—allowing more consumers to benefit from our renowned client services.

Understanding that luxury is personal and based on experience over pricepoint, we ensure customized service for every client as they achieve their real estate aspirations.

Working with Engel & Völkers

Experts at your service

When considering buying or selling a property, it's essential you work with true market experts who take the time to understand your unique real estate goals. Engel & Völkers advisors are known for their unparalleled professionalism and dedication to providing high quality, personal service. These characteristics are evident among all Engel & Völkers real estate advisors in local markets across the globe.

Each of our advisors is devoted to the core values of competence, exclusivity, and passion, as they represent a luxury global real estate brand with over 40 years of brand heritage and experience. Engel & Völkers advisors are leaders in their local markets with valued connections that help maintain our reputation for excellence around the globe.

Through our unique and powerful marketing strategies, backed by an iconic brand and global network, we will ensure your property is best positioned to sell while meeting your specific goals.



A handwritten signature in dark blue ink that reads "C. Völkers". The signature is fluid and cursive, with a prominent initial "C".

Christian Völkers, Founder

It's not just business

It's personal

When working with Engel & Völkers, you are our highest priority. Our collaborative approach to the sales process means involving you in as much or as little as you desire. Through it all, we will provide proactive and ongoing communication, reporting on the status of your home as frequently as you would like and through the channels most convenient for you. You will receive regular updates on your property's status, written reports on each showing, and details of our marketing campaigns before they are implemented. We consider open and frequent communications between our advisors and clients to be essential. Our goal is to have the successful sale of your home be the first of many opportunities in which we can be of service.



Detailed information to keep you up to date:

- ◆ Written reports after each showing
- ◆ Activity reports on the status of your sale
- ◆ Latest market information
- ◆ Evaluation for marketing measures
- ◆ Advice on aesthetic improvements

GG magazine

Lifestyle. Personalities. Real Estate.

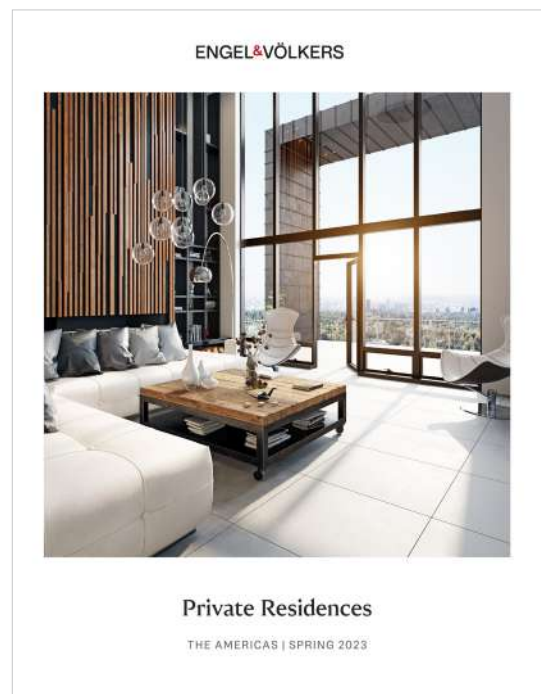
GG is your global guide to style and design. Engel & Völkers' GG magazine is a high-end, glossy publication that offers our clients a way to stay informed on the latest news and trends in the world of luxury living. Published seasonally in six languages, GG unlocks exclusive access to some of the most fascinating personalities and stunning geographies while uniquely showcasing our clients' finest listings to a curated audience of global clientele with an appreciation for the best in life. As part of GG, your property is delivered directly to Engel & Völkers' top clients, distributed through our global network of attractive markets, and made available on newsstands throughout Europe. GG celebrates life and culture, and continues to be the centerpiece of our marketing efforts and the anchor for our growing brand influence.



Private Residences

A curated property collection

Private Residences offers your property both national and international exposure, showcasing the finest properties within the Americas represented by Engel & Völkers. Highlighting your property's most attractive attributes and details, this publication reaches potential buyers via partnerships with Modern Luxury Media and Dolce magazine, distributing to thousands of high-net-worth consumers along with digital and social media applications and additional exposure throughout Engel & Völkers shops.



It's all in the details

Live your luxury.

Every market is different and every person distinct. From starter homes to dream homes, and even castles (yes, we can help with those too), Engel & Völkers makes luxury personally yours by discovering what it truly means to you.

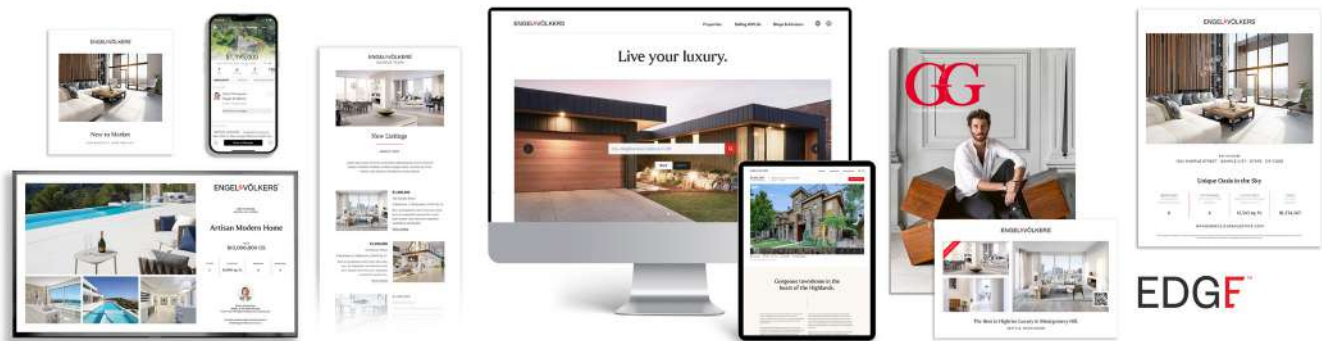
No matter the price, size, or style of a home, Engel & Völkers ensures our clients receive the very best service and care. With experience and achievements in the worldwide locations where we operate, our network has



a breadth of tools and strategies for market research, strategic marketing, and listing exposure. These, combined with global brand recognition, continue to provide the Engel & Völkers advantage of reaching a wider audience of potential buyers for every home we represent. Through periods of strong economic growth and less certain times, Engel & Völkers has maintained consistent success in its sales, and we look forward to serving you.

Global reach

Marketing with power



Engel & Völkers offers a distinct marketing portfolio to showcase every property at its finest to the greatest audience of potential buyers locally and across the globe. While there is no limit to our brand offerings, we work to identify the most influential marketing strategy to promote your specific property to whom we believe to be the ideal buyer.

Each Engel & Völkers shop has the ability to leverage our brand's national and international marketing resources to create customized, multi-channel campaigns for each property we market.

By identifying the unique qualities of a property and placing it in the context of current and trending market conditions, we then identify target market groups and create campaigns to provide maximum exposure alongside messaging and branding to attract the most qualified buyers. Our creative approach is backed by consumer data and testing to ensure we highlight your property in the best light.

Professional photography and videography

Visual storytelling

Whether online or in print, your home has only one chance to make a great first impression with potential buyers. Because it takes only a few moments for an opportunity to be won or lost, it becomes all the more critical that your property is presented professionally and artistically. We only work with professional photographers and videographers who have earned our trust in the quality of their work. They are the best in their fields and produce work that captures the details and essence of a property's prominent features and assets.



On our websites, brochures, print advertising, and videos, exceptional presentation is an essential requirement of the Engel & Völkers brand that greatly increases your home's impact with potential buyers.

Smart marketing. Extensive exposure.

Giving you the EDGE

EDGE™



Our Extensive Domestic & Global Exposure (EDGE) platform provides unprecedented reach to get your property in front of qualified consumers whether they're next door, in the Americas, or abroad—because they deserve to see it and you deserve to sell it. Working with an Engel & Völkers advisor gives you the EDGE that gives each listing extensive online exposure in major markets via a suite of highly trusted and strategic digital and mobile marketing partners—an expectation of today's savvy consumers and international clientele.

But we don't stop there, with a global network of more than 16,000 real estate professionals in over 30 countries, we not only reach millions of consumers but are also able to collaborate with our fellow Engel & Völkers advisors to strategically handpick and refer buyers for the specific properties they seek...like yours.

Let us provide the EDGE you need to sell your home and begin your next adventure.

Multi-platform strategy

All encompassing reach

Local exposure:

- ◆ Access to Engel & Völkers advisor contacts and relationships
- ◆ Exclusive exposé display
- ◆ Inclusion in prominent local publications
- ◆ Local press opportunities
- ◆ Tailored property showings
- ◆ Premium yard sign
- ◆ Retail shop locations

Regional/National exposure:

- ◆ Access to Engel & Völkers Americas network
- ◆ Print advertising opportunities include:
 - *Private Residences Americas*
 - *The Wall Street Journal*
 - *Architectural Digest*
 - *Forbes Magazine*
 - *Private Air*
 - *Town & Country*
 - *Modern Luxury*
 - *Mansion Global*

International exposure:

- ◆ Access to Engel & Völkers' global network
- ◆ Worldwide exposés display
- ◆ Print advertising opportunities include:
 - ◆ *Financial Times*
 - ◆ *GG magazine*
 - ◆ *Globe and Mail*

Online exposure:

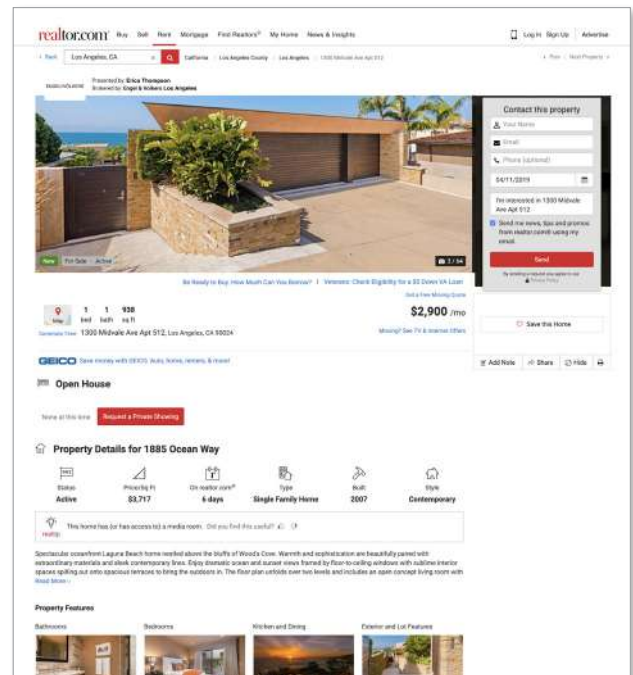
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- ◆ evrealestate.com
- ◆ shop.evrealestate.com
- ◆ Engel & Völkers social media platforms
- ◆ Apartments.com
- ◆ FinancialTimes.com
- ◆ JamesEdition.com
- ◆ Juwai.asia
- ◆ Juwai.com
- ◆ Listhub
- ◆ Listhub Global
- ◆ MansionGlobal.com
- ◆ Realtor.com*
- ◆ WSJ.com
- ◆ Zillow*

Realtor.com®

Trusted real estate resource

With 86 million unique monthly visitors, Realtor.com is a leading resource for home buyers and sellers of today and tomorrow, providing a trusted, comprehensive source of for-sale properties in addition to information, tools, and professional expertise to help people move confidently through every step of their home journey. Its continued mission is to help make all things “home” simple, efficient, and enjoyable.

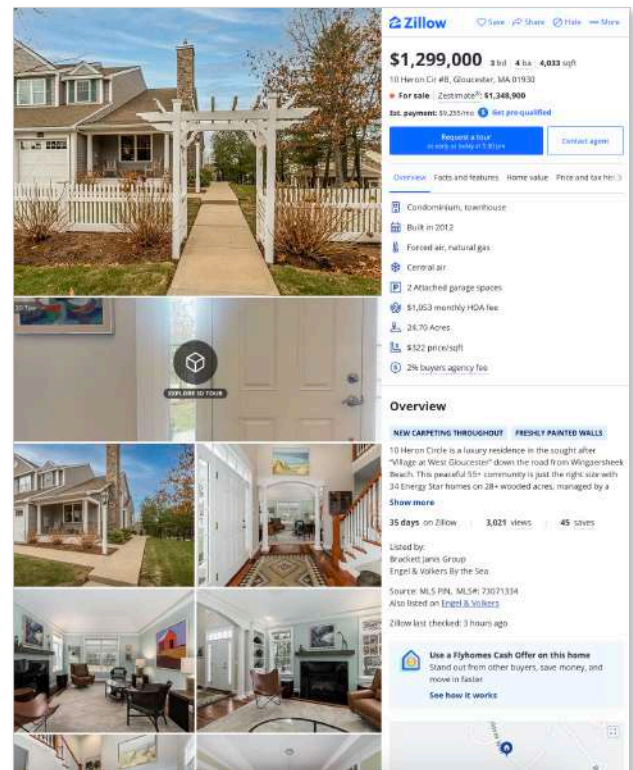
realtor.com®



Zillow

Connecting with today's consumers

Zillow is the leader among online real estate search engines, reaching approximately 236 million visitors each month. Listing your home with Engel & Völkers means capitalizing on the largest real estate platform in the United States, with nearly two-thirds of visits arriving through mobile devices. As a valued partner, your home will be accessible to millions of online visitors, appearing with Engel & Völkers branding to truly stand out.



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out east

ZILLOW® GROUP

The screenshot shows a Zillow listing for a luxury mountain resort home. The main image is a large, modern house with a curved facade, set in a snowy mountain landscape. The listing details include a price of \$50,000,000, a location of 233 White Pine Canyon Rd, Park City, UT 84060, and a Zestimate of \$48,888,888. The listing is marked as 'For sale' and 'Est. payment: \$294,810/mo'. The listing is categorized as 'Residential, detached', built in 2022, and features include a radiant floor, air conditioning, central air, energy star qualified equipment, 4 attached garage spaces, a \$22,650 annually HOA fee, and 4.97 Acres. The listing is titled 'INDOOR SPORTS COURT PARK CITY MOUNTAIN RESORT' and includes features like 'INFRARED SAUNA', 'MESSAGE ROOM', 'CRISTALIN LIMESTONE', 'COLD PLUNGE POOL', and 'ITALIAN STEEL WINDOWS'. The listing is listed by Paul Benson (435-649-7441) and Engel & Völkers Park City. The listing was last checked 3 hours ago and updated on January 27, 2023 at 11:43am.

The Wall Street Journal | Barron's Group

Exceptional exposure worldwide

WSJ.com reaches a distinguished monthly global audience of 111.5 million digital readers with an average household net worth of \$1,956,000.

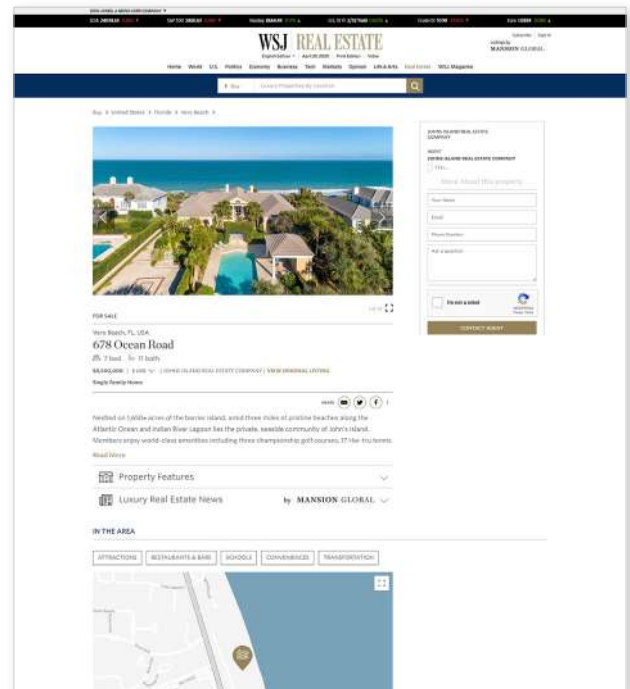
When you list your home with Engel & Völkers, your property is seen not only on WSJ.com but also on its affiliated sites Barron's, PENTA, MarketWatch, and Mansion Global, targeting European, Latin American, Indian, and Chinese consumers.

We ensure that your home has online exposure in all major markets—a high priority for selling premium properties to today's digitally savvy and often international clientele.

BARRON'S PENTA

MarketWatch

THE WALL STREET JOURNAL.



Juwai.com and Juwai.asia

Your Asian market partner

Our strategic partnership with Juwai markets your property to 9.1 million high-net-worth Asian consumers from 195 Asian countries and 326 Chinese cities looking to invest internationally.

As the largest and most authoritative sources for global property data and advanced search designed for the Chinese real estate buyer, they provide a full range of services to get your property listing accurately translated and formatted to market your property in a way that resonates with this demographic behind China's online firewall—an extremely important assurance.

With Juwai.com's research, statistics, and data, Engel & Völkers is able to tailor the marketing strategy for your property to be most effective in reaching this massive audience of interested buyers.

