

Windermere's Premier Homes and Premier Estates marketing program helps Windermere sales associates successfully represent rare and exceptional properties and buyers interested in those properties. Premier Properties differentiates Windermere associates with a proven marketing strategy for an important niche market.

Premier Marketing Tools:

A comprehensive, high-visibility marketing program supports Premier Properties:

- *Premier* magazine, a high-quality, full-color, glossy publication that is distributed to 215 Windermere offices and a selected mailing list of approximately 30,000 targeted homeowners.
- Newspaper advertising featuring the special Premier Homes logo to draw attention to these listings.
- Exclusive Premier stylized signage to satisfy the special needs of upscale properties.
- Featured on *www.windermere.com* under the special Premier Properties search function and highlighted in the "Homes for Sale" section with the special Premier icon.
- Access to mailing lists for marketing Premier listings to qualified buyers and top local, national and international sales associates specializing in upscale and estate-quality properties.
- Networking meetings for associates who frequently deal with buyers or listings in the upscale price range.



Property Qualifications:

- The Premier Homes minimum list price, for qualifying properties under \$1 million, is determined by local market conditions.
- The Premier Estate designation is reserved for very high-end properties that truly deserve estate status. To qualify, the property must meet specific pricing guidelines (also determined by local market conditions, but generally over \$1 million) and other criteria such as an estate-like setting featuring acreage or substantial privacy.
- There are special circumstances in which a property may not meet the pricing guidelines but an exception may be made, based on other overwhelming qualities.