

OUR LISTING STRATEGY FOR YOUR
DISTINCTIVE HOME

ELEVATING YOUR HOME WITH
EXCEPTIONAL ATTENTION AND MARKETING

DISTINCTIVE
COLLECTION

by

**Better
Homes**
and Gardens
REAL ESTATE®

BEYOND

A Distinctive Heritage

Since 1924, Better Homes and Gardens® has set the standard in stylish living for home connoisseurs across the country.

With an unmatched lifestyle heritage, Better Homes and Gardens® Real Estate is ideally positioned to deliver on your expectations for the highest levels of service and innovation in the luxury real estate market.

Our luxury offering, Distinctive Collection® by Better Homes and Gardens Real Estate, offers discerning clients the service and market experience one would expect from a brand whose legacy was built upon a passion for the home.

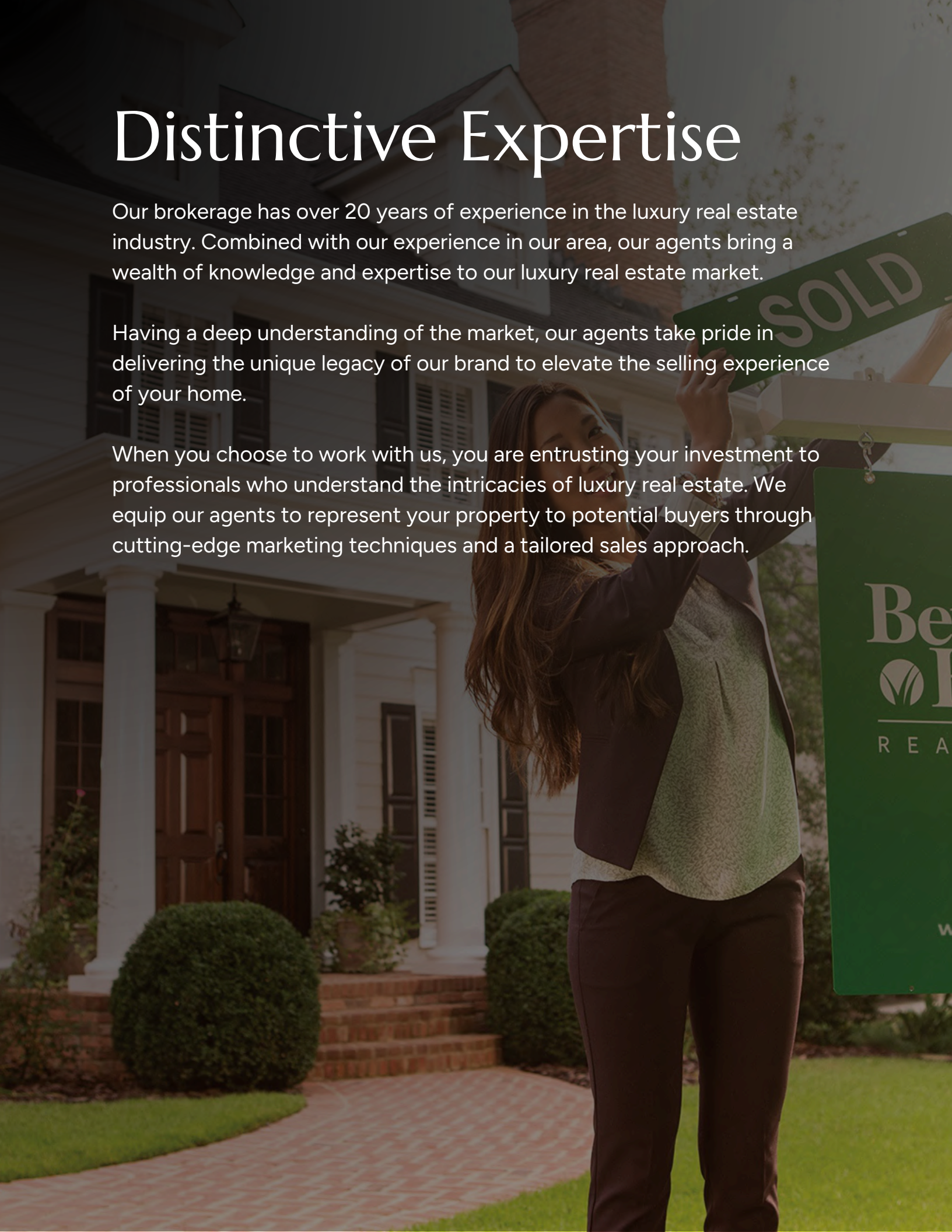


Distinctive Expertise

Our brokerage has over 20 years of experience in the luxury real estate industry. Combined with our experience in our area, our agents bring a wealth of knowledge and expertise to our luxury real estate market.

Having a deep understanding of the market, our agents take pride in delivering the unique legacy of our brand to elevate the selling experience of your home.

When you choose to work with us, you are entrusting your investment to professionals who understand the intricacies of luxury real estate. We equip our agents to represent your property to potential buyers through cutting-edge marketing techniques and a tailored sales approach.



Today's Luxury Buyer

Our exclusive research has identified what luxury homebuyers value most today:

- Highly value free time and relaxation.
- Desire homes that enable them to spend quality time with the people most important to them.
- Value the ability to transform their home into an ultra-comfortable living space.
- Looking for more than one home, all equally comfortable.



The Distinctive Collection Website

BHGRECOLLECTION.COM

Our website is reserved for our most exclusive listings, represented by Distinctive Collection real estate professionals across the country. Your home will take its place among this impressive collection, ready to be showcased to affluent prospects.

Distinctive Collection listings are proudly featured 365 days per year on preeminent luxury real estate sites, including:

- WSJ.com
- RobbReport.com

▼ ANY PRICE ▼

SEARCH

Daniel Island, SC

• View Properties

DISTINCTIVE COLLECTION BY BETTER HOMES AND GARDENS REAL ESTATE®

When you're in the market for—or are considering selling—an exceptional home, you expect service and support from your real estate partner that is as singular and distinct as your position in the marketplace. Better Homes and Gardens® Real Estate affiliated real estate professionals are ideally positioned to deliver on your expectations for the highest levels of real estate service and innovation.

A Holistic Approach to Luxury

[BHGRECOLLECTION.COM/BLOG](https://bhgrecollection.com/blog)

We focus on the luxury experience as a whole and include insights on the latest in design, dining, vacations, boats, cars, and more. Providing more value to luxury homebuyers than any other real estate brand.

The World's Best
luxury vacation villas

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Most Popular



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Intelligent & Targeted Marketing

Through our Distinctive Collection, your home is automatically advertised to the people most likely to fall in love with it. We harness advanced targeting techniques to ensure your property reaches the right audience effortlessly.

Moreover, our agents have exclusive access to a comprehensive database of millions of brand-loyal, high-income consumers. This unique advantage allows us to create sophisticated, tailored marketing opportunities that highlight the exceptional qualities of your property.

A Plan Tailored to Your Home

Here's a preview of how our agents ensure your home gets maximum exposure online and in-person:

Within 24 Hours of Going Live:

- Install For Sale sign on the property
- Your home is published to over 200 websites and advertising partners
- Social Media ads targeting ideal prospects

Every Week After Going Live:

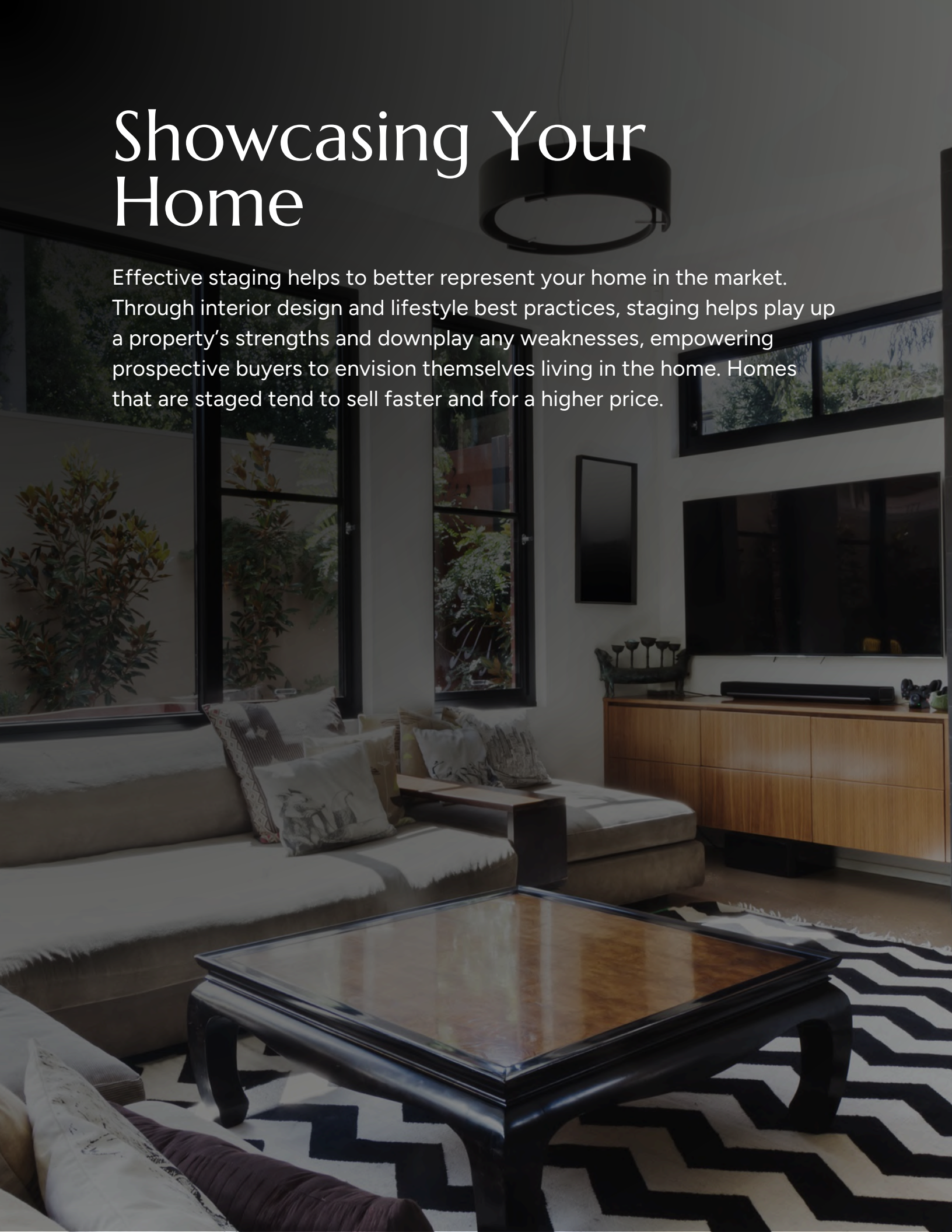
- Social Media posts to their network
- Review their database to find potential buyers
- Connect with local agents to find any potential buyers

4+ Weeks After Going Live:

- Evaluate listing plan and adjust for the market

Showcasing Your Home

Effective staging helps to better represent your home in the market. Through interior design and lifestyle best practices, staging helps play up a property's strengths and downplay any weaknesses, empowering prospective buyers to envision themselves living in the home. Homes that are staged tend to sell faster and for a higher price.

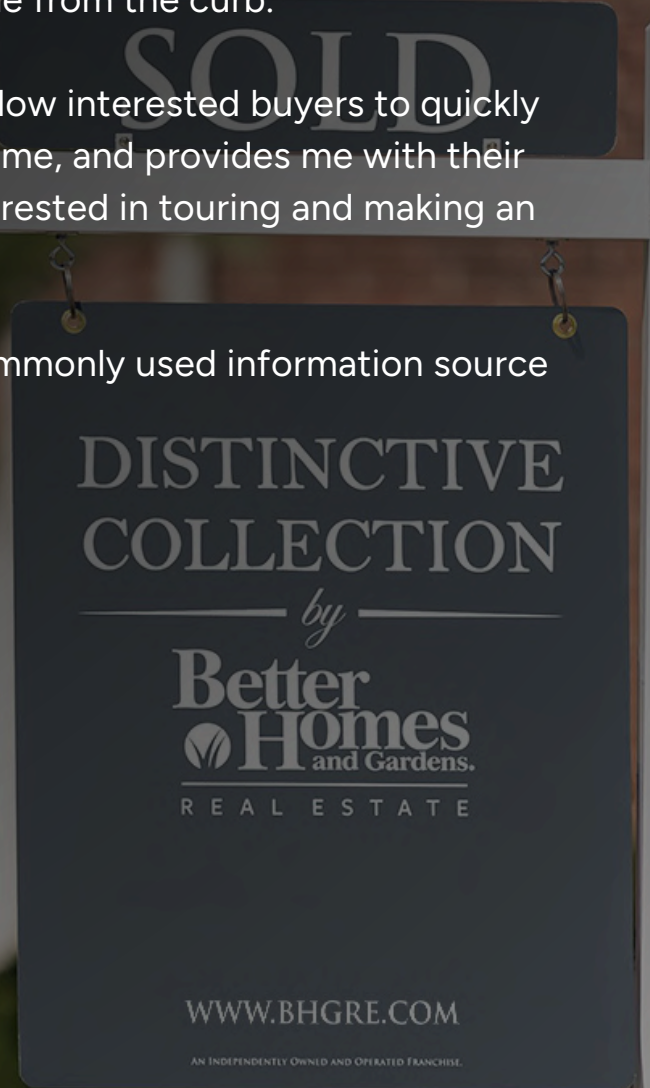


Get Noticed with Bold Yard Signage

A Distinctive Collection by Better Homes and Gardens Real Estate yard sign adds a level of prestige to your home from the curb.

Our yard signs feature text codes that allow interested buyers to quickly and easily get information about your home, and provides me with their contact information to see if they're interested in touring and making an offer.

Yard signs are among the top 5 most commonly used information source when attracting interested buyers.*



*2023 NAR® Profile of Buyers and Sellers

Open Houses & Showings

When selling your luxury property, your privacy is of the utmost importance. That is why your agent will tailor an open house strategy to meet your needs.

Buyers often will want to tour the home at a time that's more convenient for them. Your agent will work with you to create instructions that define a minimum notice timeframe and rules for private showings to ensure your comfort and safety.



Our Clients are Clients for Life

We aim to provide every client an outstanding experience. Thanks to our affiliation with Better Homes and Gardens Real Estate®, we are able to provide benefits long after the transaction:

- FREE Subscription to a selection of magazines
- Discounts on moving and home furnishing
- Lifetime savings with various retail partners
- Annual client appreciation events

