



Baerz & Co

LUXURY HOMES  
INTERNATIONAL

MEMBER



SPECIALISTS IN LUXURY HOMES

CONSOLIDATED STRENGTHS



DECKLUSIVE

REAL ESTATE EXPERTISE & SERVICES



## EXCEPTIONAL MARKETING FOR EXCEPTIONAL HOMES

## FINDING REAL ESTATE AGENTS IN OUR REGION IS EASY

FINDING THE BEST ONES IS THE HARD PART

### OUR UNPARALLELED MARKETING STRATEGY SETS US APART

Of course, we are a licensed real estate agency, specializing in selling 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 most other real estate agencies in our region, we are an affiliate partner of the innovative, international marketing platform Baerz & Co (see: [www.baerz.com](http://www.baerz.com)). This offers you substantial advantages.

Through the Baerz & Co Luxury Homes marketing platform our agency offers a solid international agency network and an advanced international online marketing strategy.

### WHAT IS BAERZ & CO?

It's an international luxury home business club. Originally, from the Netherlands, a Dutch luxury home agency group with 55 branches, the leading market player in its homeland. Over the years, it has grown into an international luxury home marketing platform that collaborates with carefully selected affiliate partners that specialize in prime residences. It has presence at 142 hotspot locations in 13 countries, serving affluent clientele coming from all over the world.

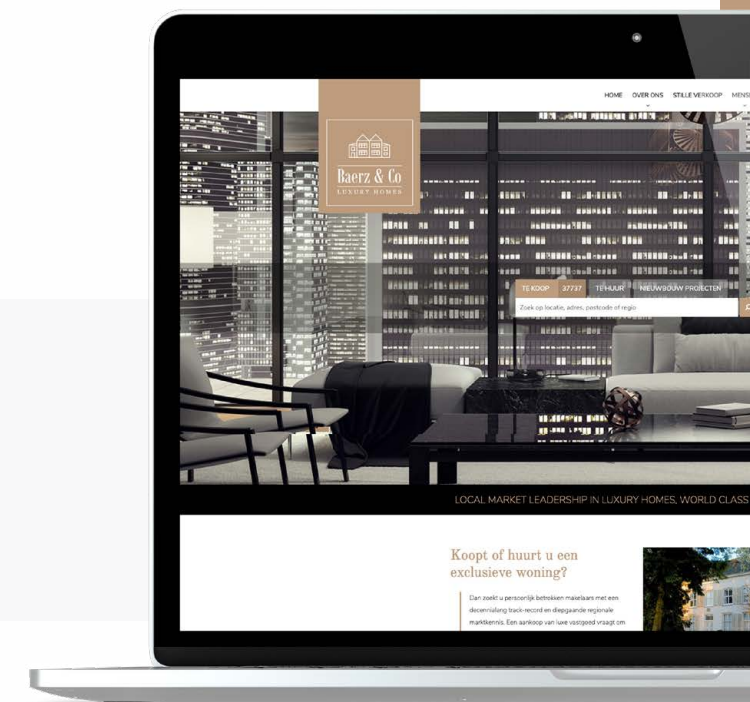
### TARGET GROUP

International affluent individuals looking to buy a luxury home abroad.

### PROPERTIES

Luxury apartments, town houses, villas, country homes and estates > € 1,500,000

## THE DIFFERENCE CONSOLIDATED STRENGTHS





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## 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 over 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](#), [Kyro.com](#), [Primelocation.com](#), [Rightmove.co.uk](#) and many more. This allows us to bring your home to the attention of a global group of affluent buyers.

ALL PROPERTIES ON  
**OVER 140 PORTALS IN 65 COUNTRIES**

Algeria	Denmark	Latvia	Poland	Tunisia
Argentina	Estonia	Luxembourg	Portugal	Turkey
Australia	Fiji	Macau	Qatar	Ukraine
Austria	France	Malaysia	Romania	United Arab Emirates
Bahamas	French Polynesia	Mexico	Senegal	United Kingdom
Belgium	Germany	Morocco	Serbia	United States
Brazil	Greece	Myanmar (Burma)	Singapore	Uruguay
Bulgaria	Hong Kong	Netherlands	Slovakia	Venezuela
Cambodia	India	New Caledonia	South Africa	Vietnam
Canada	Indonesia	New Zealand	Spain	
Chile	Italy	Panama	Sweden	
China	Japan	Papua New Guinea	Switzerland	
Colombia	Kazakhstan	Peru	Tanzania	
Czechia	Laos	Philippines	Thailand	

# ALL PROPERTIES ON OVER 140 PORTALS IN 65 COUNTRIES

**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.

**JAMES EDITION.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. James Edition is favorite with self-made entrepreneurs, business owners, and investors flock to JamesEdition with a high appetite for an experience which offers sophistication and ease.

## We Know Our Buyers

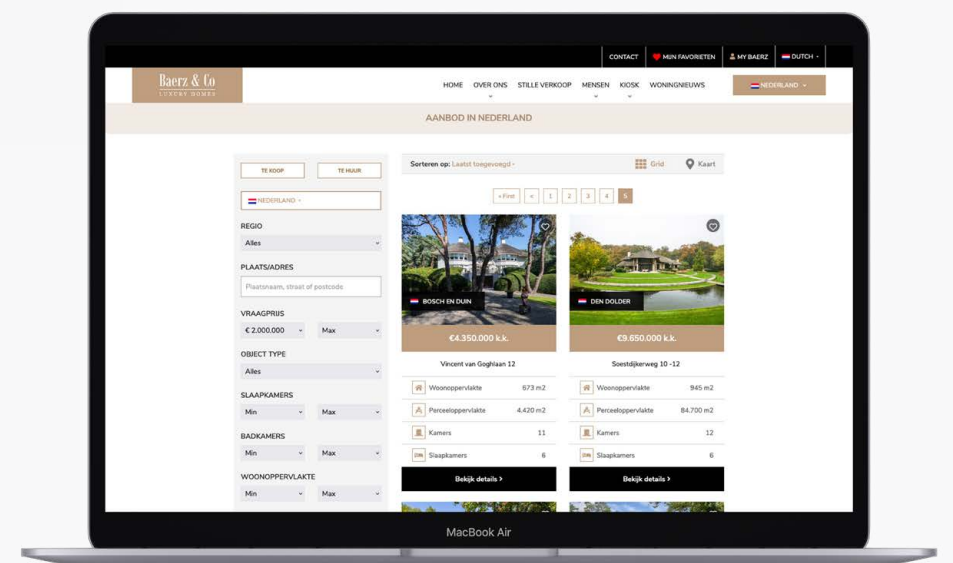
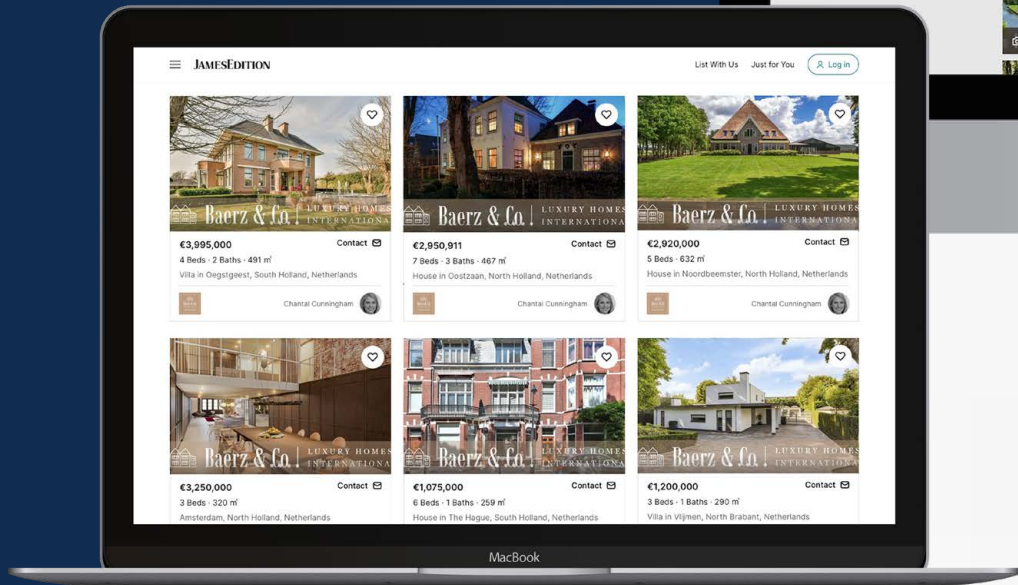
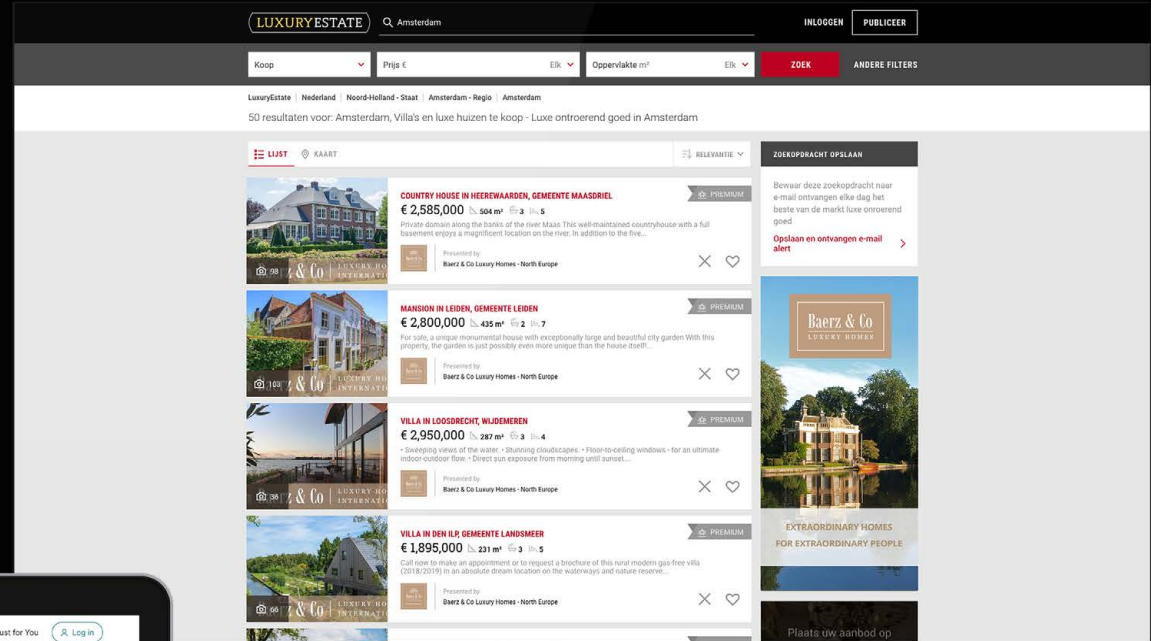
JAMES EDITION

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+

JE JAMES EDITION

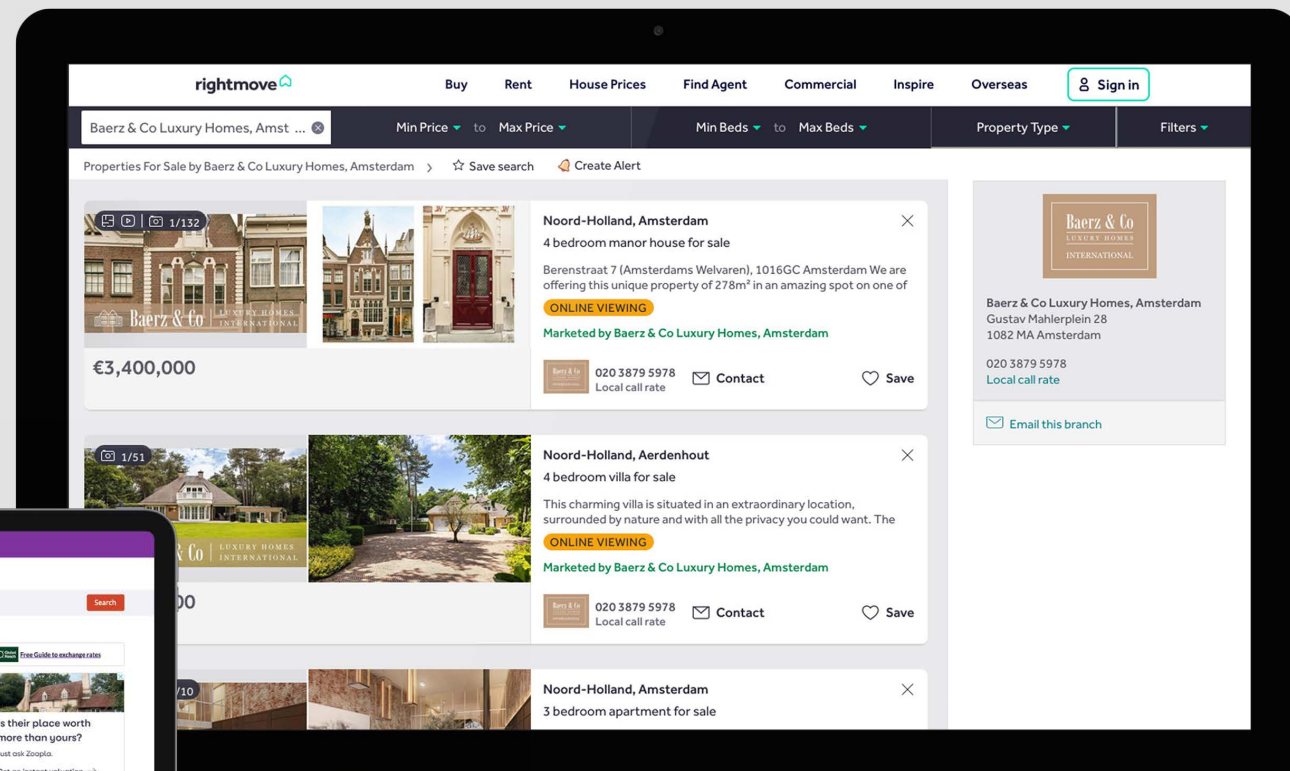
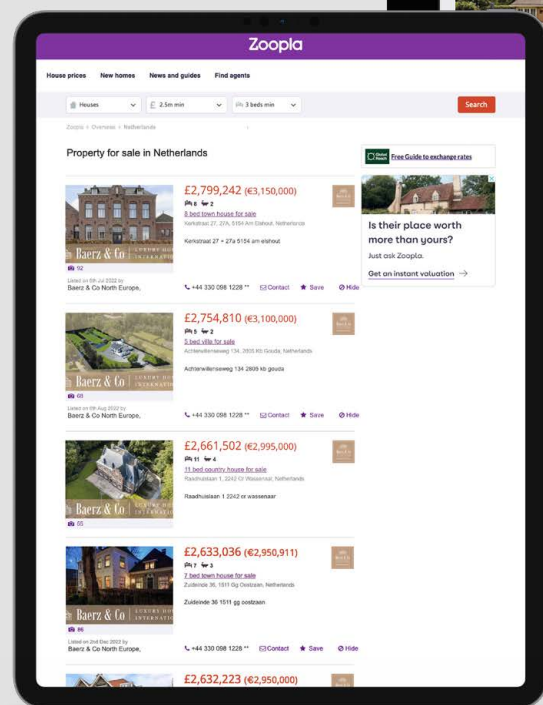


LUXURYESTATE





zoopla



rightmove

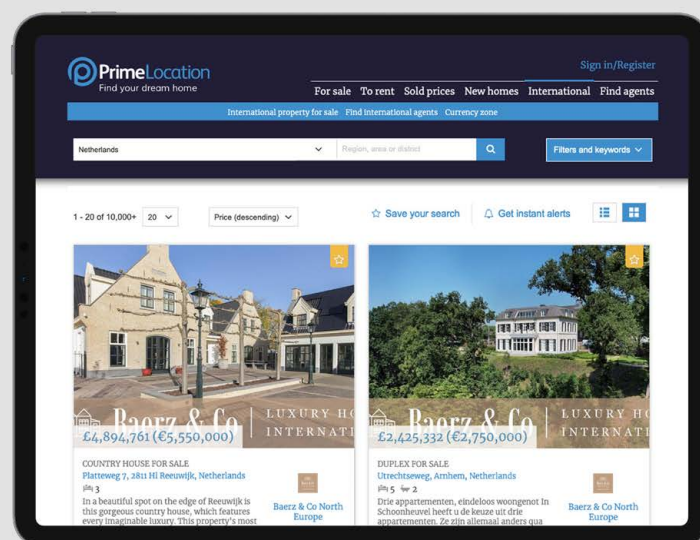
**RIGHTMOVE.CO.UK** is the largest British portal for buyers and renters of exclusive homes and apartments abroad.

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

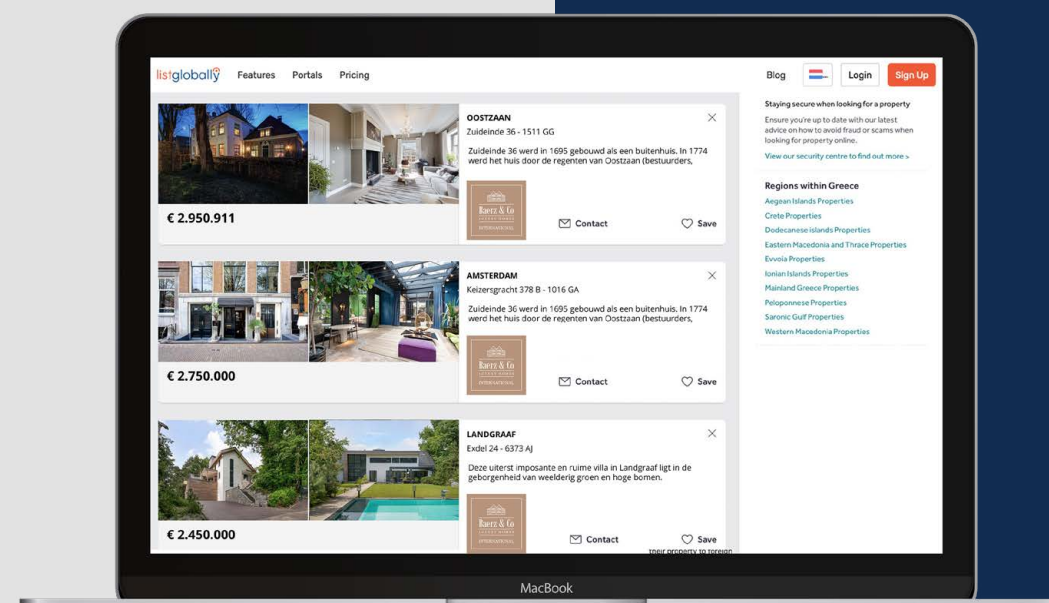
**PRIMELOCATION.COM** is UK's leading property portal, focussed on helping house-hunters in the upper tiers of the market and attracts over 5 million visitors a month. Its overseas property listings include more than 60 countries, including France, Spain, Portugal, Italy, Cyprus, South Africa, Dubai,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

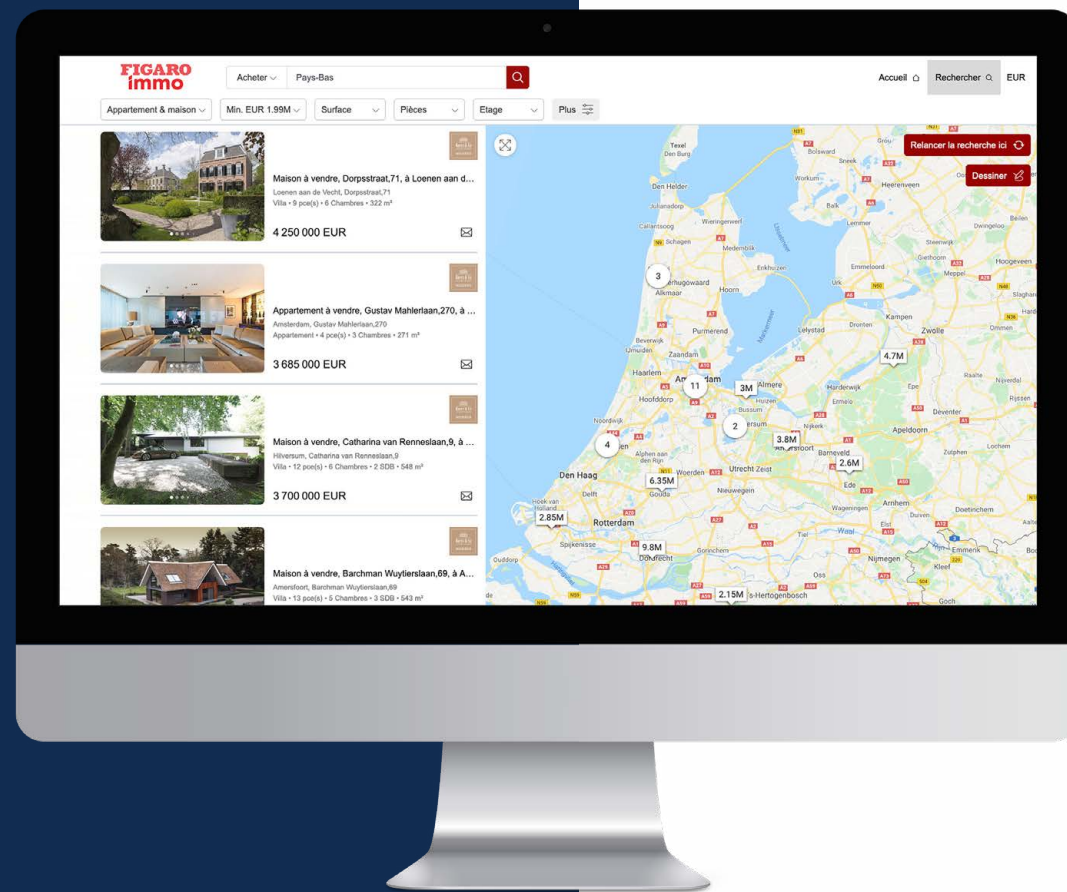


PrimeLocation



listglobally

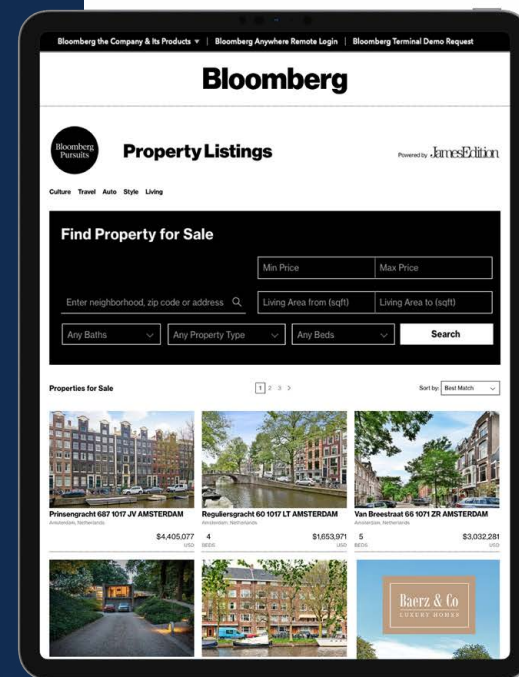
FIGARO  
immo



**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.

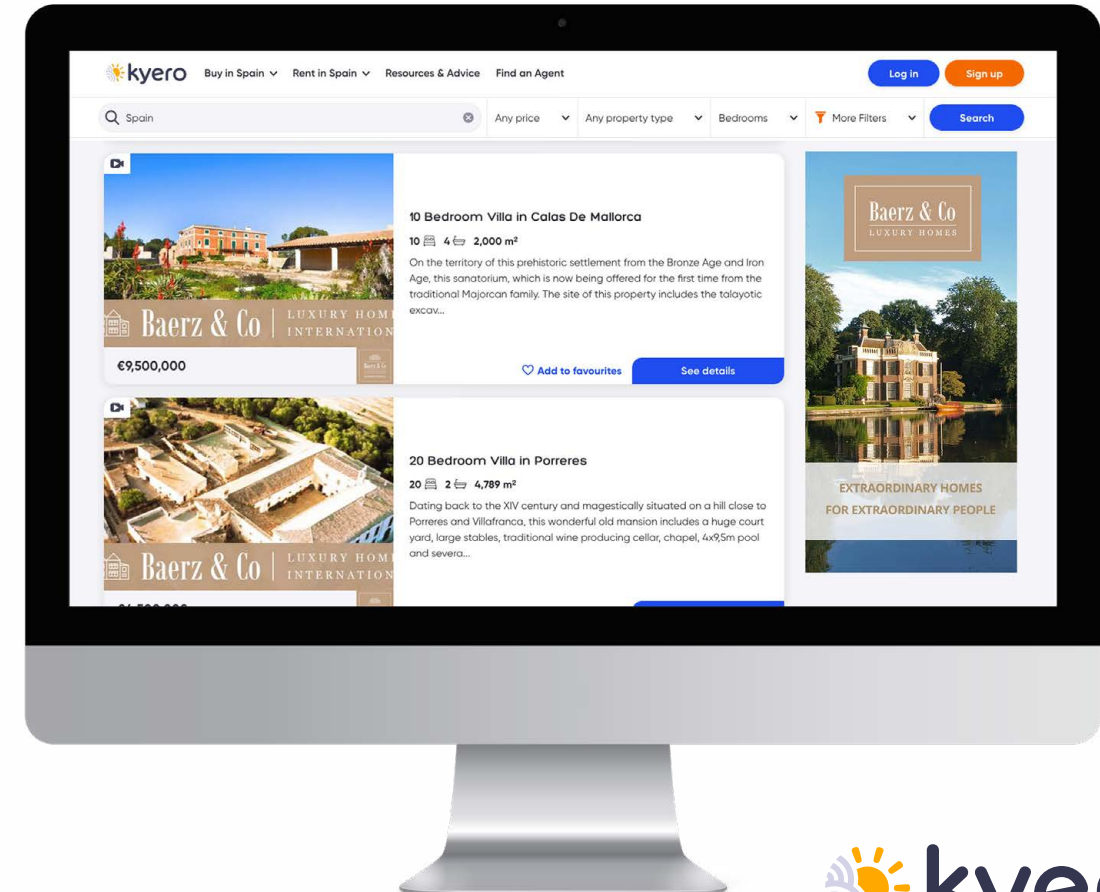
**BLOOMBERG.COM** is a media conglomerate and publishes financial news and information, research and financial data. It serves as one of the principal financial publishers in the world. Bloomberg has nearly 1 million global circulations of Bloomberg Businessweek and over 150 international news agencies. 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.

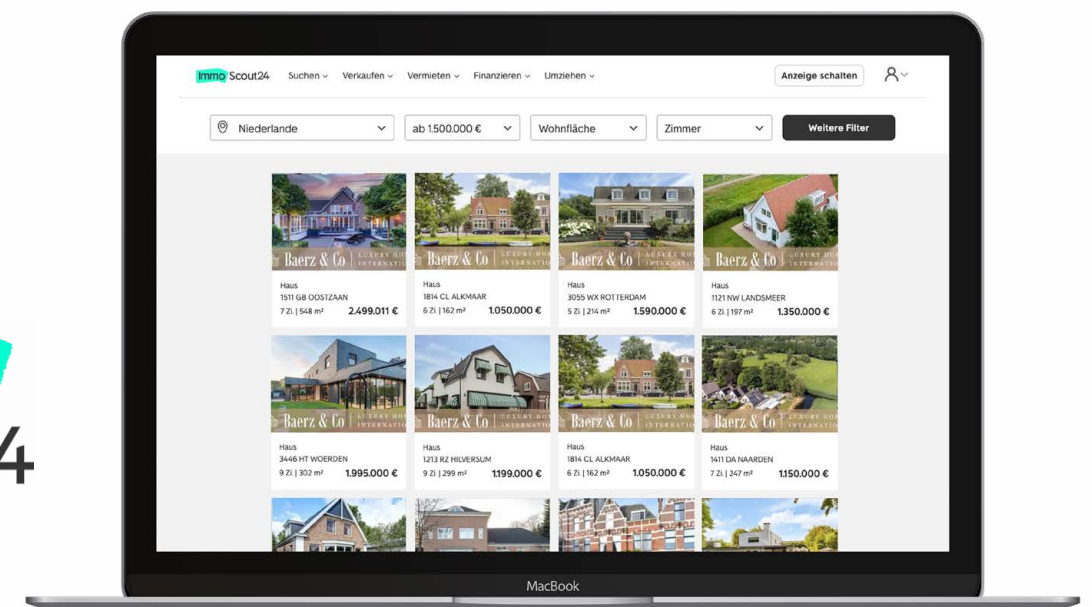


**Bloomberg**  
Property Listings

Immo  
Scout24



kyero







**SocietyWorld**  
ONLINE

**EXCELLENT**  
magazine  
ONLINE

**Villa d'Arte**  
ONLINE

## AN ADDITIONAL DUTCH MEDIA 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 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.







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### VIDEO CLIPS OF EVERY PROPERTY FOR SOCIAL MEDIA

From the [www.baerz.com](http://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?

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### 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](mailto: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.

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### 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.

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We scan each property in 4k resolution;

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We deliver and host each production within 24 hours;

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Accessible to any browser for Interior views, dollhouse views and floor plans.

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### SOURCING AND BUYING

The majority of homes we find for our buying clientele are not available on the public market, the so-called 'off-market 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 international real estate agencies, we penetrate deep into each market.

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**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.

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### 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

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### 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:

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High-end real estate agencies

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Buying agents

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Property hunters

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Family offices

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## 9 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.

## 10 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](http://www.baerz.com).



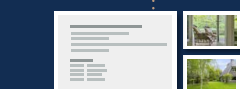
## OUR MAINSTAYS

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.





YOUR LUXURY HOME  
AGENCY

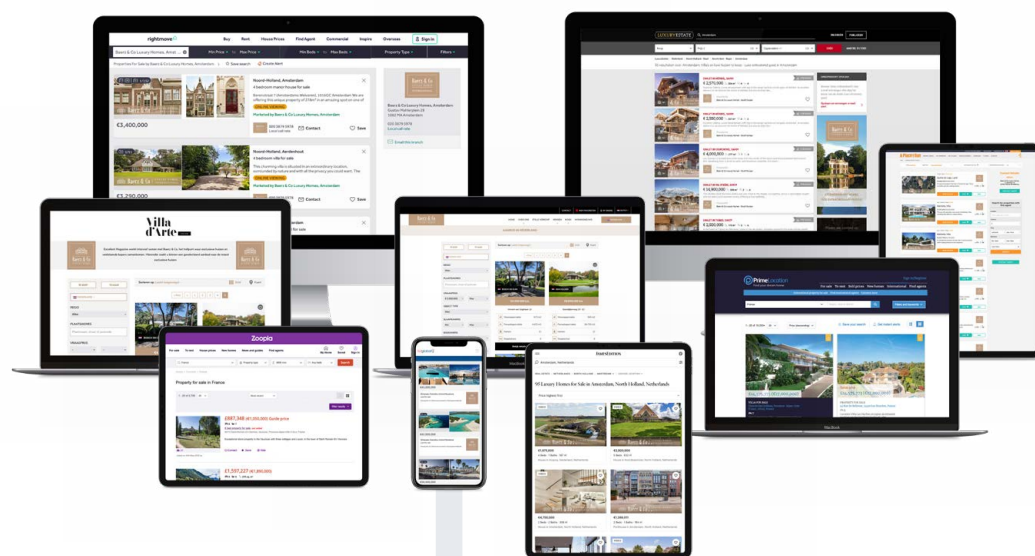


YOUR PROPERTY DATA



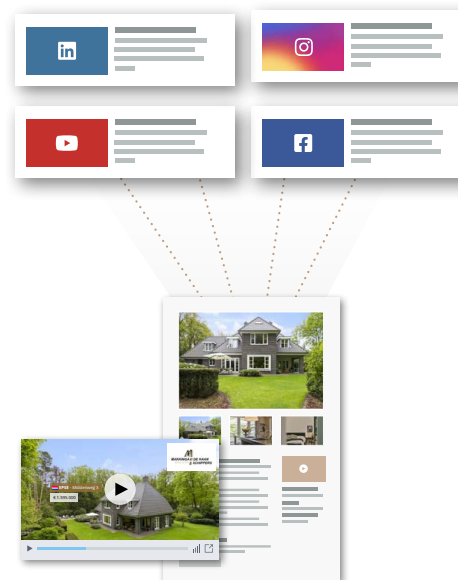
BAERZ & CO  
DATA SERVER

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

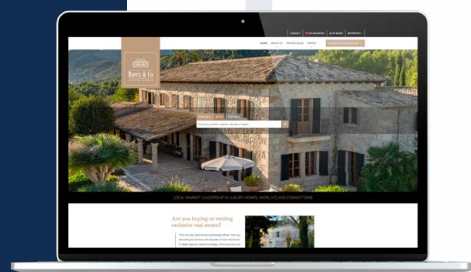


Your property for sale



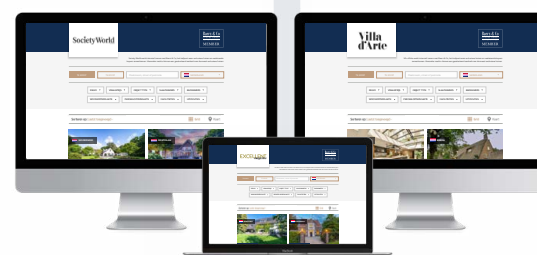
## BAERZ & CO MEMBERS

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-Saenen, Martigny, St. Moritz, Verbier, Wengen

UAE: Dubai



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