



Baerz & Co

LUXURY HOMES

MEMBER

THE DIFFERENCE CONSOLIDATED STRENGTHS





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MEMBER

FINDING A REAL ESTATE AGENT IN FLEVOLAND IS EASY.

FINDING THE BEST REAL ESTATE AGENT IS THE HARD PART.

As expected, we are an experienced, certified real estate agency specialised in luxury home properties. We are personally committed to offering our clients a reliable, extensive network and expansive experience and expertise in the field of real estate. However, we believe you deserve more.

In order to provide the best possible service tailored to your specific needs, our agency is a selected partner of Baerz & Co (www.baerz.com).

This translates into distinct advantages for you.

We see little added value in posh international franchise labels. Which is why our approach is decidedly different and yields substantial savings and proceeds for our clients that far exceed the matter of fees. The best deal isn't made by negotiating on the brokerage commission. The best deal is made with our unparalleled approach!

The difference is that our agency brings individual high-end agencies together, employs a solid (inter) national network and advanced online marketing strategy, is characterised by strong personal commitment, thorough knowledge of all regional markets and offers an unequalled range of real estate services. And last but not least: we are passionately dedicated to hard work!

THE DIFFERENCE CONSOLIDATED STRENGTHS

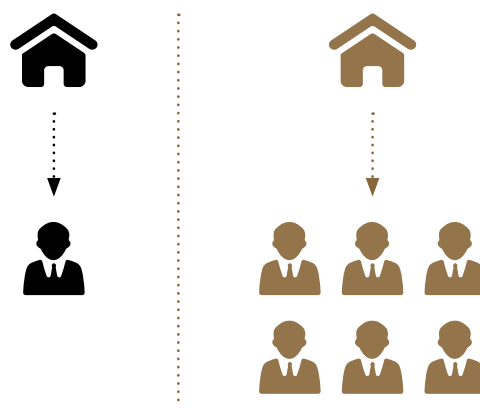


THE FACTS

1 WHY CHOOSE A SINGLE HIGH-END REAL ESTATE AGENT, WHEN YOU CAN DIRECTLY MARKET YOUR PROPERTY NATIONWIDE WITH A LARGE GROUP OF EXCLUSIVE AGENCIES?

At Baerz & Co a select group of prestigious Dutch residential real estate agents will join forces to realise your specific goals. Together, they offer you a unique national quality network.

Through us, you automatically engage all other associated real estate agents dedicated to serving affluent individuals and offering exclusive apartments, town houses, villas and rural estates. This significantly increases your effectiveness. All for the same brokerage fee.



2 DOMESTIC SALES THROUGH CONSOLIDATION AND MEDIA EXPOSURE

When listing an exclusive house on the market, your target group consists of affluent individuals. Traditional national marketing channels such as the Dutch housing site Funda and/or an independent local real estate agency often prove insufficient. We are a selected Baerz & Co partner and have pooled our sales capacities - your property will not be offered by our office only, but by a large group of top agencies.

In addition to joining forces to market your property, we also launch advanced, continuous marketing campaigns. Think of terms as advertising pages, programmatic marketing, retargeting banners, social media, etcetera. This also includes utilization of channels including LinkedIn, Facebook, Instagram, Google, Google Canvas, YouTube and selected (both print and online) Dutch media tailored to your target

group such as Financiële Dagblad, Elsevier, Quote, De Financiële Telegraaf, Algemeen Dagblad, NRC, Volkskrant, NU.nl, NUzakelijk, Pure Luxe etcetera. With regard to target group-oriented home media, we work exclusively with several market leaders such as Stijlvol Wonen and The Art of Living.

We also list your property on the largest luxury home portal in the Netherlands, www.baerz.com, in 7 major languages.

In effect, your home will not only be listed on Funda and our own website, but also on the websites of every one of our affiliated Baerz & Co real estate partners, the www.baerz.com portal and a wide range of online media channels.



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funda



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PURE
LUXE



WHO'S WHO IN
LUXURY
REAL ESTATE

LUXURYESTATE



rightmove



Bloomberg
Property Listings

the art of living®
ONLINE



JamesEdition
The World's Largest Luxury Marketplace

3

INTERNATIONAL SALES WITH MAXIMUM EFFECTIVENESS AND REACH

We do not underestimate the increasing international character of the Dutch market, which means that it is essential that foreign buyers are reached. The portal Baerz.com is directly linked to various international luxury home portals like **Luxuryestate.com**, **JamesEdition.com**, **Rightmove.co.uk**, **LuxuryRealEstate.com** and **Bloomberg**, all international market leaders in luxury homes. Consequently, we bring your home to the attention of a global audience of affluent property buyers.

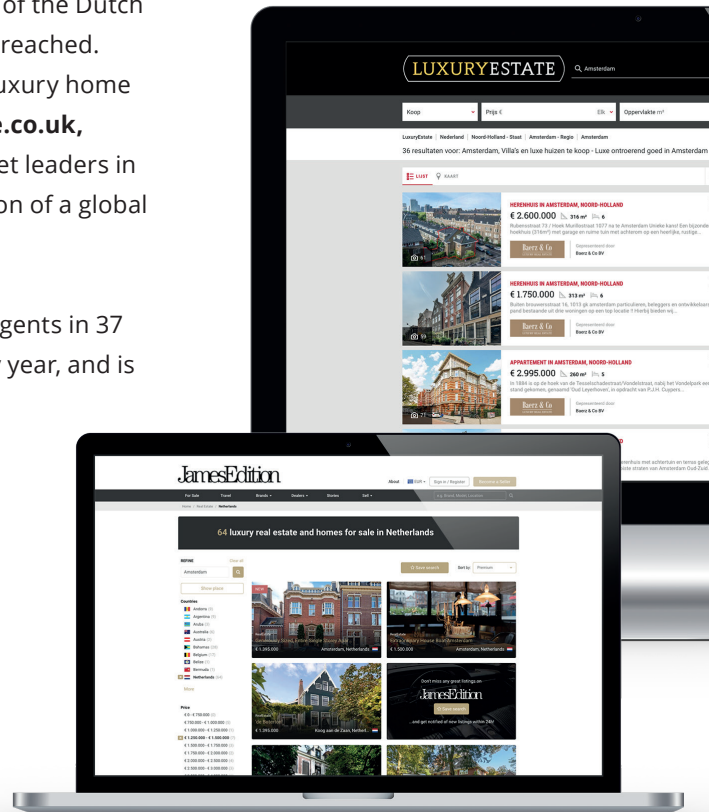
LuxuryRealEstate.com is comprised of over 3,800 real estate agents in 37 countries. The portal lists an average of 65,000 properties every year, and is responsible for approximately 140,000 annual transactions.

Rightmove.co.uk is the first choice of UK's Home Seekers.

Luxuryestate.com is Europe's largest supplier of luxury homes in 16 different languages and users in 132 countries.

JamesEdition.com is the world's largest online luxury marketplace for real estate listings. Read by self-made High-net-worth Individuals with an appetite for Luxury. 90% of these buyers are male, self-made entrepreneurs, business owners and investors and they spend on average more than 500,000 euro per year on luxury.

Bloomberg is a media conglomerate that is a provider of financial news and information, research, and financial data. It's one of the most important financial companies in the world. It has over 325,000 subscriptions to its professional services, almost 1 million global circulations of Bloomberg Businessweek and over 150 news bureaus internationally.

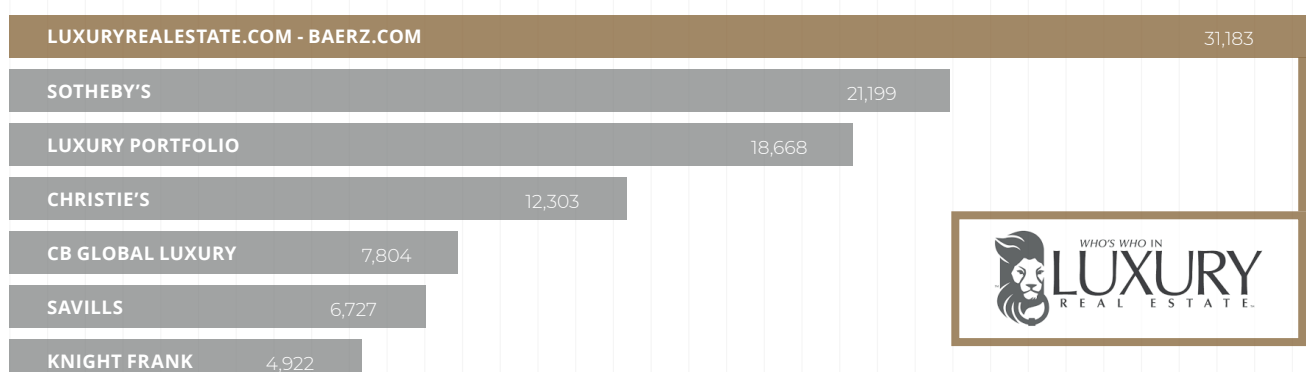


So, are you also interested in reaching affluent international prospective buyers?

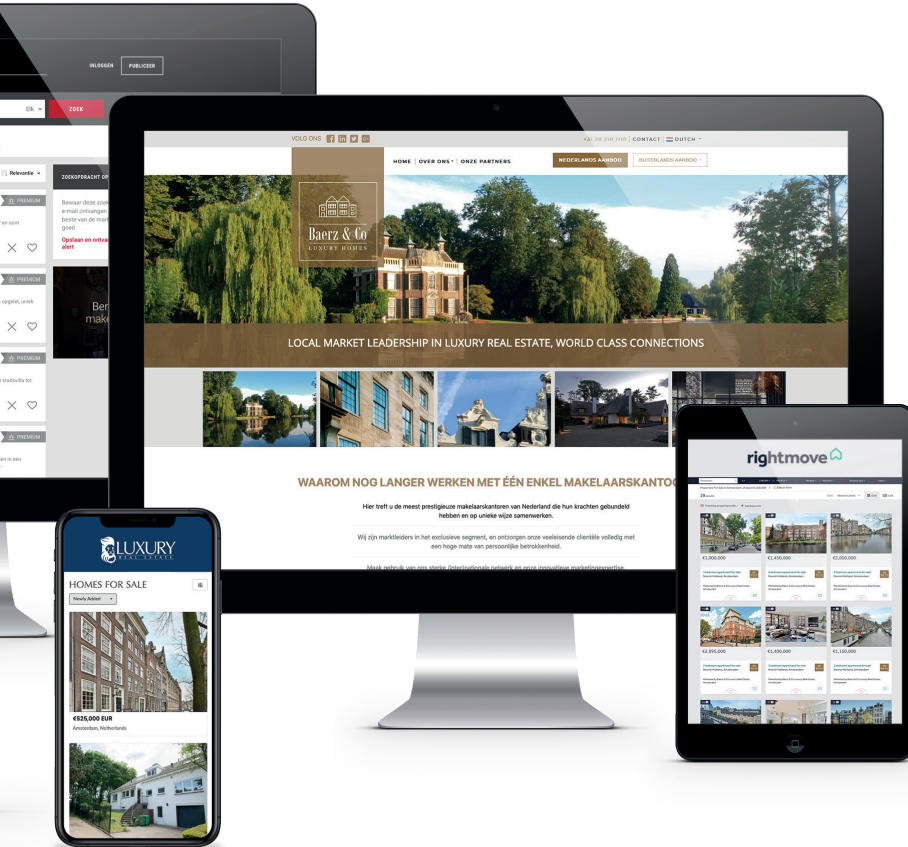
Again, our office provides the international listings you need.

Bloomberg
Property Listings

The Webby Award-Winning Luxury Real Estate Website with Most Multi-Million Dollar Properties



AN UNPARALLELED INTERNATIONAL REACH AMONG
AFFLUENT PROPERTY BUYERS AND RENTERS.



TOP 10 MOST VISITED WEBSITES IN THE UK *

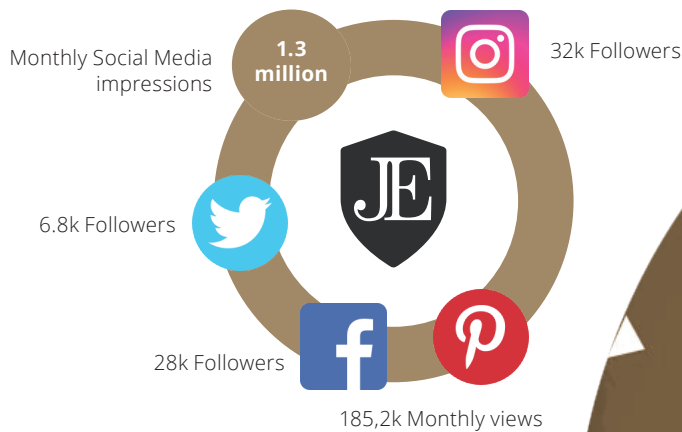
- 1 Google UK
- 2 YouTube
- 3 Facebook
- 4 Amazon UK
- 5 eBay UK
- 6 Gmail
- 7 Google Maps UK
- 8 Google docs

9 **rightmove**

10 Twitter

- 43 Zoopla
- 239 Prime Location
- 453 OnTheMarket

*data sourced from Hitwise



WHO WE ARE...

1.4M
MONTHLY UNIQUE VISITORS

39M
MONTHLY PAGE VIEWS



SITE TRAFFIC
67%
UNITED KINGDOM

33%
WORLD-WIDE

PROMOTING NEW HOMES
ACROSS ALL DEVICES



Visitors annually

JamesEdition

Netherlands

UK

1.600.000

4.580.000

Views on Real Estate "Netherlands" annually

120.000

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 fully design, redevelop and decorate your home and upon request we will even apply for the 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.

CONCLUSION

The successful sale of exclusive homes starts with access to the right channels, both at home and abroad, and with extensive expertise in advanced online marketing techniques.

You can expect us to meet these demands, without added costs.

4

PURCHASE

The majority of the properties we help our buyers acquire is not available on the open market. Finding these homes requires pro-active investigation and an excellent network. We constantly monitor our network and seek out opportunities for finding these 'needle in a haystack' properties for our clients. Our Baerz & Co network penetrates deep into every local market.

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, architecture 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.



5

RENTAL PROPERTIES

Our rental specialists only work in the luxury rental market segment and offer extensive experience combined with an exclusive network. Public listings on the internet are often dated or inaccurate and only serve to garner attention.

Most (foreign) renters looking for upscale rental properties do not search the internet to find a home. We assist many of these prospective renters by taking the complex and often time-consuming process out of their hands.

Spare yourself the hassle, frustration 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.

Our network yields a daily influx of new renters and/or exclusive rental properties.

Of course, our work to find a rental property for you can only start when we have a clear idea of your lifestyle. The crux is a tailor-made approach, immense effort and an exceptional level of personal dedication. Which means that we are committed to offering you the service you need, when you need it: also outside of regular office hours!

6

EXPERIENCE THE NEW APPROACH TO REAL ESTATE VIA BAERZ & CO; CONSOLIDATED COORDINATION OF ADVISORY SERVICES, DESIGN, BUILDING AND INTERIOR DECORATING

In addition to our unique real estate and marketing services, Baerz & Co affiliated partners from other sectors offer much more than you are accustomed to from traditional real estate agents. We channel your search for reliable professionals in a range of fields. Professionals whose services you are likely to need in order to make buying or selling your property a smooth, efficient and successful operation. One that you would like to complete without unnecessary delay or unwanted expensive financial surprises.

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. With a central, consolidated coordination point!

In order to achieve a high level of personal commitment, it is crucial that you work with the same person throughout the entire process. From start to finish. Always willing to go the extra mile. Of course, our top priority is identifying your aspirations, to get a sense of your lifestyle, today and in the future. And to gain understanding of more practical matters, such as location and commute times, your schedule, or the subtle balance between the emotional aspects of finding the right home for you and making wise property investment choices.

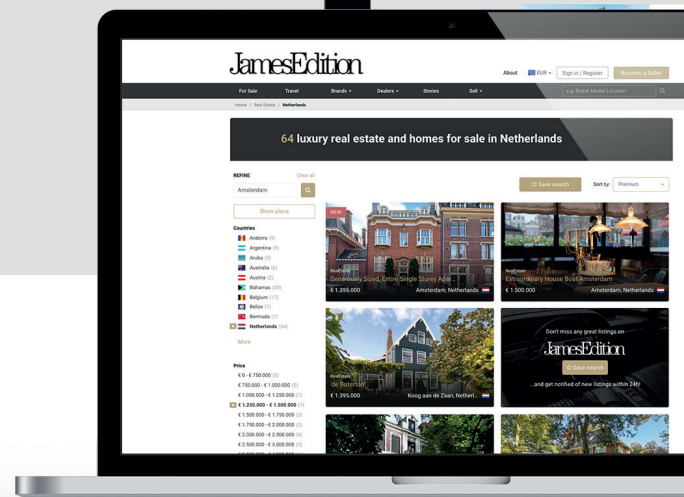
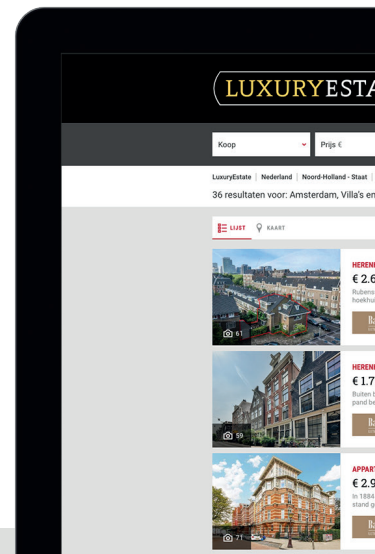
We guarantee an objective approach. We always hold objectivity in higher regard than profit. We ensure that negotiations with buyers and sellers are undertaken with only your best interests in mind, in order to close the best possible deal for you. This is the only way to avoid those typical conflicts of interest that our sector sometimes has an unfortunate reputation for harbouring.

OUR MAINSTAYS

Deliver excellence and foster trust!

We have fostered trust due to our integrity and because we do not shy away from telling you what you may not want to hear. We are confident in ourselves because our real estate instincts are built on our commitment, experience and thorough expertise in real estate.

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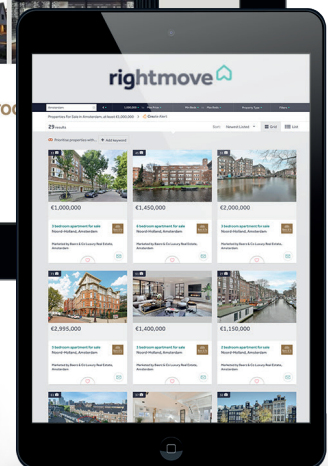
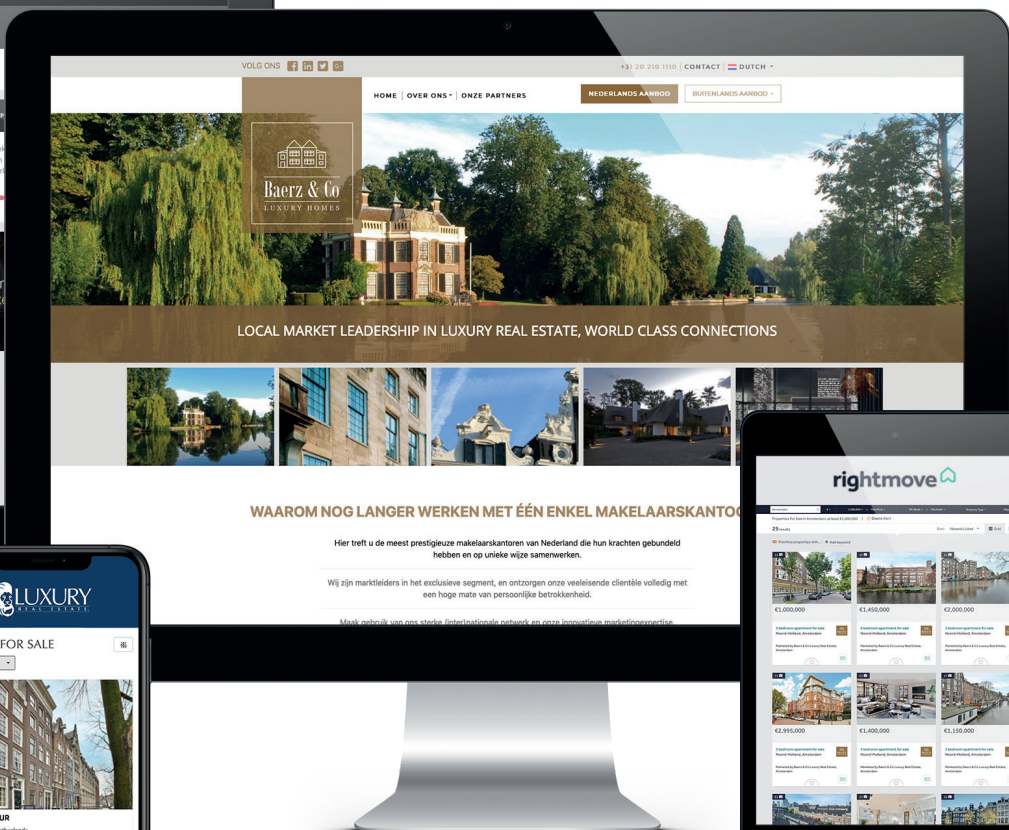
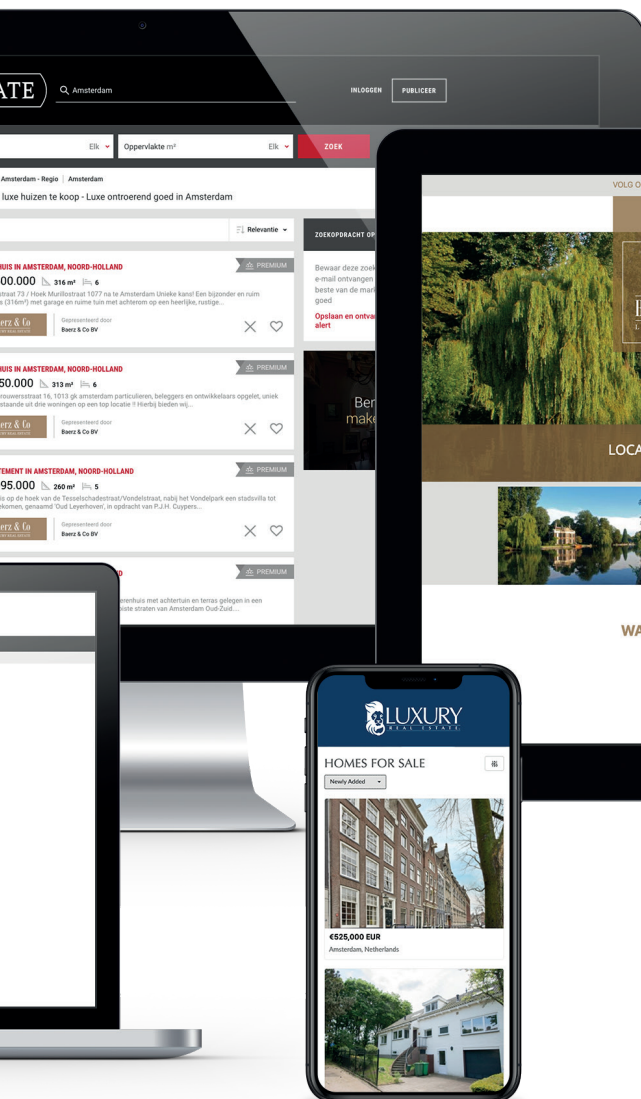
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