



# Haute Residence

Partnership Opportunities

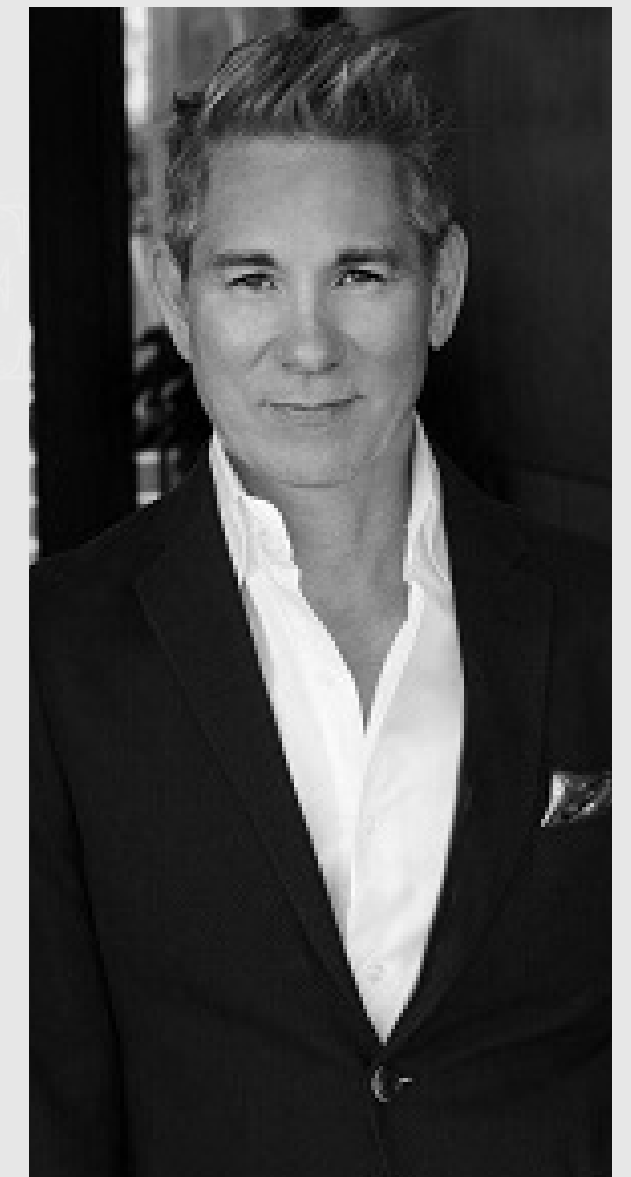
CHAPTER 1

An exclusive, invite-only real estate partnership program taking place in top markets nationwide

ABOUT

# The Haute Residence Network

- Haute Residence is designed as a partnership-driven, luxury real estate network featuring one invited real estate agent from each prominent real estate category across the nation
- Haute Residence connects Haute Media Group's affluent readers with real estate professionals to make their home search more knowledgeable, bold, and seamless
- The well-established network provides homebuyers with unique convenience and an opportunity to find their dream havens through the help of some of the nation's leading real estate professionals
- Haute Residence represents a worth of \$18 billion in luxury property
- Haute Residence has become a trusted source for Fortune 500 CEOs, tech mega-millionaires, athletes, and celebrities that are interested in real estate



ERNIE CARSWELL - A REAL TESTIMONY



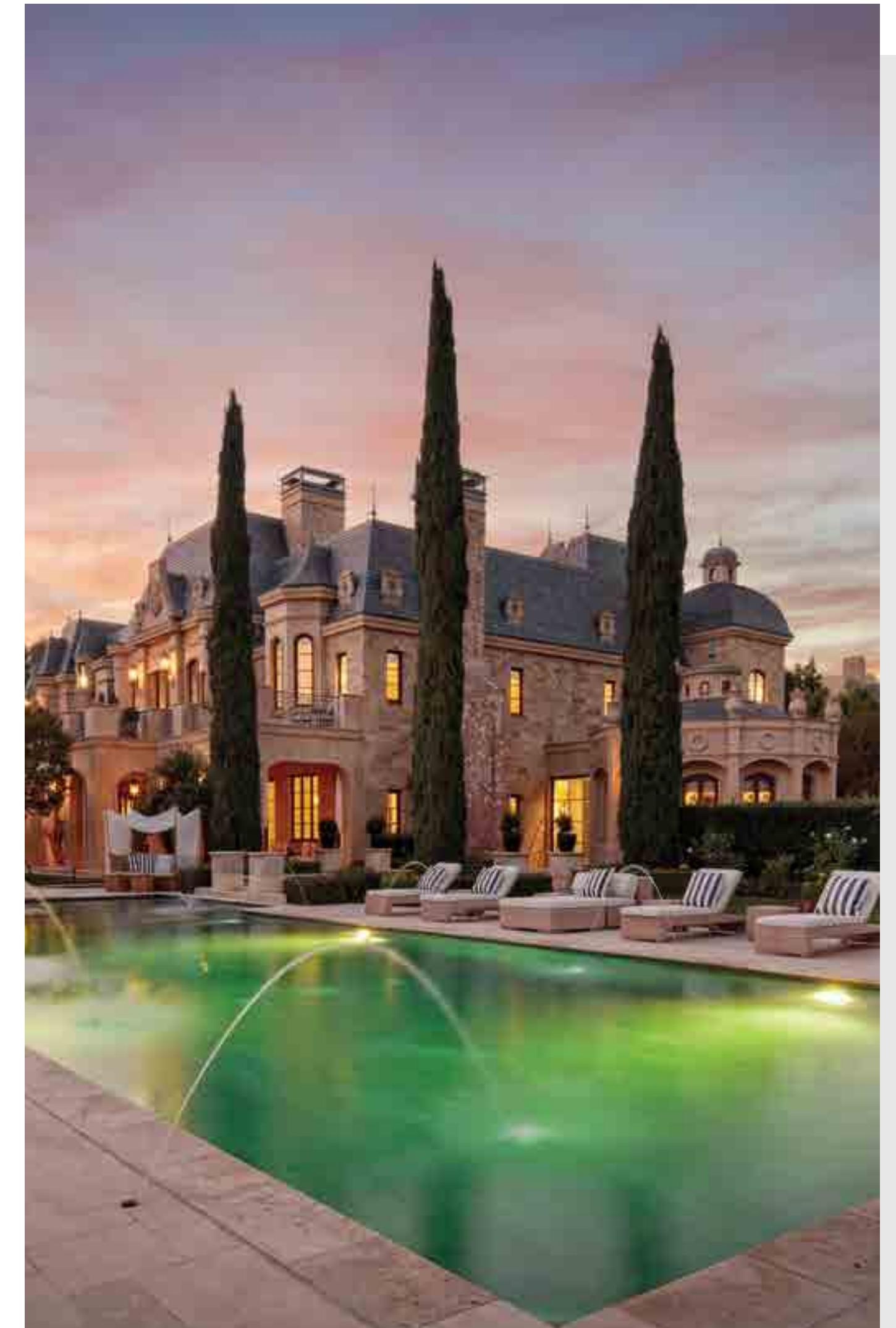
"First let me thank you sincerely for inviting my participation in your Zoom discussion with your followers. It was a privilege and I feel you hosted the discussion beautifully. Since the call, I've received a number of messages from leading agents here in Beverly Hills & LA who tuned in and listened --- so I believe there was a noticeable impact from the discussion."

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Ernie Carswell

# HAUTE RESIDENCE NETWORK OF TOP AGENTS ACROSS THE NATION

| HAUTE RESIDENCE MEMBERSHIP \$7,500 [12 MONTH COMMITMENT] |   |
|--|---|
| BRANDING & POSITIONING                                   | <ul style="list-style-type: none"> <li>▪ 1 Instagram post on @hauteresidence announcing partnership</li> <li>▪ A personalized landing page on www.hauteresidence.com with headshot, biography, contact details and social media links</li> <li>▪ A Zoom call with other industry-leading professionals and automatic upload to YouTube to engage and retain an audience</li> </ul>  |
| MEDIA RELATIONS  | <ul style="list-style-type: none"> <li>▪ A press release announcing membership via PR WEB</li> <li>▪ The press release is distributed to over 30,000 journalists around the globe on the #1 press release site with hyperlinks to the member's personal website and Haute Residence profile</li> <li>▪ Expert featured editorials on a chosen topic of choice</li> <li>▪ Strong SEO expertise to guide each member down a digital path of exposure, site visitations, and more clientele</li> </ul> |
| GOAL   | <ul style="list-style-type: none"> <li>▪ Position each member as an expert on relevant real estate topics for their market and/or region to gain new clientele</li> <li>▪ Establish member as a local leader through Haute Residence and Haute Living's global brand</li> <li>▪ Use lead generation marketing to generate more leads and prospects</li> <li>▪ Drive revenue, build a broader network and gain exposure</li> </ul>   |
| ACCOUNT MANAGER  | <ul style="list-style-type: none"> <li>▪ Haute Residence will assign each member to a sales account executive and an editorial team to craft monthly content</li> <li>▪ Monthly communication via phone and Email</li> <li>▪ Links and clips sent in real-time to members</li> </ul>  |



# Benefits of Membership

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- Personalized digital and social branding and strategy through Haute Residence
- A Zoom webinar that connects you with like-minded leaders in your industry
- Automatic YouTube upload to HauteTV for content creation
- Powerful SEO content creation
- Strong real estate lead generation marketing to turn prospects into clients
- Strong guidance when it comes to digital marketing
- Members receive strong SEO expertise to expose themselves to potential clients online
- A press release via PR Web announcing our partnership as a Haute agent in the Haute Residence real estate network
- Attend various sponsored Haute Residence x Haute Living social events in your market with celebrities and influencers
- Haute Residence bi-weekly newsletters sent out to over 37,000+ opt-in subscribers
- Be featured on our social media pages that jointly boast over 300,000 followers including some of the most prominent influencers today



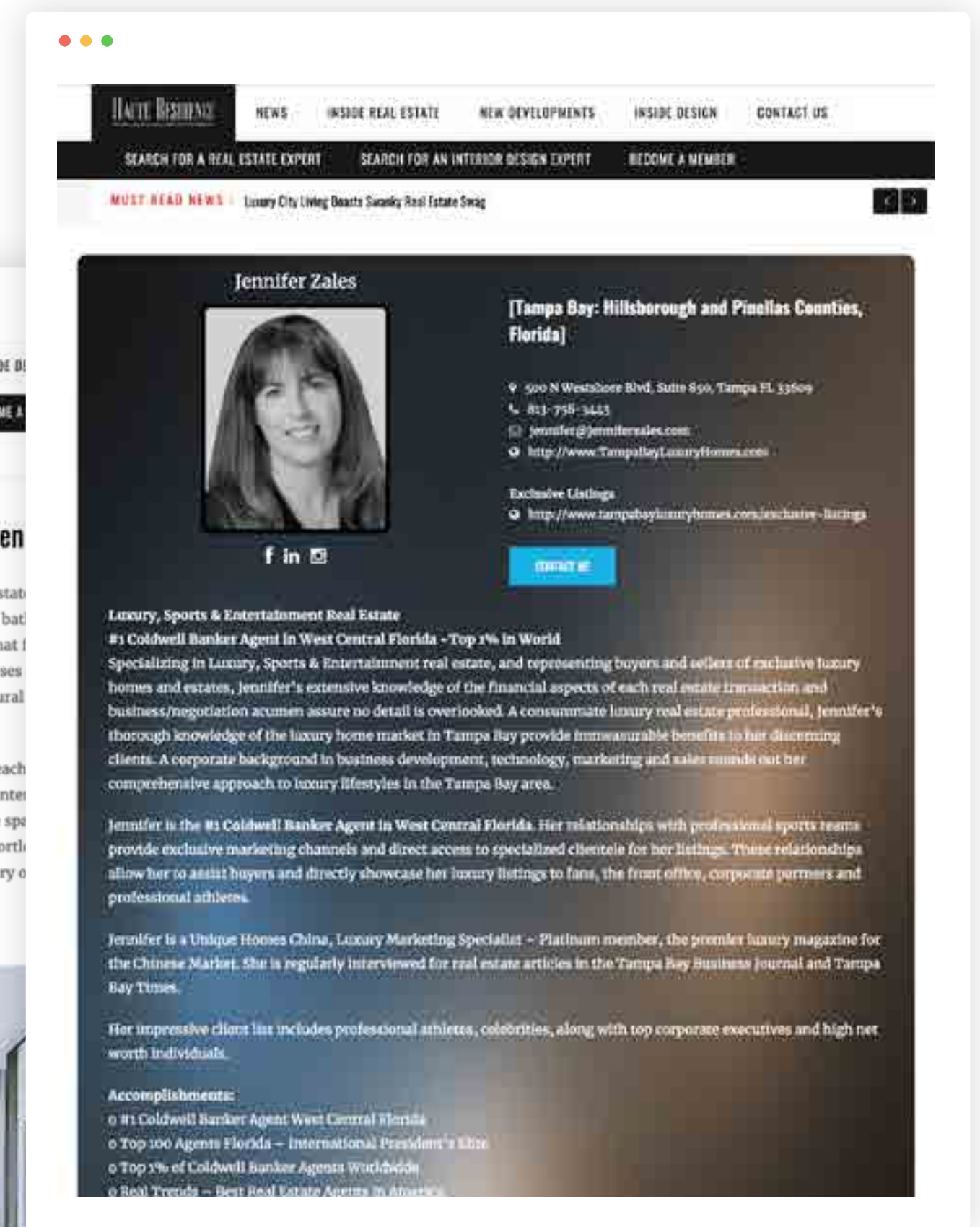
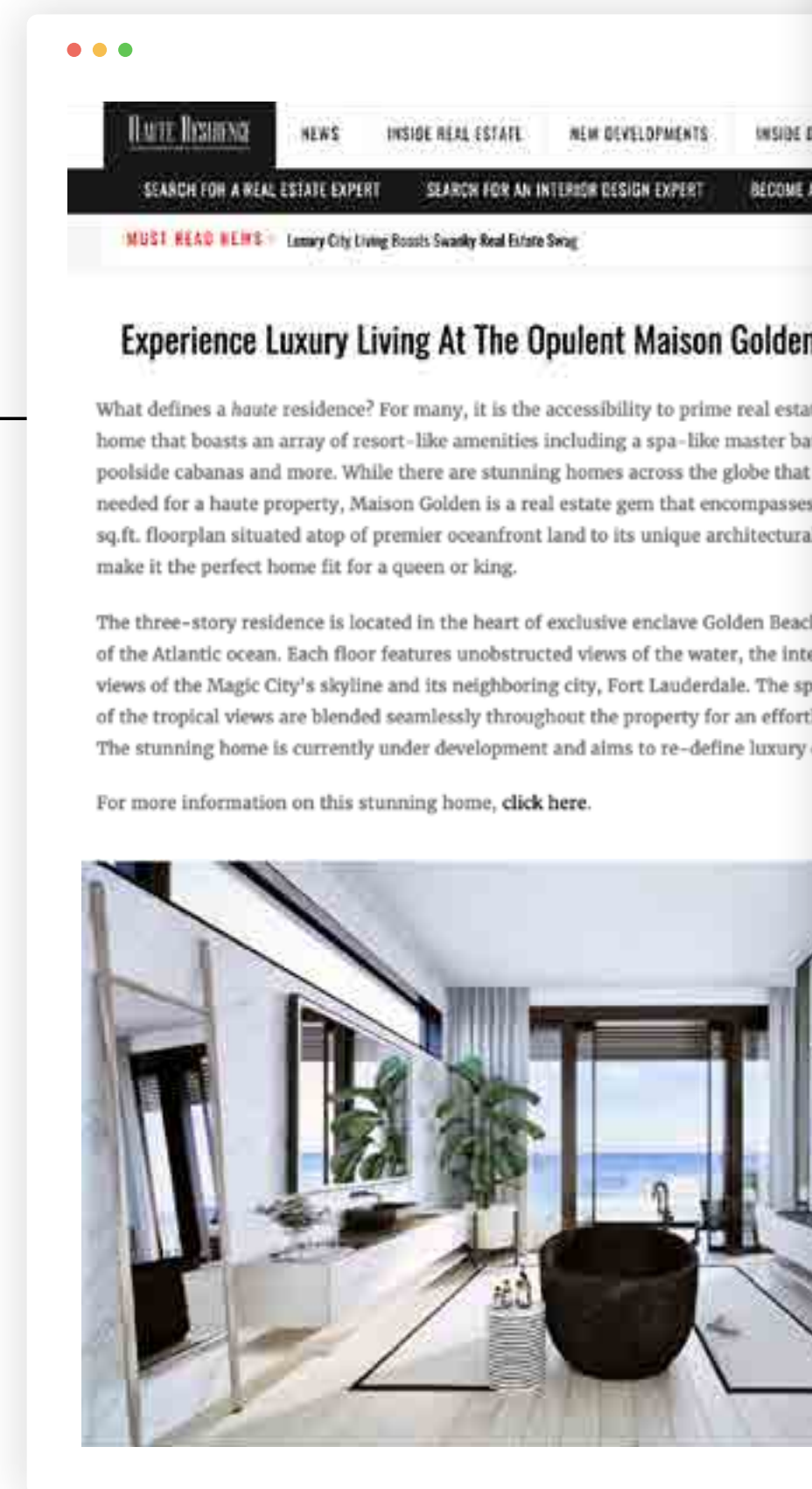
# Become an Expert Voice in Haute Residence Membership Includes:

1.

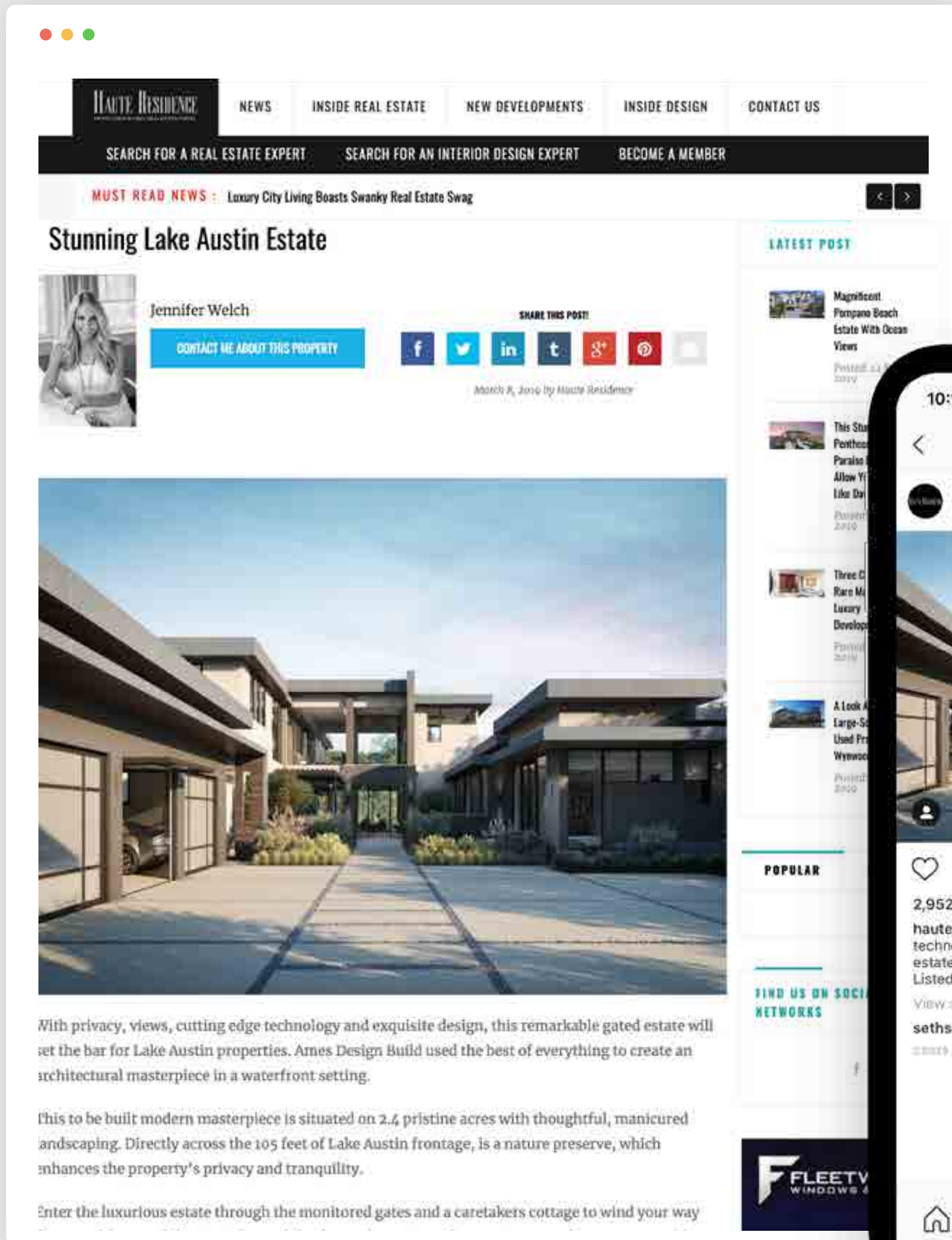
## MEMBERSHIP INCLUDES:

1. Monthly expert editorial on Hauteresidence.com
2. Personalized real estate agent profile on Hauteresidence.com highlighting member as a leader in their category of real estate

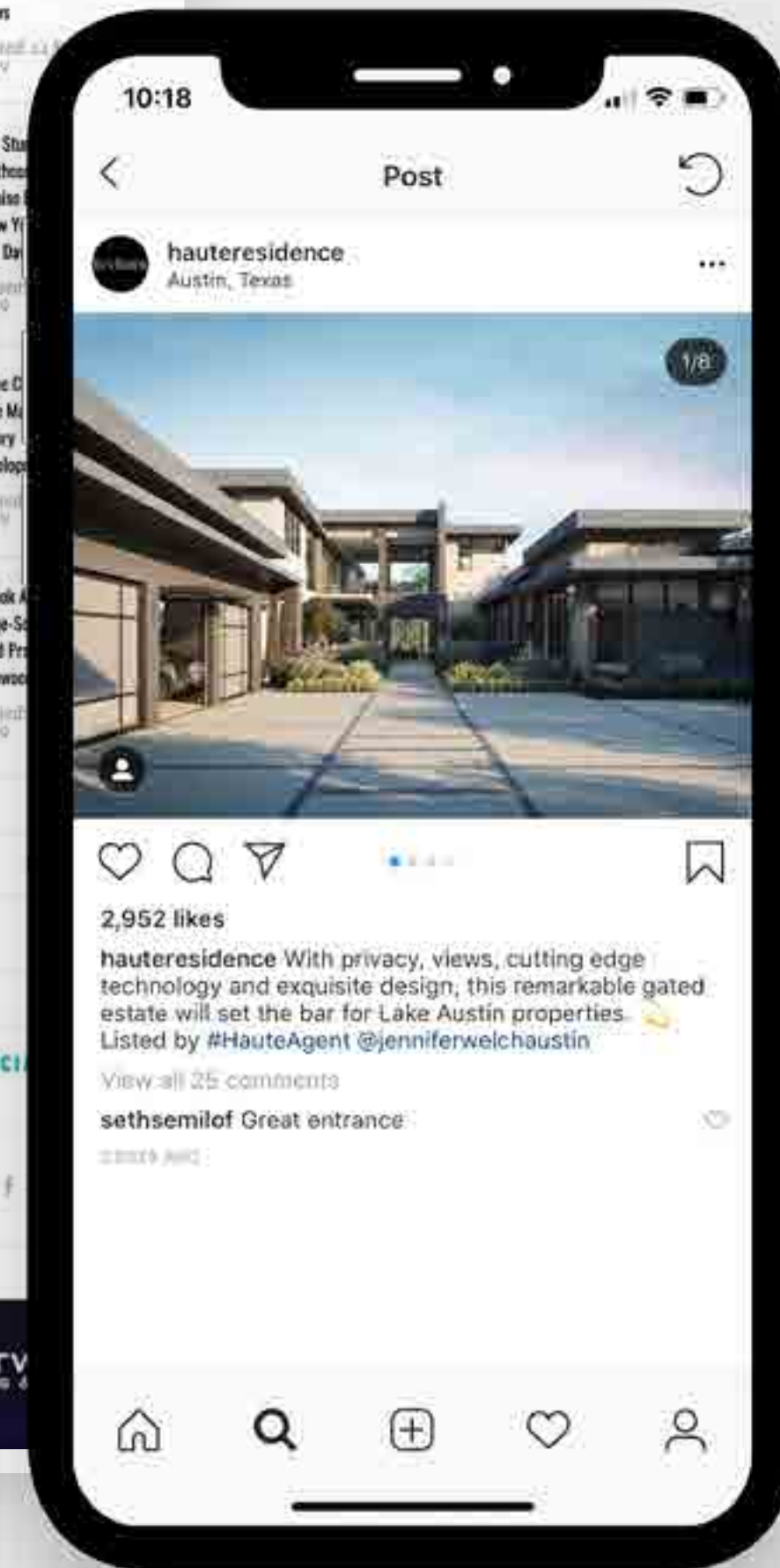
2.



3.



4.



MEMBERSHIP INCLUDES

- 3. Monthly partner property listing as the estate of the day
- 4. Monthly Instagram post on @hauteresidence
  - A verified account with 145,000 followers





5.

## MEMBERSHIP INCLUDES

- 5. One full page ad in *Haute Living Magazine's* real estate issue
- 6. Inclusion in *Haute Living Magazine Exclusive Haute Residence Directory* in 24 printed issues

6.



7.



MEMBERSHIP INCLUDES  
HAUTE RESIDENCE EVENTS

- 7. Access to key networking events in top markets around the country
- 8. Access to major national summits across Haute Living brands

JENNIFER ZALES - A REAL TESTIMONY



"I have been a proud partner of Haute Residence for five years. From hosting a Ferrari Weekend at one of my exclusive listings, with several Tampa Bay Bucs players in attendance, love the broad exposure my listings receive off of their numerous platforms. I am looking forward to partnering with Haute Residence for Super Bowl 2021 in Tampa, Florida – my exclusive market."

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Jennifer Zales,  
Haute Residence Partner

CURRENT

# Haute Residence Partners Include

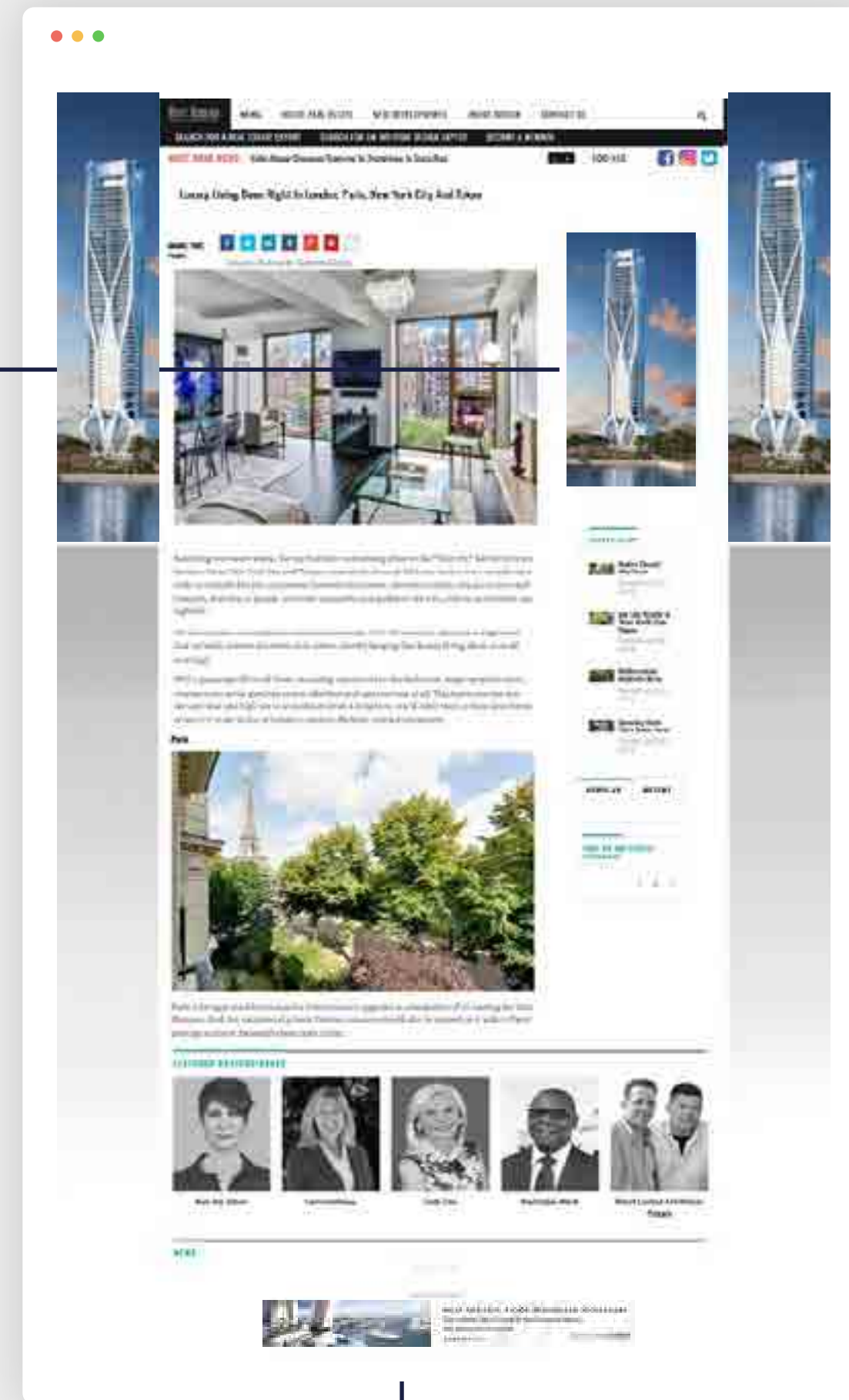


CHAPTER 2

# S.O.V Site Takeover & Email Sponsorship

Homepage

Story on Website



Middle banner

Banner

Wallpaper

100% S.O.V. TAKEOVER  
HAUTE RESIDENCE LANDING  
PAGE ON HAUTERESIDENCE.COM

\$4,000 per month

A complete website and Email newsletter takeover of Haute Residence include:

- Banner ads throughout www.hauteresidence.com
- A guaranteed minimum of 150,000 impressions

## SPONSORSHIP OF HAUTE RESIDENCE EXPERT EDITORIAL

- Stay up to date in your industry with the Haute Residence Newsletter
- Haute Residence's bi-weekly "Trophy Properties" newsletter is sent to the world's top agents, brokers, developers, and more
- Trophy properties bi-weekly newsletter is sent to 37,000 + opt-in subscribers
- Banner ad on Haute Residence







**HAUTE RESIDENCE**  
THE WORLD'S MOST PRESTIGIOUS NETWORK OF REAL ESTATE AGENTS

**TROPHY PROPERTIES**  
OUR HAUTE AGENT'S MOST EXCLUSIVE LISTINGS

**SPRAWLING \$165 MILLION ESTATE IN THE HEART OF BEVERLY HILLS**  
THIS ONE-OF-A-KIND PROPERTY TOOK OVER SEVEN YEARS TO CREATE, FEATURING A 30-CAR COURTYARD, TWO-STORY GUESTHOUSE, POOL HOUSE, TENNIS COURT, A JOGGING TRAIL SURROUNDING THE ESTATE AND A SEPARATE LOT WITH POSSIBILITIES FOR EXPANSION.

**RESIDENCES FROM \$5.6M**  
Schedule a Private Presentation & Tour of More's Most Prestigious Residential Address

**ONE'S HULGAO MUSEUM**

|  |  |
|--|--|
|  <p><b>PREMIERE OCEANFRONT PROPERTY IN MONTECITO</b><br/><a href="#">VIEW LISTING</a></p>             |  <p><b>EXPERIENCE EXTRAORDINARY SOUTHERN CALIFORNIA LIVING AT THIS \$22 MILLION BRENTWOOD HOME</b><br/><a href="#">VIEW LISTING</a></p> |
|  <p><b>MAGNIFICENT \$3.3 MILLION GEORGIAN STYLE CHICAGO HOME</b><br/><a href="#">VIEW LISTING</a></p> |  <p><b>\$1.8 MILLION LUXURIOUS ESTATE IN ONE OF COSTA RICA'S MOST PRESTIGIOUS NEIGHBORHOODS</b><br/><a href="#">VIEW LISTING</a></p>    |
|  <p><b>BREATHTAKING \$4 MILLION COLORADO ESTATE</b><br/><a href="#">VIEW LISTING</a></p>              |  <p><b>EXPERIENCE EXTRAORDINARY SOUTHERN FLORIDA LIVING AT THIS \$6 MILLION MIAMI BEACH HOME</b><br/><a href="#">VIEW LISTING</a></p>   |

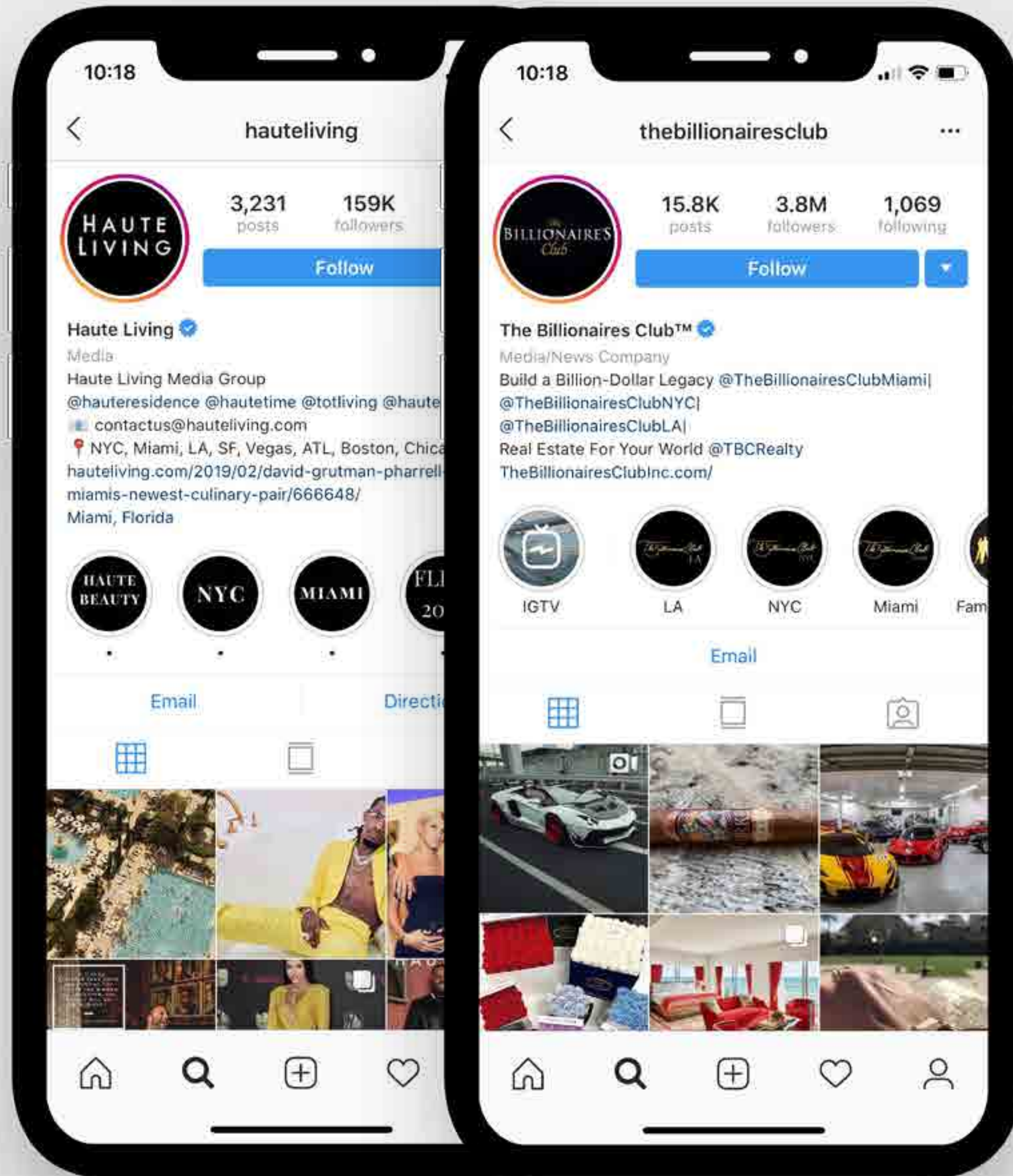
CHAPTER 3

# Social Media Strategy & Content Creation Partnership



SOCIAL MEDIA STRATEGY CREATION PARTNERSHIP

| PRODUCTS                         |   | TIER 1        | TIER 2           | TIER 3         |
|----------------------------------|---|---------------|------------------|----------------|
| SOCIAL MEDIA                     | Personalized social branding and digital strategy to effectively increase exposure across all social channels within the Haute Living platform. | ✓             | ✓                | ✓              |
|                                  | Instagram posts per month on @hauteliving and @thebillionairesclub.   | 1 post        | 2 posts          | Weekly         |
|                                  | Guaranteed impressions on three verified Instagram accounts including @hauteliving and @thebillionairesclub.                                    |               | 3.5M impressions | 5M impressions |
|                                  | Instagram story takeovers – 1 per month – on @hauteliving verified Instagram accounts.  |               | 1 post           | 1 post         |
| EVENTS                           | Access to celebrity cover launch dinners.   | ✓             | ✓                | ✓              |
|                                  | Access to major national summits across Haute Living brands.  | ✓             | ✓                | ✓              |
| CONTENT CREATION                 | Bi-Monthly write-up on hauteresidence.com.  |               | ✓                | ✓              |
| CONTENT PUSHED ON PR WEB MONTHLY | Bi-weekly newsletter to over 37,000 opt-in subscribers with a 15% open rate.  |               | ✓                | ✓              |
|                                  | One full-page magazine editorial to run nationally in Haute Living Magazine New York, Los Angeles and Miami issues Every Two Months.            |               |                  | ✓              |
| TOTAL COST                       |   | \$1,000/MONTH | \$2,500/MONTH    | \$5,000/MONTH  |

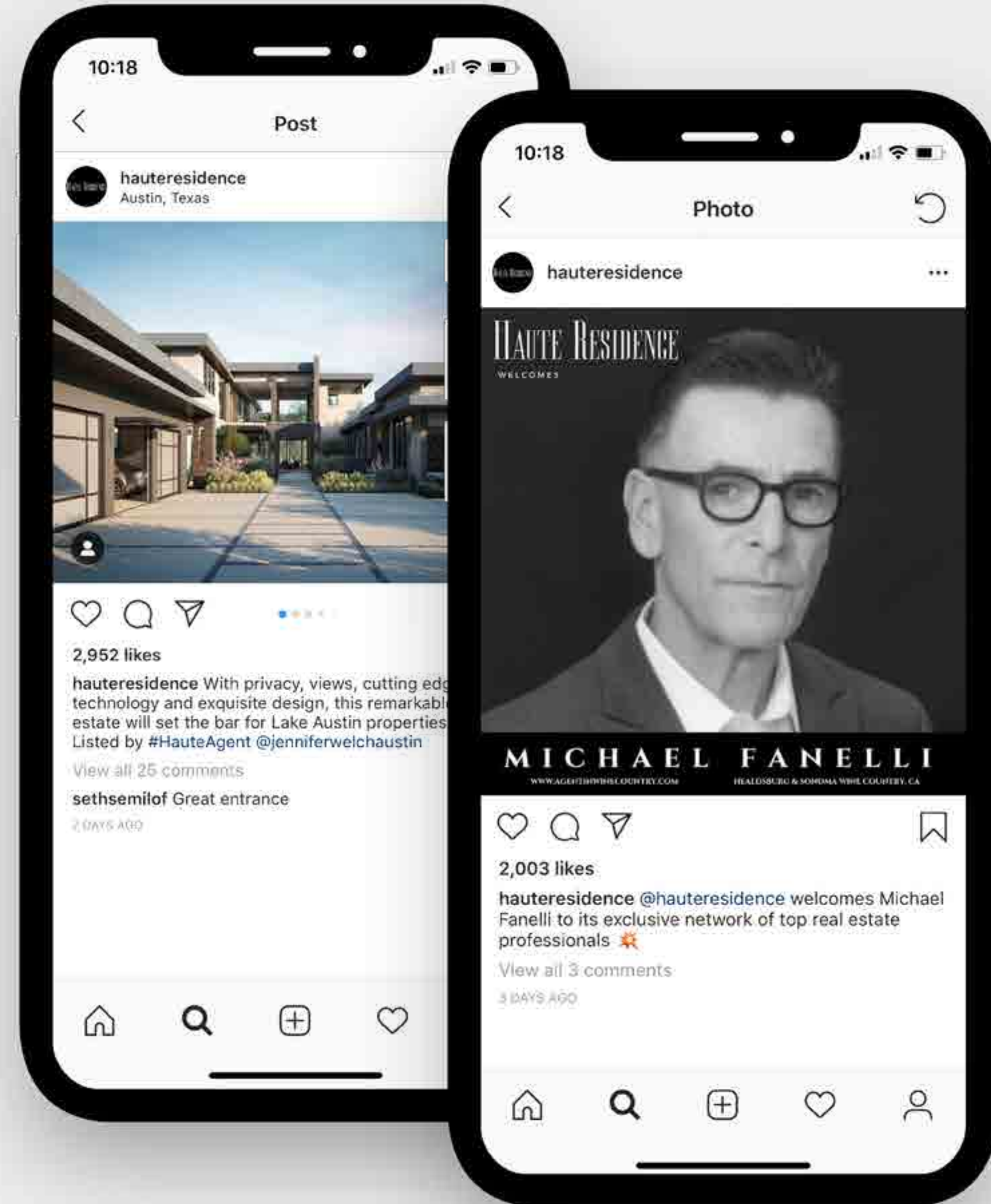


## INSTAGRAM POST

- Instagram post on @hauteliving with 192,000 Followers (Verified Account)
- Instagram post on @thebillionairesclub 4.7 Million Followers (Verified Account)

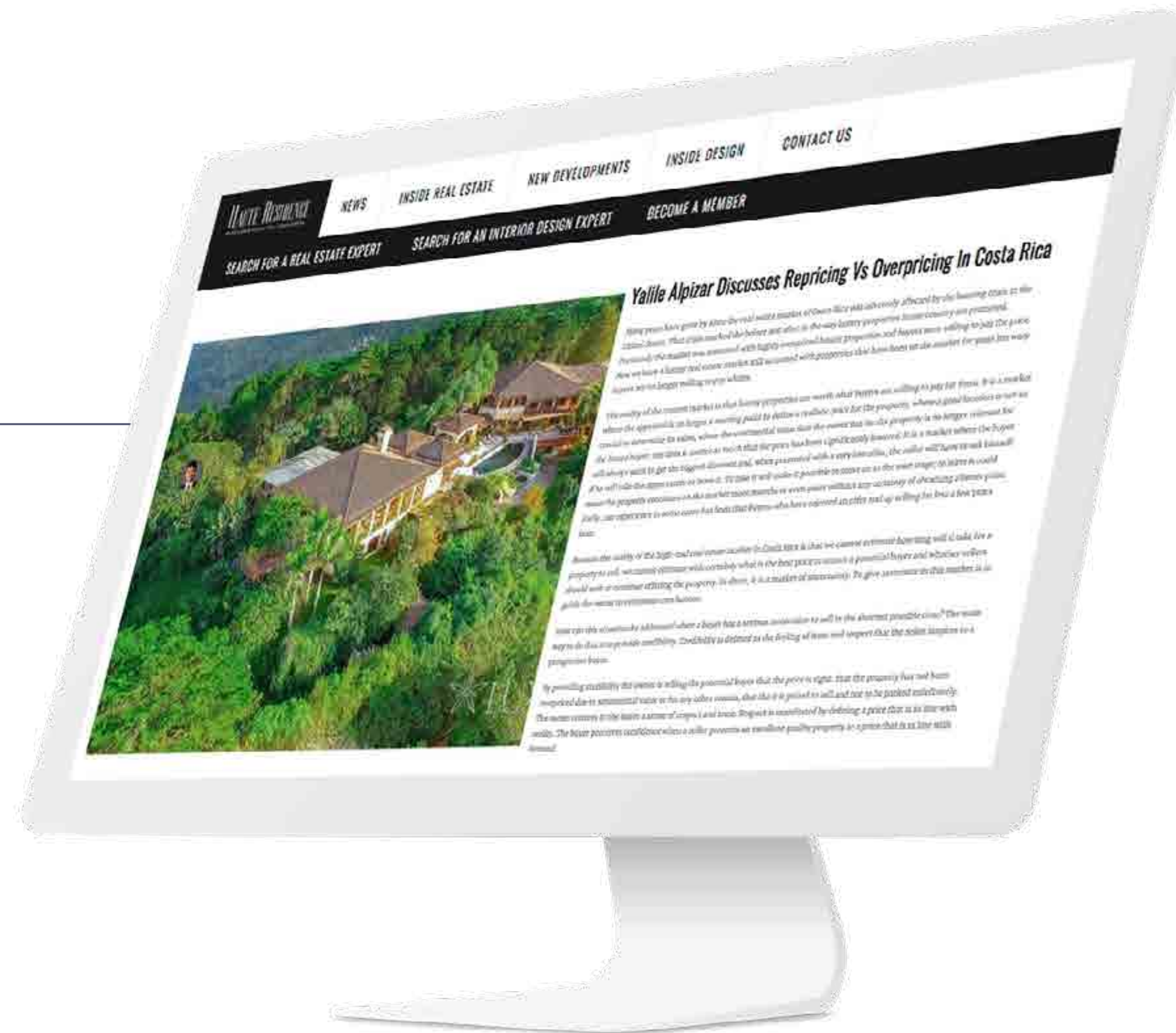
## BUILD A FOLLOWING

- Enjoy custom-crafted Instagram content creation and/or repurposing content for maximum reach
- Sponsored posts are crafted to fit the voice and brand of Haute Living
- Each post will showcase social handles, hashtags, and locations to reach a wider audience (if applicable)



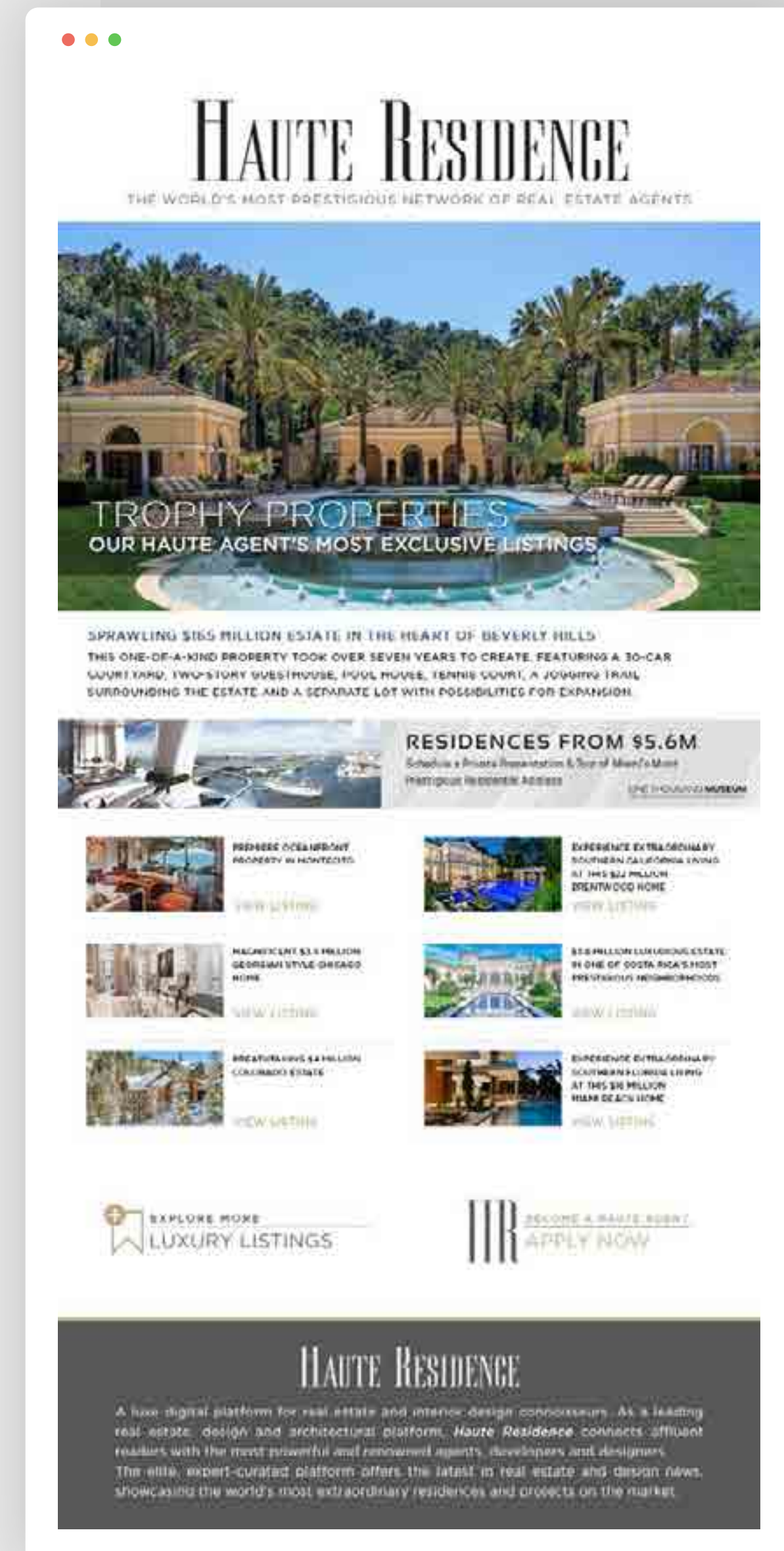
## CONTENT CREATION

- Our editors will work closely with your team on content strategy and planning while executing best practices such as search engine optimization (SEO) and lead generation marketing to grow your business
- Expert featured editorials will focus on the desired topic within your specialty



## EMAIL EDITORIAL

- Our team will feature your exclusive listings on our 'Trophy Properties' Email newsletter
- The newsletter includes over 37,000+ opt-in subscribers



REAL ESTATE NETWORK

GEORGIAN STYLE \$5,995,000

53 E. DIVISION  
CHICAGO, IL 60610

# Chicago Home








This Georgian style Gold Coast masterpiece was meticulously rehabbed without a single detail missed. The brick and limestone facade makes a statement from the moment you see it which is immediately reinforced as you walk thru the front door to the 20' wide interior and 12' ceilings. The exquisite detail in the millwork, crown moulding, chevron floors, and ornate fireplaces really show the pride of ownership. The home is fully automated with Controls and has state of the art mechanicals including a 5 stop elevator, 2 incredible rooftop spaces – one with a full outdoor kitchen and fireplace and the other with a hot tub. This 7,500 square foot home has 5 en-suite bedrooms plus 4 half bathrooms and will impress even the most discerning buyer. Lower level has wine cellar, gym, 5th bedroom with exterior entrance great for a nanny or guests, and an attached 2 car garage.



**Ryan Preuett**

312.371.8953  
RYAN.PREUETT@SOTHEYSREALTY.COM | RYANPREUETT.COM

A seasoned and well-connected broker in Chicago's competitive real estate market, Ryan Preuett provides unparalleled representation and service to his clients. Ryan has drastically expanded his business every year since 2012, quickly landing him among the top 1% of Chicagoland brokers. His success is largely attributed to his extensive network and experience in marketing and hospitality.

## DEDICATED EMAIL BLAST

- A personalized Email blast sent to 65,000+ opt-in subscribers including the best real estate professionals in the industry and affluent homebuyers
- A guaranteed 15% open rate
- \$3,500 per Email blast



PRINT

- One all-inclusive, full-page magazine editorial to run nationally in Haute Living Magazine
- This includes New York, Los Angeles, and Miami real estate issues