

TRUE LUXURY  
EXPERIENCE



Davis & Linn

# AN ELEVATED APPROACH

Marketing homes of exceptional style and quality requires a nuanced touch. *The ERA Distinctive Properties*<sup>SM</sup> portfolio was created for just such homes. Your agent is equipped with a unique knowledge of the luxury real estate market as well as sophisticated marketing strategies to showcase your home to a global community of affluent buyers. The hallmark of ERA Distinctive Properties is our superior service; driven by a seamless blend of experience, technology and international reach.

## Program Overview

The ERA Distinctive Properties portfolio is comprised of luxury homes valued in the top 10% of the local market\* and represent exceptional style and quality. This portfolio showcases residential listings and is artfully designed to attract affluent buyers.



\*Some exceptions may apply.

# ELEGANT MARKETING

## CLEAR Visual Voice

The ERA Distinctive Properties marketing has been crafted to stand out from traditional marketing. Sophisticated, bright, and elegant; the designs speak to the nature of luxury, while letting your home shine through. From social media to print collateral and beyond, every piece is designed to impress the affluent buyers you are looking to connect with.



# TOP-TIER EXPOSURE

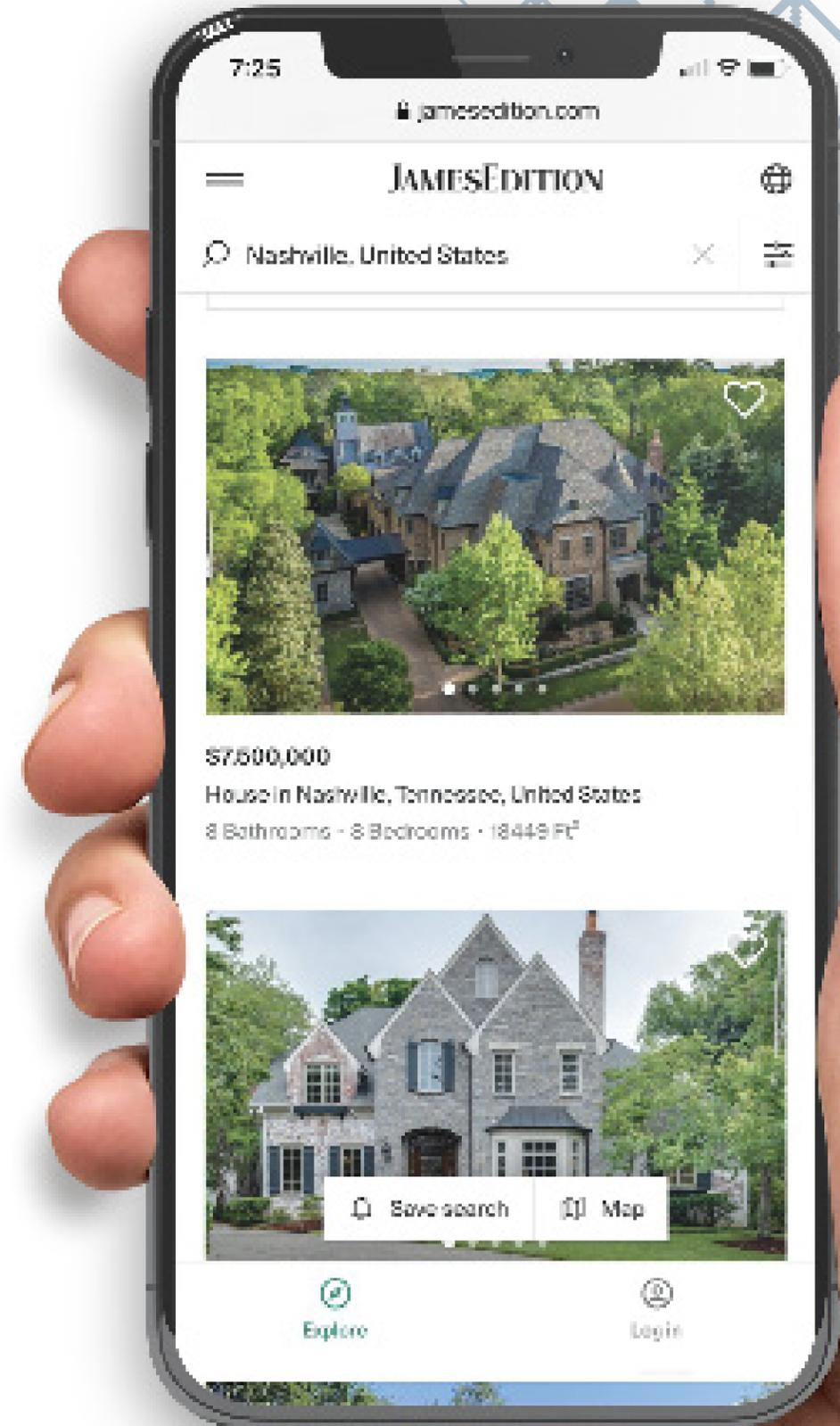
## PREMIER Network

As part of the ERA Distinctive Properties portfolio, your listing will receive exposure within a premium network of nearly 100 sites in over 60 countries. Your home will also reach high net worth homebuyers on sites such as WSJ.com, RobbReport.com and JamesEdition.com.



RobbReport

WSJ



# LUXE CORNER

by ERA Distinctive Properties<sup>SM</sup> Digital Magazine

*Luxe Corner* by ERA Distinctive Properties is an award-winning digital magazine that showcases luxury listings from the ERA Distinctive Properties portfolio throughout the nation. The magazine is published bi-annually on ERADistinctiveProperties.com and features editorial content about luxury trends, community spotlights, interior design and high-end lifestyle topics.

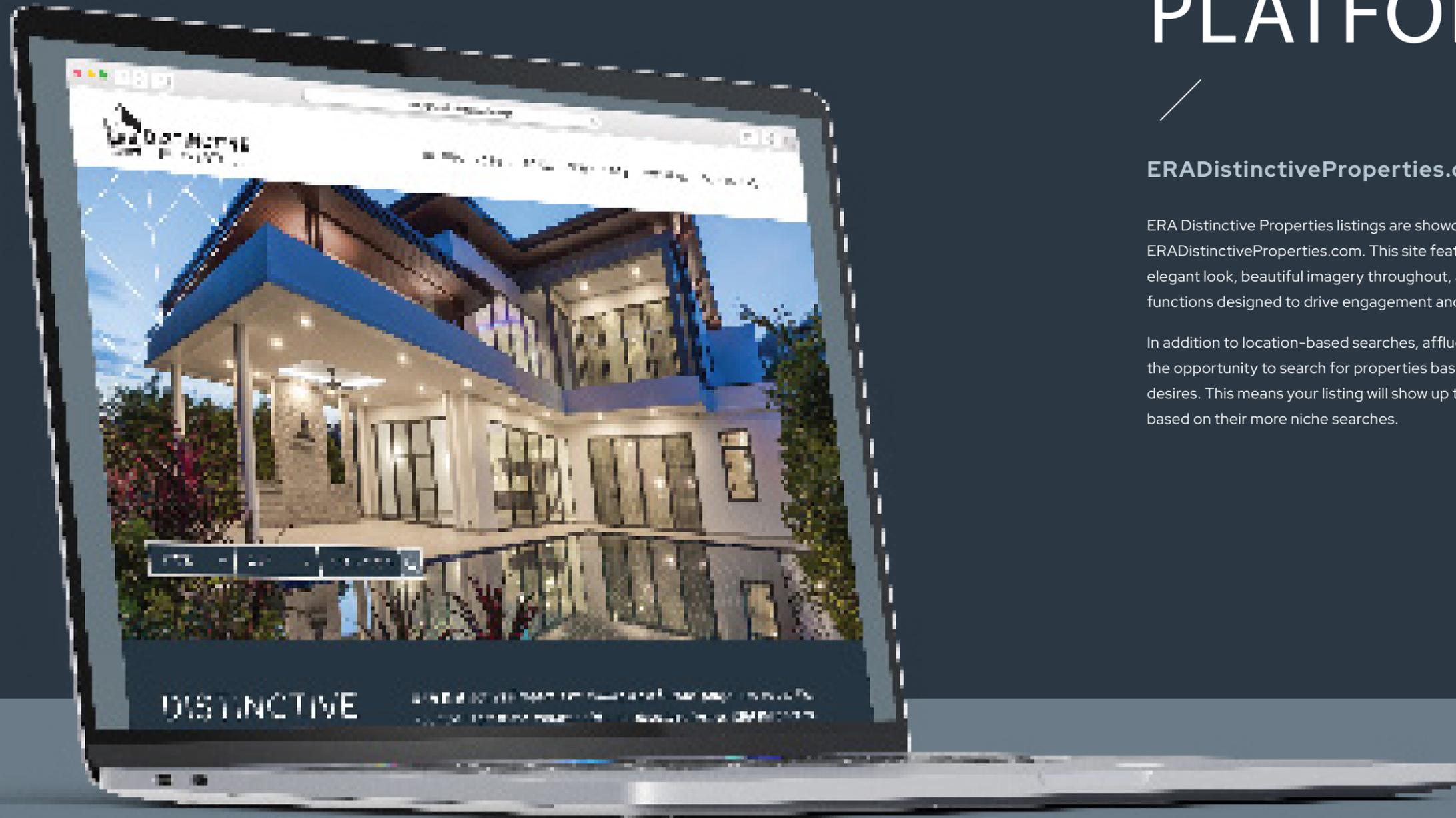


# A PREMIUM PLATFORM

## ERADistinctiveProperties.com

ERA Distinctive Properties listings are showcased on ERADistinctiveProperties.com. This site features our signature elegant look, beautiful imagery throughout, as well as search functions designed to drive engagement and traffic.

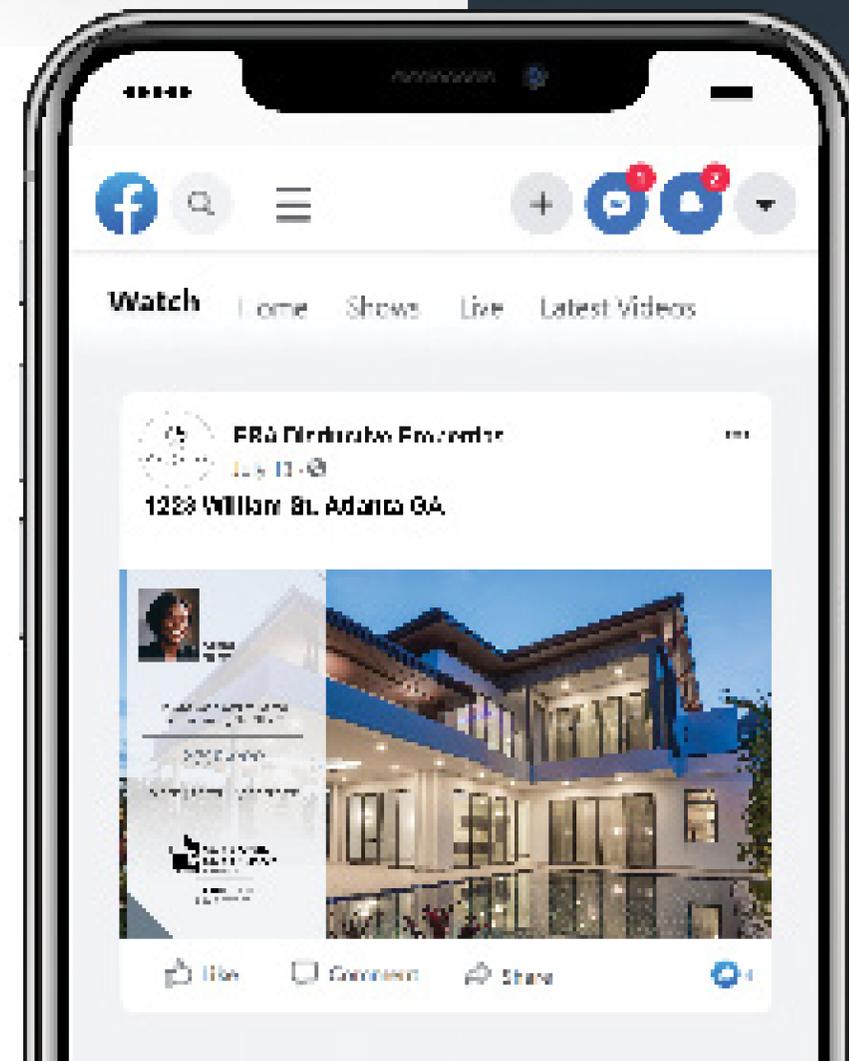
In addition to location-based searches, affluent homebuyers have the opportunity to search for properties based on their lifestyle desires. This means your listing will show up to the right audience based on their more niche searches.



# SOPHISTICATED SOCIAL

## POWERFUL Automation

As an ERA Distinctive Properties listing, your home will automatically receive a video microsite, a listing detail page, and a custom YouTube® video to be shared across a variety social media platforms to target potential homebuyers.



# NEXT LEVEL EXPERTISE

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We understand that in every community there are homes of exceptional style and quality. These homes are defined by an understated elegance that's both refined and unpretentious.

We understand that prospective luxury home buyers and sellers have specific needs. Whether you're looking to buy an impeccably restored historic home, sell a secluded sanctuary or trendy waterfront property – one of our distinctive property specialists will help you with guidance and expertise every step of the way.



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