

MANHATTAN BOUTIQUE

REAL ESTATE

Business Plan Draft – March 4, 2013

1.0 Executive Summary

Manhattan Boutique Real Estate LLC was formed by a team of people who have loved traveling and doing business around the world but call NYC their home. Experts of Manhattan residential real estate, MBRE comes together with clients to create a smooth, successful real estate experience. By understanding unique needs, desires, and concerns, the firm is able to work closely and personally with the client, and act and negotiate in their best interest while maintaining the utmost integrity and transparency.

Whether a client is a buyer or seller, landlord or tenant – MBRE approaches each individual as a new ally to help achieve goals and milestones in their real estate ventures.

The firm boasts over \$500 million and 75 years of total real estate experience. Over the span of 15 years, MBRE and its associates have represented clients from all the US and around the Globe including nearly 20 states and 50 different countries including China, England, India, Israel, the Latin American region, the Middle Eastern region, and the Philippines.

In residential real estate, revenues are earned by successfully acquiring clients and executing transactions from which a designated commission is derived. Thus, costs for clients are more or less congruent across the industry, and firms must compete on other grounds. Within the competitive landscape of Manhattan residential real estate, MBRE sets itself apart (differentiates) by practicing a “boutique” approach to the service experience, and abiding by the principle that competence, care, and confidence is the winning combination for a successful real estate journey. Clients are regularly connected with expert accountants, attorneys, bankers, contractors, school consultants, and architects as part of the augmented value network.

While the Manhattan market is saturated with small and large residential firms competing for clients, trends indicate a healthy growth in sales volume and real estate value that outpaces most parts of the world. With the sales of 1 bedroom condos – a primary source of revenue for MBRE - on the steady rise, and the influx of foreign investors wishing to park their money in safe Manhattan real estate assets with reliable returns, growth prospects for MBRE are positive for both the short and long term.

Moving forward for the next 3 years, high visibility and effective marketing efforts will be the key for MBRE to capture these opportunities and increase its brand recognition and annual revenue performance.

1.1 Mission Statement

MBRE aims to provide a superior real estate experience utilizing a “boutique” interpretation of the service process that conveys a feeling of trust, proximity, and cultural sensitivity to the desires and unique personality of the client to meet the demand of the sophisticated investor who requires attention beyond the transactional details.

2.0 Manhattan Boutique Real Estate

Manhattan Boutique Realty LLC delivers high quality real estate brokerage services within the lucrative Manhattan residential market.

- ❖ During its 15 years in operation, MBRE and its associates have serviced clients from over 50 different countries across the globe, and 20 different states within the U.S. including New York.
- ❖ Headquartered in Manhattan NYC, MBRE also boasts active pipelines connecting the business to Beijing, China, Istanbul, Turkey, London, England, Manila, Philippines and Tel Aviv. In all of those cases, we have key Consultants residing in those locations so they are accessible to clients in those regions. (We hope to add Rome, Italy, Barcelona, Spain, Mumbai, India, various, Florida). MBRE's network extends to the tri-state area for clients as well should they want to purchase in NJ, NY or CT.
- ❖ MBRE's combined real estate expertise totals over \$500 million worth of Manhattan residential properties and 75 years of industry experience.
- ❖ We are on the pulse of the market which is constantly moving. We operate with time sensitive, world news (ex. France raises taxes on wealthy citizens, thus flight capital exists) to help our clients catch opportunities and maximize profits.
- ❖ Partner firm IDA and WQB Architecture allows clients access to architecture and design, and commercial real estate, finance & development expertise.
- ❖ Global Clients - Represented people from over 50 different countries, 20 states and numerous New Yorkers. With multilingual staff.
- ❖ Local Experts - Combined Real Estate Experience totals over \$100 million dollars' worth of residential properties, and over 75 years of experience.
- ❖ Beyond the Deal- Regularly connect with clients to expert accountants, attorneys, bankers, contractors, movers, management of apartment, neighborhood experts, school consultants, etc.
- ❖ Partner Firms - can assist in architecture, commercial real estate and development.
- ❖ Giving Back- to local and global community.

2.1 Short Term Goals

- ❖ To increase exposure and recognition within key market segments through execution of new branding/marketing plan under the advisement of veteran marketing/branding consultants and experts.
- ❖ To expand social media and advertising presence to a competitive level relative to other boutique firms in Manhattan.
- ❖ To maintain an efficient operation by keeping costs lean to remain flexible as company.
- ❖ While focusing on our sub-category expertise of CONDOS, MBRE will also continue to do the bread and butter business of coops. Both categories include sales and rentals.
- ❖ MBRE works to develop a unique set of tools to arm our satellite offices with ammunition to promote us with.
- ❖ Increase referral sources and expansion of network.

2.2 Long Term Goals (3+ years)

- ❖ To reach milestone marker of \$1 million in gross annual revenue.
- ❖ To establish consistent flow of higher end condo clients (both domestic and foreign).

- ❖ To grow into a high producing team of 5-10 sales agents that reflects the boutique yet sophisticated and savvy service vision of the firm (with potential for profit sharing).
- ❖ To attain brand recognition and equity that aligns with the boutique service philosophy.
- ❖ Growth.
- ❖ Reinvest in the business.
- ❖ Get more \$5m+ clients, maybe one to three.

3.0 MBR's Services

MBRE acts as an advisor and broker to clients wishing to participate in the Manhattan real estate market as a seller, buyer, landlord, or renter.

The Value Chain for residential brokerages



- ❖ The value of the service for the client derives from the area specific expertise, industry insights, and experience with catering to unique clients for many years.
 - “Value shop” – create value by applying specialized industry knowledge and relationships to client needs.
 - “Value network” – connect clients to other market participants.
- ❖ **The goal of MBRE is to provide every client with a successful real estate experience infused with genuine competence, confidence, and care at every step of the process.**
- ❖ MBRE’s primary producers bring in revenue through commission from real estate deals.

3.1 Differentiation

Brokers and sales agents can be seen as a necessity for any client seeking to participate in the Manhattan real estate market. The New York City marketplace has historically been high in demand, and remains so until present day even despite the sharp economic downturn in 2008.

- ❖ Brokerage firms operating in Manhattan – large or boutique sized – share the same multi-listing service and access to information and marketing channels as required by the Real Estate Board of New York. There is very little room for variation on this resource.
 - Therefore, differentiation can be viewed as the actual and perceived experience by clients during the service process.
- ❖ In a highly competitive Manhattan market, there are far many brokerage choices in an increasingly money-rich, time-poor client base. Therefore, the largest firms with highest brand recognition have a major advantage in client acquisition.

Sample of messaging to show our Differentiation

The Boutique Residential Real Estate firm of Manhattan Global Properties is a team of sophisticated individuals who have travelled and done business around the world but call NYC their home.

As your residential real estate experts, we come together with you to create a successful real estate experience. By understanding your unique needs and desires, we work personally with you, act and negotiate in your best interest and keep your information confidential.

Whether you are a buyer or seller, landlord or renter – We look forward to helping you on your next real estate **success!**

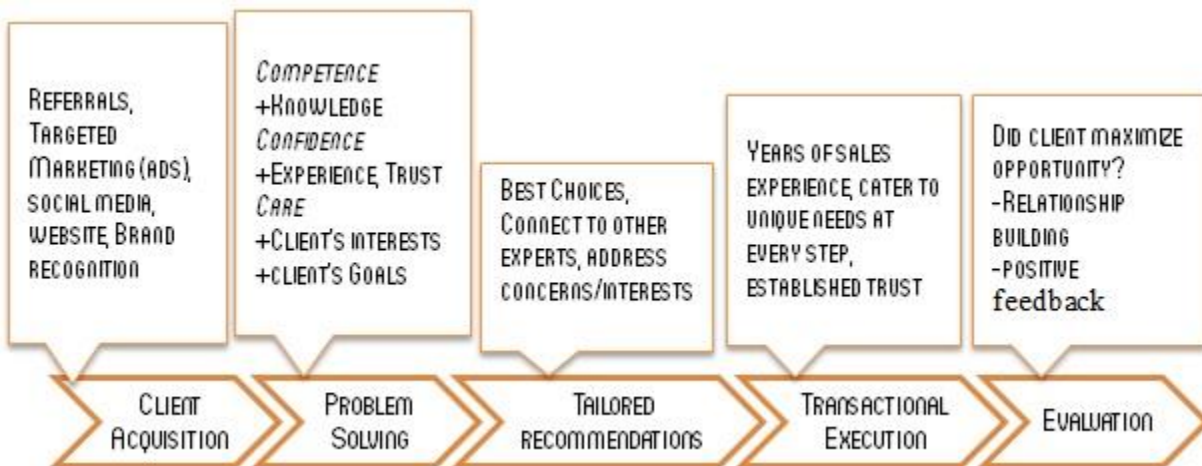
- Global Clients- We have represented people from over 50 different countries, 20 states and numerous New Yorkers. Our team is multilingual.
- Local Experts-Our Combined Real Estate Experience totals over \$500 million dollars' worth of residential properties, and over 75 years of experience.
- Beyond the Deal- Regularly, we connect our clients to expert accountants, attorneys, bankers, contractors, movers, management of apartment, neighborhood experts, school consultants, etc.
- Our Partner Firm- can assist you in architecture, commercial real estate and development.
- We Give Back- to our local and global community.

Taglines-

- Our Theme- “product local, clientele Global” or “NYC properties, Global clients and perspective”
- You’re royalty to us – JD
- MBRE is your MVP for RE

So Why MBRE?

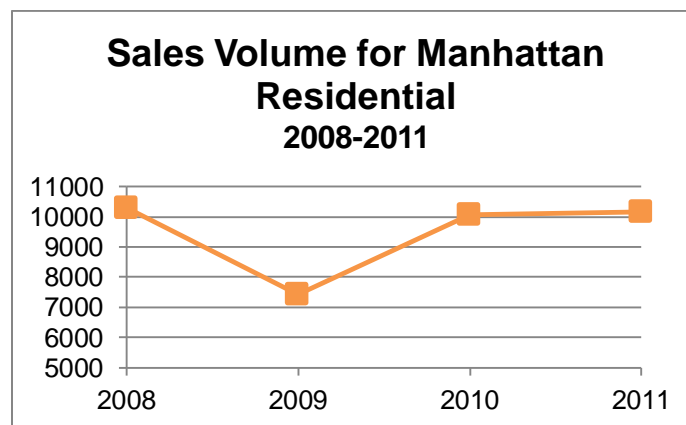
- ❖ MBRE believes in the superior experience of a “boutique” interpretation of the service process that conveys a feeling of trust, proximity, and cultural sensitivity to the desires and unique personality of the client which promotes both short term and long term success.
 - Real estate decisions are tied to familial and/or personal factors that require attention and care beyond the transactional details.
 - “Beyond the deal”, MBRE often connects clients with expert accountants, attorneys, bankers, contractors, movers, apartment managers, local neighborhood officials, and school consultants.



- ❖ Competitive viability of this approach evident in the past successes in 2009, 2010, and 2011 reflected in MBR’s gross annual revenues.
 - Attractive model for international pied-a-terre clients seeking experts who can understand and cater to their values and desires.
 - Additional client acquisition through industry activity and community events.
 - Additional tailored recommendations include unique relationships to industry experts on a per client need.
 - Additional transaction experience is Coop and Condo Board activity and personally serving on a Board.
- ❖ Market positioning as not a small competitor, but a leader in a separately carved sub-category a proven success model for boutique firms such as Fox Residential and Garfield & Co.
 - MBRE focuses on “innovators” and “early adopters”. As opposed to a generalist seeking to capture the entire mass market spectrum, MBRE relates with clients who possess common personality traits and a boutique mindset for purchase decisions and service experience.

4.0 Market Analysis

- ❖ INVENTORY CONTINUES TO FALL WHICH WILL LEAD TO SCARCITY OF APARTMENTS AND WILL BRING HIGHER PRICES IN 2013 (NYT 1/3/2013, pg a20)
- ❖ After a 28% dip in 2009 following the aftermath of the Wall Street crisis of 2008, sales of Manhattan apartments have nearly rebounded to pre-meltdown volume and values.
 - In 2011, the number of sales inched +1% from the previous year to 10,161 total sales.
 - Entry level studio and 1-bedroom apartments account for more than half of the sales. 2-bedroom apartments also account for a sizeable 30-33% portion of sales each year.



[Source - The Real Deal Databook 2012]

- ❖ The Manhattan residential market has recovered significantly better compared to the rest of the United States.

- The steady growth in sales and prices coupled with restored confidence in the Manhattan market's stability has attracted non-foreign and foreign pied-a-terre buyers looking to invest in safer assets as well as first time, entry level buyers.
- ❖ In 2011, approximately one-third of all condo sales were purchases by foreign buyers – a key target segment for MBRE.
- ❖ Sales in Manhattan projected to hold steady with slight increase (1=2%) for the remainder of 2012, and also 2013.

Units Closed at \$5m and Above – 8 Months, 2011-2012					
	Jan. 1, 2012 – Aug. 31, 2012	% of Market	% Change Units Closed	Jan. 1, 2011 – Aug. 31, 2011	% of the Market
Cooperatives	104	26.8%	(7.9%)	113	27.0%
Townhouses	76	19.6%	18.8%	68	16.2%
Condominiums	208	53.6%	(12.6%)	238	56.8%
TOTAL	388	100%	(7.4%)	419	100%

[Source – Stribling Mid-Year Luxury Residential Report September 2012]

- ❖ Indications of a rapidly improving market, are three key components:
 - 1) Price per square foot at the top of the market
 - 2) Prices for trophy properties
 - 3) Properties in contract but not yet closed
- ❖ The uber-rich have finally unleashed the liquidity that was well known to exist. Clearly, they are no longer embarrassed to show their wealth. Given the world economy and various countries on the brink of bankruptcy, these buyers almost seem like Nero fiddling while Rome burns. However, they obviously believe in the security and wisdom of investing in New York luxury real estate. The money has to be invested somewhere and in something. Quality is the key factor, as has also been evident in the art and jewelry markets which have also seen record sales but only for the very best in category.
- ❖ The purchasing power and seeming indifference to prices of the super rich have provided the public with entertaining reading, and some sellers with huge profits. There is currently no reason for this trend not to continue as long as the luxury market continues to supply the inventory, and the anticipated new condominium developments should do just that. As one might expect, it is also encouraging a degree of greed among sellers who are out fishing for a free-spending oligarch.

4.1 Competitive Landscape

- ❖ LACK OF PRODUCT CONSTRUCTION AND ONLY 3% BUILDABLE LAND IN MANHATTAN WILL PUSH UP PRICES. NEW PRODUCT ON MARKET IS ULTRA LUXURY PRICING, NYC needs 15,000 units a year, it has produced 5,000 units a year total. PENT UP DEMAND WILL ALTER THE TRANSACTIONAL EXPERIENCE.
- ❖ THERE IS A **MLS** SYSTEM and ENVIRONMENT (THUS EVERYONE COBROKES/WORKS TOGETHER ON LISTINGS) IN NYC SO ALL BROKERS HAVE SAME INFORMATION. The larger

broker firms no longer have a comparative advantage but there is a PERCIEVED comparative advantage.

- ❖ Number of sales associates in Manhattan grew by 8.2% to 13,400 from 2010-2011. The number of brokers saw minimal change. [Source - The Real Deal Databook 2012]
 - Low barriers to entry for Manhattan real estate sales agent.
- ❖ Prudential Douglas Elliman and Corcoran are the largest Manhattan firms with 1000+ agents operating in the area.
 - In May 2011, Prudential Douglas Elliman and Corcoran boasted \$2.6 billion and \$3.5 billion in total value of Manhattan listings, respectively. Their combined value was 1577% the combined value of the top two boutiques' listings at the time.

Top Manhattan Residential Boutiques by Listings (Snapshot of May 2012)				
Firm	Total \$m Value of Exclusive Listings	No. of Listings	No. of Manhattan Agents	Change (2011~)
CORE	\$244.7	99	52	1
Garfield & Co.	\$182.4	23	8	10
Kleier	\$113.2	33	36	-3
Fox Residential Group	\$84.5	21	39	-5
Blu Realty Group	\$57.5	34	59	-
The Modlin Group	\$48.0	6	6	2
Key Ventures	\$45.7	11	13	-3
MNS	\$27.1	24	60	-
Platinum Properties	\$20.3	3	58	-
Mercedes Berk	\$17.7	5	8	-1
Think Properties	\$17.5	4	8	1
Olshan Realty	\$15.3	8	10	1

[Source – The Real Deal – June 2012 Issue]

- ❖ High commission split brokerage models display prominently in the boutique firm category.
 - Ranges from monthly fees with 100% commission to different variations of fees and high commission split ratios (70/30, 90/10)
- ❖ Entry of relatively new Manhattan residential brokerages such as MNS, Platinum Properties, Blu Realty, and Oxford Properties signify robust opportunity to enter and carve the market.
- ❖ MBR is well connected within the competitive landscape and the upper-class Manhattan scene which serves as a valuable asset for the referral-initiated revenue stream.

5.0 Marketing Strategy

Mission Statement:

At Manhattan Boutique Real Estate our goal is to build long term relationships with our clients. How we create our service is based on what we can do for you. Confidence. Competence. Care.

SWOT Analysis

Strengths

- We treat individuals as people and not deals – unlike larger firms
- We look out for our clients’ best interest – example: others think about curtains, we think about tax implications. We use discretion and confidence in dealing with them.
- Expert knowledge of industry and niche clientele – example: some of our international buyers hate having to share too much information and we understand this.
- Very approachable and personable
- Loyal client base with strong referral system, building long term relationships
- Referrals promote strong loyalty to service. More committed to purchase with MBRE.
- Large product market size in Manhattan
- Strong affiliations and connections to specialists and wealthy connectors
- Already established advertising with NYTimes and StreetEasy
- Cultural Sensitivity
- Seen as “ambassadors to NYC real estate” or we guide people on many levels to nyc real estate
- NYC is on MLS- levels the playing field with full coverage of listings for all clients.
- Relationship to Developers and wide net of NY RE high level players gives our clients unique opportunities

Weaknesses

- Very low web presence compared to competitors
- Lack of physical store front and office location
- Comparatively less resources for marketing and other projects due to lean structure

Opportunities

- Break out potential in lucrative foreign markets like China and the Middle East via media advertising
- Interactive features on new website such as Live Chat or pop up response box (perhaps in 1 year)
- Better and frequent communication- Connections to international and local associates may be used to create active pipelines for reaching target consumers
- Low finance rate and existing banking relationships.
- Present the appearance that we choose who we work with (and eventually get there)
- Become a “Network Hub” as a connector between different groups of people
- We represent those who are new to NYC and not entrenched in it so we serve as their guide/ambassador/value added connectors.
- We understand that outsiders need to fit in and be integrated.
- World crises drive clients to NY because it’s viewed as “safe” haven.

Threats

- Even Manhattan market susceptible to fluctuations and recessionary trends
- Low barriers of entry for new firms in sub category
- Internet research through aggregators diminishes role of real estate advisor
- Non-loyal clientele (some demographics display less loyal consumer behavior)
- We need to get to Foreign client base FIRST as they often already have a working relationship with another broker

5.1 Marketing Objectives

- ❖ To increase market exposure and recognition within the key market segments through execution of marketing plan.
- ❖ To expand advertising presence to a competitive level relative to other boutique firms in Manhattan.
- ❖ To create perception of new sub-category within saturated Manhattan market akin to Studley (buyers representatives in commercial real estate), which created perception of commercial buyer focused category.
- ❖ To shape and strengthen value of brand name “Manhattan Boutique”

Branding Statement

“To target successful, savvy and intelligent individuals with expendable incomes. Who are In search of luxury condominiums in New York City. Only Manhattan Boutique Real Estate can provide the competence, confidence and caring that you can depend on.”

Along the same lines as a guide or ambassador opening doors for you in NYC>

5.2 Segmenting, Targeting, and Positioning

Segmentation – Demographic

- ❖ Home(s)
 - First time buyers – coop or condos, usually under 40 years
 - Upgrade of primary home (ex. Moving from 2 to 3 bed)
 - Pied-à-Terre * – Condo Second or third home but not primary, could be considered Investment Sales, this is a US or International buyer
 - Luxury apartment condo renter or landlord

Segmentation – Psychographic

- ❖ Social Class
 - Upper
 - Middle upper
- ❖ Lifestyle
 - Busy – cash-rich, time-poor
- ❖ Education
 - College educated +
- ❖ Family
 - Dependent – most clients are assisted by family to buy properties and are family oriented (ex. Parents buying for their kids)
 - Independently wealthy- more from their own work versus a trust fund
- ❖ Buying Location
 - Upper East Side – to 72nd St
 - Upper West Side- to 72nd St
 - Midtown East*
 - Midtown West*
 - Downtown and Williamsburg, BR – only Condo LOFT buyers-
- ❖ Property Preference
 - New – Condos tend to be newer from 1980's onward
 - Coops tend to be post war or prewar but this is a smaller part of biz
- ❖ Nature/Characterization
 - Entrepreneur /Maverick in their industry- a NYC apt is the trophy/bragging rights, "I've make it" kind of toy.
 - Aspirer - Materialistic, acquisitive, affiliate oriented to extrinsic ... image, appearance, charisma, persona and fashion. Attractive packaging more important than quality of contents. (Younger, clerical/sales type occupation)
 - Succeder - Strong goal orientation, confidence, work ethic, organization ... support status quo, stability. Brand choice based on reward, prestige - the very best. Also attracted to 'caring' and protective brands ... stress relief. (Top management)
 - Explorer - Energy - autonomy, experience, challenge, new frontiers. Brand choice highlights difference, sensation, adventure, indulgence and instant effect - the first to try new brands. (Younger - student)
- ❖ Socio-economic
 - A – higher , administrative or professional (CEO, VP, Director, Entrepreneur) – condo buyer or landlord

- B – intermediate managerial, administrative or professional (middle management) – this category for rentals of coop purchases

Segmentation – Behavioral

- ❖ Benefits Sought
 - Investment – alternative to stock or bond. Diversification of Asset portfolio
 - Trophy – I’ve arrived!
 - Convenience
 - Business Reasons
 - Home- primary home
- ❖ Loyalty Status
 - Hard core loyal – leads to referrals
 - Switchers– certain cultures tend to be disloyal- ex Mainland Chinese, Indian
- ❖ Buyer Readiness Stage
 - Acquiring Knowledge to make decision
 - Purchase

Target Market

A US or international person(s) interested and able to purchase a condo or coop in Manhattan. Educated entrepreneurs, upper management people who are seeking to purchase Pied-à-Terre as an investment, trophy or family home. These individuals are highly sophisticated and successful. Normally employed in higher managerial positions and are not afraid to explore, aspire and succeed.

Positioning

- ❖ Statement – “For the savvy investor who desires a tailored, one-stop, smooth residential real estate experience, Manhattan Boutique Real Estate provides elite Manhattan expertise coupled with the worldly, sophisticated boutique service experience unlike the general service delivered by competitors.”
- ❖ Tagline - "Other’s people think about curtains, we think about tax implications."
Our clients look for appreciation, lifestyle, client image.

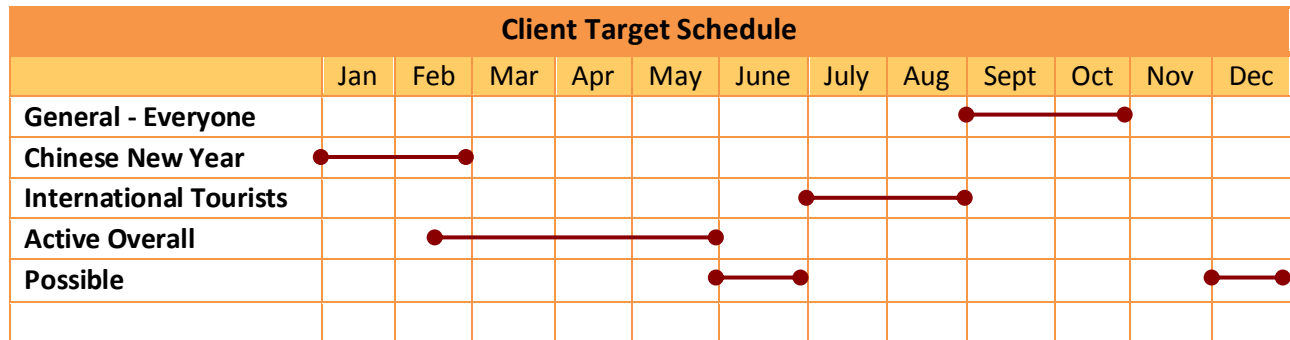
5.3 Marketing Mix

4 C's Consumer-Oriented Model (*Consumer - Cost - Communication – Convenience*)

❖ Consumer

- Our target consumer is savvy, strained for time, and wealthy.
- Real estate purchases often investments.
- Influential voices, and part of higher social strata
- Image
- Value of money

Ages	Description	Income	Assets
20 – 35	Young professionals, primary residences, parents are the international buyers	\$35 – \$90k	None
35 – 55	Families, primary residence, Pied-à-Terre, sophisticated investor	\$130k +	Assets \$300k+
55 – 75	Pied-à-Terre, trophy purchase, investment diversification	\$0 – \$1m+	Assets \$1m+



Buyers are both American and foreign:

- 1) The United States, and especially New York, is viewed as an excellent safe haven to park capital.
- 2) New York real estate is viewed as a sound, long term investment, not to mention a fun place to live.
- 3) New York now has a critical mass of global titans, which means that more and more of their friends will want to have residences here too. This is the “rich persons club” syndrome.

Example of our clientele:

- A sophisticated Indian investor feels the return on his money through stock and bonds is not optimal or beneficial. He currently resides in Asian and London with a daughter who lives in NY. He’s looking into alternative ways to diversify his portfolio and decides that his \$1.5mill could buy a 2 bedroom condominium in NY as a real estate asset for his daughter, attract a husband, and become a place where she would be able to live with her future family.

- A young Chinese American (late 20s, early 30s) wants to buy his first home. He is a first time buyer and views this property as an investment where he can reside. His ideal property ranges from \$500K – studio and \$1Mill – 1 bedroom.
- Diplomatic Attaché

❖ Cost

- The cost of service depends on 1) the cost of the property(s) purchased by our clients, and 2) the type of sale. Commission is paid at closing of sale. If it is a rental, then commission is paid at signing only after board approval.

Typical Condos		
	Current Target	Goal Target
Studios	\$400k-\$600k	\$1m+
1 Bedroom	\$600k-\$1.4m	\$2m+
2 Bedroom	\$1.2m-\$2.4m	\$3m+
3 Bedroom	\$1.5m-\$3.5m	\$5m +

Coops (ex: 220 East 54 th Street)	
1 Bedroom	\$325k +
2 Bedroom	\$500k+
3 Bedroom	\$1m+

❖ Communication

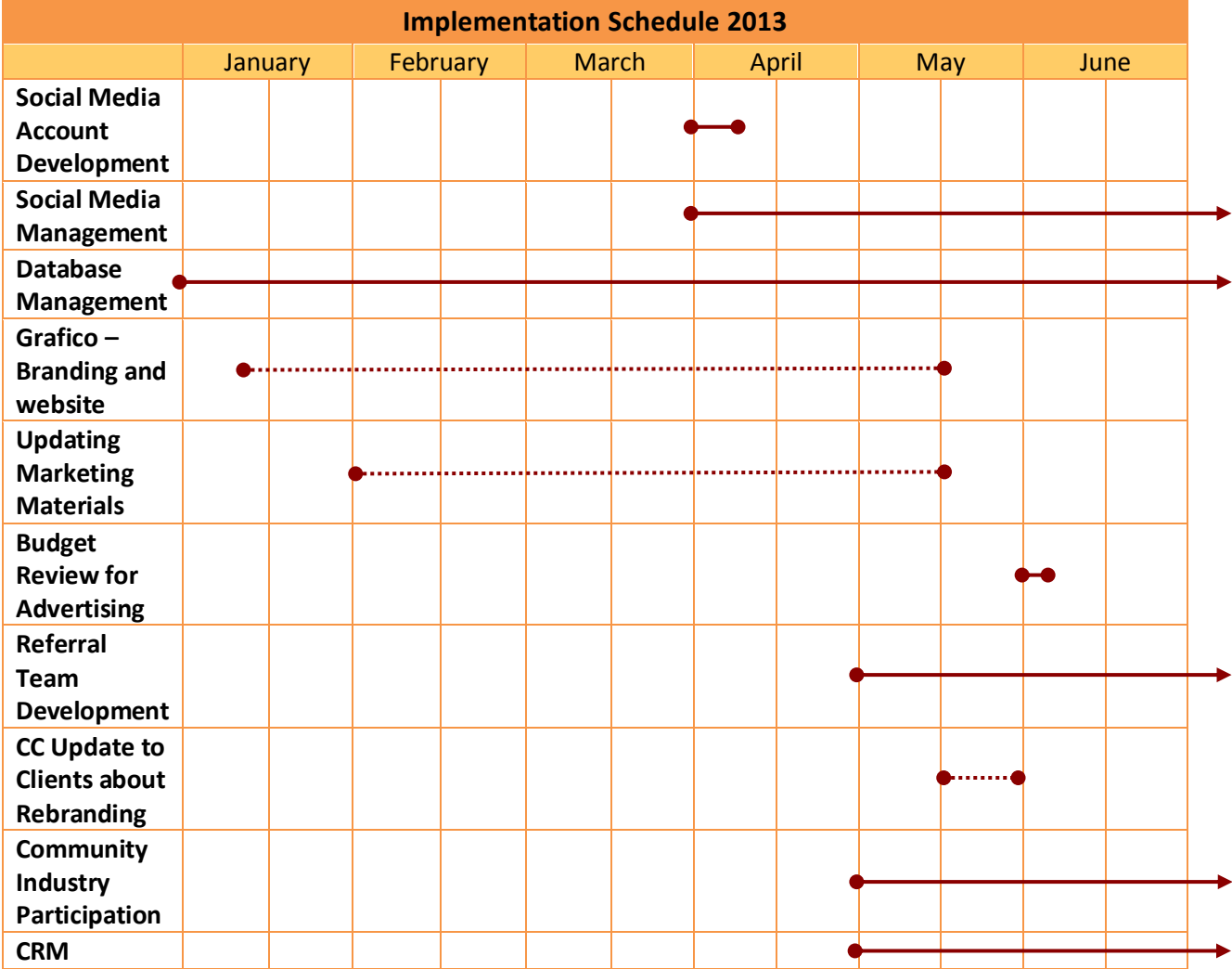
- Social Media
 - Facebook, Twitter, LinkedIn, Blog, YouTube, Pinterest, and Instagram
- Website
 - Blog, Contact Us Now, Contact Information
- Referrals
- Direct Email Marketing
 - Constant Contact
- Follow up phone calls
- Regular email correspondence
- PR
 - helpareporter.com, realestaterama.com, Brokers Weekly
- Advertising
 - Brokers Weekly, World Journal News, Sing Tao Times, NY Times

❖ Convenience

- We cater to the needs of our clientele with an added value approach. From rental paper work, finding lawyers, even home furnishing, we making the real estate experience as efficient as possible.

5.4 Implementation Plan

- ❖ Important steps for implementation
 - MBRE's new business administrator will act as marketing and brand manager to ensure a strong and consistent brand identity to reinforce service promise and expand company exposure.
 - Veteran outside brand consultant, Grafico, will perform initial "discovery" assessment and provide recommendations in coordination with MBRE's marketing manager for Communication strategy and implementation for website.
 - Professional web designer will modernize and revamp website tailored to meet specifications which align with marketing message and branding.
 - Marketing manager will launch and manage the social media channels to add personality and voice to the brand and firm.
 - MBRE will focus its service process to reinforce brand's conveyed service promise at every stage of customer contact.
 - Buyer, seller, landlord, renter communication material will be updated after utilizing Grafico's work and feedback.
 - Continuous database and social media management.
 - Communication with referral sources and expansion of network.



- Solid Lines – Official
- Dotted Lines – Tentative
- ▶ Arrows – Ongoing

6.0 Social Media Strategic Plan

This plan includes the tactical objectives to be used to accomplish the primary social media goals of Manhattan Boutique Real Estate.

Social Media Goals (order of importance)

1. Increase “member” base, recruit new “members,” draw physical traffic to business.
 - Purpose: to increase revenue/to stay in business
2. Understand how “members” use social media and monitor what “members” are saying about MBRE.
 - Purpose: to stay connected and relevant with “members”
3. Brand the MBRE name, cause, as a place of quality care, establish MBRE as experts.
 - Purpose: to enhance the MBRE reputation
4. Keep the local/international community updated on real estate news, current events and market.
 - Purpose: to increase number of new “members” who appreciate this “added value”
5. Comment on other people’s websites pointing to our site: ex. Streeteasy, Trulia, City Realty, NY Times, Google, and Realtor.com, linkedin group comments
 - Purpose: To gain higher ranking on search engines via Bots that search for content relevance.
6. Contact local and international press/communities to inform them of MBRE’s service and expert opinions.
 - Purpose: word of mouth; to spread the word about MBRE

Summary of Existing Online Presence

All of the following have established pages unless noted:

1. Facebook – No presence
2. Twitter – No presence
3. LinkedIn – No presence
4. Blog – Not established
5. YouTube – Lack of consistent activity, maintenance, management
6. Pinterest – Not established
7. Instagram – Not established
8. Weibo – Not established

Content Types

1. Photographs – Associates, Properties
2. Expert Articles
3. Videos on opinions and interviews
4. Member Reminders
5. Mailers – Constant Contact

Tracking Tools – Benchmarking

1. Facebook Insights
2. YouTube Insights
3. Google Analytics
4. LinkedIn Analytics
5. e-CRM – First Contact

Focus Channels

- 1. Facebook** **Purpose:** Increase recognition, increase social engagement, establish online social network, searchability
Metrics for Success: “Likes”, referrals from social networks
 - 2. Twitter** **Purpose:** Increase recognition, increase engagement, establish network, establish brand, searchability
Metrics for Success: Followers, 2nd-order followers (follower’s follower count), social capital (influence of twitter followers), Klout score, referrals
 - 3. LinkedIn** **Purpose:** Increase recognition, increase engagement, establish network, establish brand, searchability, find leads
Metrics for Success: Connections, discussion participation, Klout score, referrals
 - 4. Blog** **Purpose:** Increase recognition, increase engagement, searchability
Metrics for Success: Number of posts, audience growth (unique and returns), comments/likes, subscribers, inbound links, directory listings, SEO improvements, referrals from social networks
 - 5. YouTube** **Purpose:** Increase recognition, increase engagement, establish brand
Metrics for Success: Video views, video reviews, stars
 - 6. Pinterest** **Purpose:** Increase recognition, increase engagement and interest, establish network, establish brand, searchability
Metrics for Success: Repins, Likes and Comments
 - 7. Instagram** **Purpose:** Promote organic growth with hash tags and geo-tagging. Increase searchability and interest.
Metrics for Success: Likes, comments and website referrals
 - 8. Weibo** **Purpose:** Increase recognition, searchability and engagement targeted to Chinese users
Metrics for Success: Comments, shares, referrals
-

Follow, Mirror Industry Leaders:

Toni Haber

<http://toni.elliman.com/>

<https://www.facebook.com/tonihaber>

- new listings for status updates - linked from her twitter
- signed contracts
- responses, likes from friends
- 383 followers

<https://twitter.com/haberteam>

- value added: living social deals, news updates, news year resolutions, ect

Social Media Action Plan

Facebook 2-3 hours/week

Action Type	Action Details	Frequency	Metric/Tracking	Benchmark	Time/Wk	Means
Create Business Page/Account	Add company details, ensure consistency across platforms	Once	% Page completion	Completion	1-2 Hours	Facebook Platform
Increase "Like" Count	Produce and post interactive, relevant content	2x Daily	% impressions % feedback Click through rate	50 likes/month	30 minutes	Facebook Platform
Post Content	Utilize existing resources (Real Deal, Property Shark, Crains NY) Create engaging content: Articles, blog posts, new properties.	2x Daily	% impressions % feedback Click through rate % Share	10 shares per post	30 minutes	Blog Facebook Platform
"Like" Fan Pages	Search for relevant pages to receive updates: Real Estate of major cities worldwide, estate planners, financial groups, diplomats, developers, Crains NY, international lawyers, NY Times, Bloomberg, Forbes, CNN, CCTV, Huran, Realtor.com, REBNY,	15x Daily	# Likes	500 likes/month	30 minutes	Facebook Search Internet Search
Community Engagement	Like and comment on relevant posts. Posts questions and expert answers to community	2x Week	% Feedback	N/A	30 minutes	Facebook News Feed

More Fan Pages to "Like" or "Follow" : Embassy, worldwide boutique agencies, finance bankers, commercial RE groups, funding groups, NY, NJ, CT, LI, incubator/event spaces, International, Midtown, Upper East/West, Lincoln Tunnel, Hudson Yards, Brooklyn (Williamsburg, Greenpoint), school districts, international, MET, Whitney, Museums, Broadway, Lincoln Center, Time Square, Zagat, NY Magazine, Vanity Fair, Barbara Walter, China Business Knowledge (CBK), Real Estate Rama, Luxury Society, Xing, International Buyers, Who's Who in Luxury Real Estate, Adelaide Polsinelli, Rusty Thrasher, NYC, CPC, Landmark Preservation Committee, East West Bank, US Public, Xingyang.

Twitter 2-4 hours/week

Action Type	Action Details	Frequency	Metric/Tracking	Benchmark	Time/Wk	Means
Create Business Account	Add company details, ensure consistency across platforms	Once	% Page completion	Completion	1-2 Hours	Twitter Platform
Increase Follower Count	Use 3 rd party Twitter apps to increase # of relevant followers	15x Daily	# Followers # Relevant Followers % Increase	100/month	30 minutes	Twitter Platform Twiends Platform
Follow Users Follow Backs	Follow other users and firms that are specialists in the real estate market	15x Daily	# Following Follower vs. Following Ratio	100/month	30 minutes	Twitter Platform
Tweet	Tweet content types	1x Daily	# Likes	50/month	30 minutes	Twitter Platform
Community Engagement	Retweet other Twitter user's content and engage with comments on tweets related to key words, phrases and industry	10x Daily	% Feedback	N/A	30 minutes	Search Twitter

LinkedIn 2-3 hours/week

Action Type	Action Details	Frequency	Metric/Tracking	Benchmark	Time/Wk	Means
Create Business Page	Add company details, ensure consistency across platforms	Once	% Page completion	Completion	1-2 Hours	LinkedIn Platform
Increase Follower Count	Engage users to follow for updates	15x Daily	# Followers # Relevant Followers % Increase	500 followers/month	30 minutes	LinkedIn Platform
Post Content	Posts that direct viewers to FB, website, or blog	1x Week	# Clicks	5 clicks/week	10 minutes	LinkedIn Platform
Community Engagement & Reputation Management	Engage in and join group. Reply to users who engage with a comment. Comment on updates related to key words, phrases and industry	1x Week	% Feedback	N/A	30 minutes	LinkedIn Groups LinkedIn Stream

Blog 2-4 hours/week

Action Type	Action Details	Frequency	Metric/Tracking	Benchmark	Time/Wk	Means
Create Blog	Add company details, ensure consistency across platforms	Once	% Page completion	Completion	1-3 Hours	Wordpress
Blog Posts	Post relevant content on blog with SEO optimized photo	1-2x Week	# Post views # Social Shares % Feedback	10 views /day 2 shares/day	1 Hour	Wordpress
Reputation Management	Reply to comments on posts. Search for mentions	Daily	% Impressions % Feedback Click Through Rate	5 CTR/day	30 minutes	Wordpress
Blogger Outreach	Like and comment on relevant blog posts related to key words, phrases and industries	1x Daily	# Comments # Replies	N/A	30 minutes	Wordpress
SEO	Align company description, optimize tags, photos, ect	Daily	Google PageRank #blog views	15 view/day	30 minutes	Wordpress
Videos	Utilize YouTube videos	2x Week	# Favorites # Shares # Positive comments	N/A	10 minutes	YouTube Platform Wordpress

YouTube 1-2 hour/week

Action Type	Action Details	Frequency	Metric/Tracking	Benchmark	Time/Wk	Means
Create Channel	Add company details, ensure consistency across platforms	Once	% Channel completion	Completion	1-2 Hours	YouTube
Add Videos	Add video testimonials and get code to push onto social sites	1x Week	# Video Views	100 views per video/month	1 Hour	YouTube

Videos will be based on the subjects in The Deal by Lior Aldad, ESQ and Maximum Profits with New Construction – How to Successful Invest in New York by Thomas Guss

The Deal by Lior Aldad, ESQ

- The Contract
 - Basic understanding of a real estate transaction
 - Importance of legal representation
 - The clauses
 - Mortgage contingency
 - Time of the essence
 - Condition of the property
 - Conclusion
- Tax Gain Exemption
- Estimated Closing Costs
 - Co-operative units
 - Costs incurred by purchaser
 - Costs incurred by seller
 - Condominium & Private House
 - Costs incurred by purchaser
 - Costs incurred by seller
- Financing Basics
 - Mortgage shopping
 - Mortgage broker
 - Government programs
 - Computer loan origination
 - Types of loans
 - Interest rate, “Points” and other fees
 - Lender required Settlement
 - Comparing loan costs
 - Locking the interest rate
 - Tax and insurance payments
 - Mortgage insurance
 - Flood hazard areas
 - Preapproval Letter
 - Appraisal
 - How to Increase the Chances of Obtaining a Mortgage Prior to Signing the Contract of Sale
 - Conclusion
- 1031 Exchange
 - Tax Shelter for Real Estate Investment
 - Tax Deferred Exchange
 - Misconceptions about Exchanging
 - Advantages and disadvantages of exchanging
 - The justification for tax deferral
 - The parties and properties in an exchange
 - Conclusion

Maximum Profits with New Construction – How to Successful Invest in New York by Thomas Guss

- How can you profit?
- Investment styles
- The Role of the Broker
- The Developer's broker
- The sales material
- The view from up here
- Outdoor space
- Which apartment to buy
- Buying multiple apartments
- The condominium offering plan
- Challenged property
- How to buy at the best price
- Tax abatements
- Developers' tactics
- At the sales center
- Pricing strategies
- The first offering price
- How to buy at a discount
- Forms of ownership
- Right of first refusal
- The reservation process – step by step
- The purchase process
- The role of your lawyer
- Special risks
- Financing
- Closing costs
- Insurance
- Market cycles
- Property appreciation
- Buy now or later?
- Cost of new development
- What about "flipping"
- Market perception
- Too many apartments?
- The vacation home
- Value by the minute
- Your investment portfolio
- The 3 golden rules of real estate

Pinterest 1-2 hour/week

Action Type	Action Details	Frequency	Metric/Tracking	Benchmark	Time/Wk	Means
Create Business Account	Add company details, ensure consistency across platforms	Once	% Page completion	Completion	1-2 Hours	Pinterest Platform
Follow Users Follow Backs	Follow other users and firms that are specialists in the real estate market	15x Daily	# Following Follower vs. Following Ratio	750/ month	30 minutes	Pinterest Platform
Pin Pictures	Pin properties from other companies or upload property pictures, floor plans, ect.	1x Weekly	# Repins # Favorites # Comments	5 repins / week 5 favorites/ week 5 comments/ week	30 minutes	Pinterest Platform

Joan please provide: Pictures, floor plans, buildings and names of clients on social media.

Instagram 1-2 hour/week

Action Type	Action Details	Frequency	Metric/Tracking	Benchmark	Time/Wk	Means
Create Business Account	Add company details, ensure consistency across platforms	Once	% Page completion	Completion	1-2 Hours	Instagram Platform
Follow Users Follow Backs	Follow other users and firms that are specialists in the real estate market	15x Daily	# Following Follower vs. Following Ratio	750/ month	30 minutes	Instagram Platform
Post Pictures	Post properties from other companies or upload exterior property pictures	1x Weekly	# Shares # Favorites # Comments	5 repins / week 5 favorites/ week 5 comments/ week	30 minutes	Instagram Platform

Push content to other social bookmarking and news sites (Delicious, Sphinn, Reddit, Digg, StumbleUpon, FriendFeed, Namesake, etc.)

Normal increments of follower benchmarks:

- 100
- 500
- 1000
- 1500
- 2000
- 2500

Weibo 1-2 hour/week (to be maintained by Jan Wan)

Action Type	Action Details	Frequency	Metric/Tracking	Benchmark	Time/Wk	Means
Create Business Account	Add company details, ensure consistency across platforms	Once	% Page completion	Completion	1-2 Hours	Weibo Platform
Increase Follower Count	Use 3 rd party apps to increase # of relevant followers	5x Daily	# Followers # Relevant Followers % Increase	500/month	30 minutes	Weibo Platform Twiends Platform
Follow Users Follow Backs	Follow other users and firms that are specialists in the real estate market	5x Daily	# Following Follower vs. Following Ratio	500/month	30 minutes	Weibo Platform
Tweet	Tweet content types	1x Daily	# Likes	50/month	30 minutes	Weibo Platform
Community Engagement	Retweet other Weibo user's content and engage with comments on tweets related to key words, phrases and industry	5x Daily	% Feedback	N/A	30 minutes	Search Weibo

7.0 Website Strategic Plan

The purpose of our website is to validate that we are an authority of a topic.

- Methodology and approach
- Cycle of Communication – building trust in us as experts and have clients return to us a key player in the real estate game
- Knowledge – private communication and documents
- Functionality
- Generate leads by capturing contact information to turn them from web surfers to clients
- Regular communication with clients
- Provide “stickiness factor” with useful info and teasers

Measure of Success

- Frequent information arrival
- Quality of traffic
- Registrations – for information
- Bots (Google, Bing) higher return, higher ranking based on site content and repeating key words.

1. **Grafico:**

- Discovery: January 18th 2013
- Define: First week of February
- Design: Mid-March to early April
- Deliver: Within 6-8 weeks

2. **Timur:** Website Creation

- Functionality:
 - Will the page view fully when minimized. Ex. Google TV
 - Mobile ready: flash and no flash
 - Back end: what can be edited
- Multilingual Site
 - Starter Languages: Spanish/French, Arabic, Simplified Chinese
 - Phase 2: Long Term Languages: Korean, Indian, Filipino, Hebrew

3. **Content:**

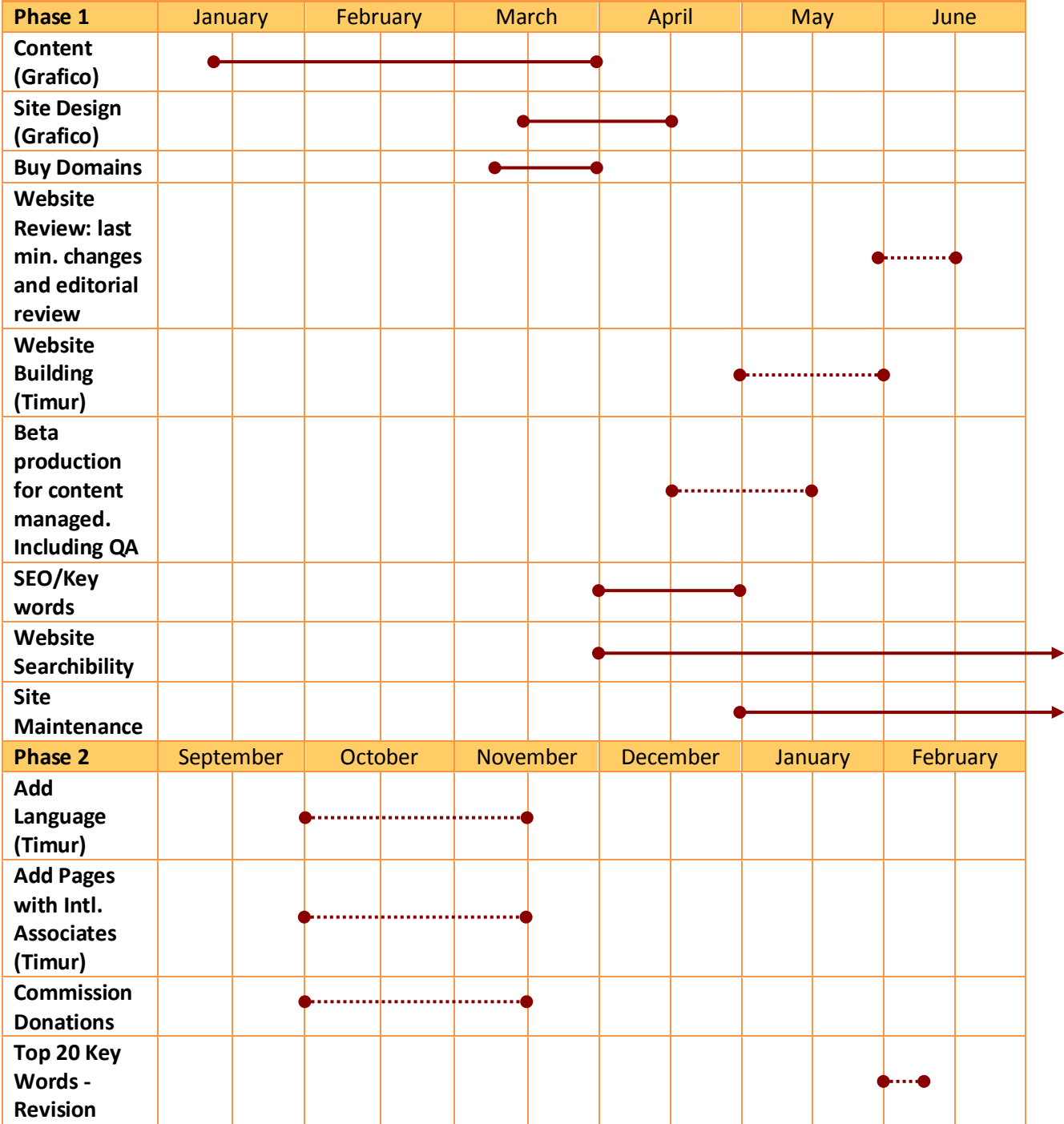
- Teasers (bottom right under a link or front page?)
Top 5 things you want to focus on for:
 - International buyers
 - US buyers
 - First time home buyers – primary resident
 - Secondary home buyers
 - Primary residential buyers

- Blog: Theme “Be bright, be bold, be gone”
Recent posts should be on the home page as well as in the form of info blocks on other pages.
 - Current real estate events:
 - New schools
 - New laws
 - New buildings
 - PTA
 - Youtube
 - Quotes: Searchquotes.com, brainyquote.com
 - Duke Ellington – “No place epitomizes the American experience and the American spirit more than New York City.”
 - Ben Franklin – “The Constitution only gives people the right to pursue happiness. You have to catch it yourself.” (ties in with real estate is aspirational. us dream. happiness is dream)
 - John Wooden - "It's the little details that are vital. Little things make big things happen."

4. Website searchability:

- Google
- Google Places
- Google Mobile
- Bing
- Yahoo!
- Twitter
- Facebook
- CitySearch
- FourSquare
- YP.com
- GPS navigation
- Merchant Circle
- Zillow
- Trulia

Website Implementation Schedule 2013



- Solid Lines – Official
-● Dotted Lines – Tentative
- Arrows – Ongoing

Website Action Plan

1-2 hours/week

Action Type	Action Details	Frequency	Metric/Tracking	Benchmark	Time/Wk	Means
Build site	Add company details, ensure consistency across platforms	Once	% Page completion	Completion	1 Month	Timur
Increase Visibility	Post relevant content with key words	When necessary to update	% impressions # unique visits Click through rate	20 views/week	30 minutes	Key Words, Bots, SEO
Post Content	Utilize existing resources (Real Deal, Property Shark, Crains NY) Create engaging content: Articles, blog posts, new properties.	2x Daily	% impressions % feedback Click through rate % Share	10 shares per post	30 minutes	Blog Website (*Refer to Social Media Action Plan)
Add New Listings	Search for relevant pages to receive updates.	When necessary to update	# Likes	5 referrals/month	30 minutes	Website
Maintain	Make sure information is correct. CRM	1x Week	N/A	N/A	30 minutes	Website

8.0 Operating Plan

Implementation of new staff

Training

Referral Team

Delivery of service

How to achieve “boutique” service quality?

9.0 Management

Primary Team

❖ Joan Brothers – President

Joan Esposito Brothers has always had international connections, from Europe throughout Asia which has led to cultural sensitivity. With an MBA in international business, she initially was a corporate expatriate for Mitsui but quickly found her way into real estate.

For the past 15 years, she has focused her energies and entrepreneurial spirit in helping her American and international clients have their New York real estate assets work for them. Her real estate activities have placed her in every major new construction property built in New York. Her background allowed her to excel in corporate relocations, luxury condominium rentals and sales, as well as development and preconstruction sales. The combination of her ability to do financial analysis and negotiation, and international and intercultural understanding, makes her a major asset for any client.

She has an active committee member of Asia Society, Civitas, The Real Estate Board of NY (REBNY), Sutton Area Community, Colonial Dames of NY and other such organizations.

She serves on the Board of Directors for her Coop Board, her child’s PTA of PS59 and Coalition of Midtown.

❖ JD Walsh – Producer & New Business Opportunities

Residential and pre-construction specialist, JD Walsh identifies with the savvy investor, residential home buyer and business owner looking for the perfect space. Understanding the vast New York City market and real estate trends and fulfilling the client's needs and utilizing relationships, has generated a successful niche for JD in the exciting world of NYC real estate.

Former college and European professional basketball standout, JD has developed a bond with the local NY and global community and beyond. He is an often sought after basketball clinician and has worked throughout the United States, Israel, China, Ireland and the Dominican Republic.

❖ Bill Brothers- Architect and Developer

Residential and pre-construction architect and developer, Bill Brothers formed Interactive Development Associates (IDA) in 1997. IDA has always focused on quality base building and interior design solutions. IDA has been involved with projects totaling over 2 million square feet. Currently in Harlem alone, there are 2 buildings: The Lenox and Fifth on the Park. Additional developments are underway. Understanding the vast New York City market and real estate trends and fulfilling the client's needs and utilizing relationships, has generated a successful niche for Bill.

Bill has worked throughout the United States, Russia, China and Europe.

- ❖ **Karen Meyer- Seasoned On Site Development Expert**
Trump Experience

Satellite Team

- ❖ **Nitza Poleg- Tel Aviv, Israel and Paris, France**

With a background in interior design and as someone who has lived around the world with her CEO husband, Nitza Poleg has access high level executives and entrepreneurs.

- ❖ **Marion Raagas- Manila, Philippines**

Marion Raagas has always been involved in international business and comes from a family involved in real estate in the Philippines. With such an international background, he initially was a corporate manager for Colgate-Palmolive and Citibank but found his way into New York City real estate. Both from an ownership standpoint and as a Salesperson.

For the past 10 years, he has focused his energies and entrepreneurial spirit in helping his international clients have their New York real estate assets work for them. His real estate activities have placed him in every major new construction property built in the last 25 years. His background allows him to excel in corporate relocations, luxury condominium rentals and sales, as well as development and preconstruction sales. As an owner of luxury condos worldwide and international and intercultural understanding, he is a major asset for any client.

- ❖ **Ally Luo – Beijing, China**

Ms. Luo has always had global interests as she was born in China. She is able to incorporate her Chinese background, current U.S. experiences and a solid knowledge of real estate to consult with other Chinese in their efforts to own in the U.S.

With honesty and sincerity, her intricate understanding of both cultures makes her an invaluable advisor.

- ❖ **Elizabeth Heejoo Han – Seoul, Korea**

Elizabeth Heejoo Han is a licensed Real Estate Professional who speak English and Korean. She is committed to giving her best!

Elizabeth specialties include rentals and sales in condo rentals and sales in Manhattan for the Asian community.

- ❖ **Elissa Abreau – Latin American and Spanish Specialist**

Very few brokers are as effective to work with or as enjoyable as Elissa Abreu. She communicates with others easily and enjoys good relationships with brokers, as well as with principals. Elissa is exceptionally dedicated, especially when representing property exclusively. She utilizes marketing resources to maximize impact and direct attention to the property, carefully monitoring all aspects of the sales or rental process. She is constantly available to show the apartments, and she updates owners and costumers regularly. Her wonderful sense of humor and personable selling style make the sales process much easier for clients and customers. Elissa has a developed reputation for

working hard, listening well, and knowing the market thoroughly. Her clients appreciate her patience and ability to work within their parameters.

❖ **Cumhur Erenel – Turkey**

Cumhur Erenel has studied medicine and is a graduate of the Istanbul University. He has been working as a licensed professional tour guide and tour manager since the mid 1980s. He has conducted cultural tours for various companies both domestically and internationally! He enjoys accumulating knowledge on cultural history and mythology.

❖ **Lord Patrick Parsons – London, England**

Patrick Parsons is the President of Citiarc Group. He is the founder and managing director of Orient Parsons Consultants (OPC). With more than 15 years of experience in the Real Estate industry, Mr. Parsons has worked in the Chinese real estate market for over 10 years and is widely recognized as one of the first trye western developers in Beijing. He has broad, hands-on experience in research, marketing, sales construction to development with some of the most renown projects in the city- apartment and office buildings, villa complexes, five star hotels, retail and mixed-use projects-and has worked with and consulted for some of Beijing’s largest real estate developers and specialists. Through his work with such market leading companies as Taihe Real Estate Co., Beijing East lake Villas, Jones Land Wootton (now Jones Lang LaSalle) he has demonstrated a proven track record of putting together complex, multi-party deals; negotiating and solidifying necessary political positioning, and successfully marketing positioning analysis; commercial real estate markets plans and investment analysis. He is a native of Ireland and a graduate of Aiglon College, Switzerland; Mr. Parsons lives in Beijing with his wife and two children

❖ **Lady Anna Parson – London, England**

❖ **Kiki Speranza – Rome, Italy**

❖ **KT Cailin & Yuhming Tien – New Jersey**

❖ **Samantha Lim – Australia**

Marketing Team

❖ Elaine Chan

10.0 Financial Projections (private)

- ❖ Monthly Cash flow
- ❖ Annual Projections – assumptions, estimates
- ❖ Break-even analysis – product mix, BE units