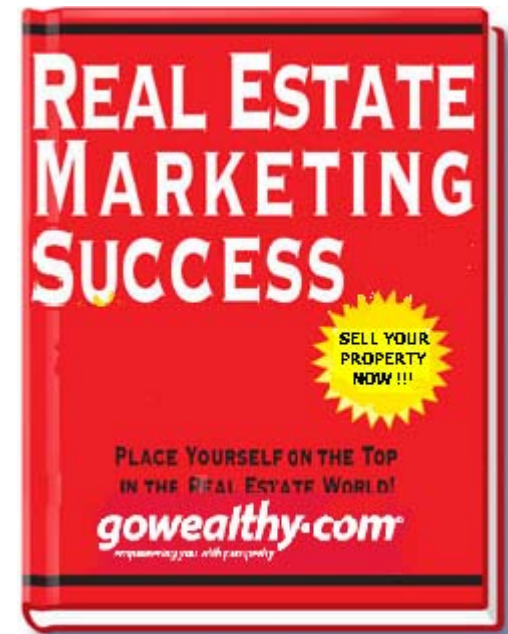


Re-sale Focus Marketing Packages

Rate-card for Dec 2008

Re-sale Focus Marketing - Objective

To provide the ideal platform for property sellers and re-sellers to showcase their real-estate offerings to qualified world-wide audiences in order to maximize sales prospects and optimize sales revenue generation.



Re-sale Focus Marketing - Benefits

- Special focus on your property
- Local and International exposure and service
- Enjoy 360° concerted multi-media approach
- Free creative & communication development
- Advantage of region's No.1 property portal
- Access exclusive databases world-wide
- Access to institutional investors, special property funds, cash buyers
- Prime offline media-space
- Exclusive media rate advantages
- Real-time access to qualified, verified and regular progress updates

VERY HIGH SALES-SUCCESS OUTLOOK



Re-sale Focus Marketing: Offerings

Offline Advertising Support

- Gulf News Freehold cover page Ads on Thu
- Gulf News Freehold inside page Ads on other days
- International advertising options

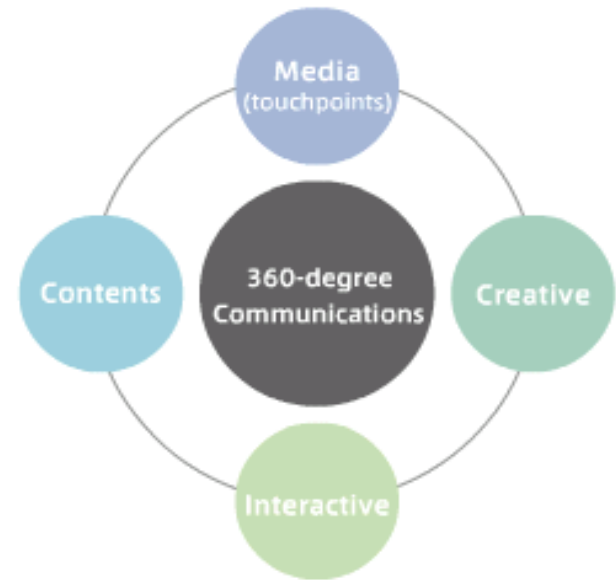
Online Advertising Support

- Gowealthy.com home-page banner coverage
- Gowealthy.com inside page banner coverage
- Direct Mail exercises to qualified databases
- Log-in access benefits to personalized prop-page
- Affiliate website advertising packages

Sales Support

- Dedicated 2-member resource
- 24x7 assistance and customer service
- Reduced commission on sales

CONCERTED, COMPREHENSIVE PACKAGE



Re-sale Focus Marketing: Packages

Platinum Package

- Intense 4-week multi-media campaign
- GN Freehold cover Full Page on Thu – 1 Ad
- GN Freehold inside page HPC - 2 Ads
- Gowealthy.com home-page banner with 50,000 imp.
- Gowealthy.com inside page banner with 25,000 imp.
- Log-in access benefits to personalized prop-page
- 2 Direct mail exercises to a select databases
- Affiliate website listings – domestic & international
- International advertising optional packages
- Management of all Marketing & Sales leads by a dedicated 2 member team in Dubai & London offices
- **Reduced Brokerage of 1% on Sale**

Rate: AED 9,500

Terms of payment, rate policy etc. are listed at the end of the proposal



Re-sale Focus Marketing: Packages

Gold Package

- Intense 2-week multi-media campaign
- GN Freehold inside page HPC - 2 Ads
- Gowealthy.com home-page banner with 30,000 imp.
- Gowealthy.com inside page banner with 15,000 imp.
- Log-in access benefits to personalized prop-page
- 1 Direct mail exercises to a select databases
- Affiliate website listings – domestic & international
- International advertising optional packages
- Management of all Marketing & Sales leads by a dedicated 2 member team in Dubai & London offices
- **Reduced Brokerage of 1% on Sale**

Rate: AED 5,000

Terms of payment, rate policy etc. are listed at the end of the proposal



Terms of payment & Rate policy

- Full payment to be made in advance
- PDC to be made out in the name of First Gowealthy Real Estate Brokers, 1 week prior to activity start
- Credit extension and split payment facility, if requested, is at the sole discretion of Gowealthy Management only
- Signing of an order is construed as acceptance of all current rates and conditions.
- Advertising will be charged at rates effective on date of publication.
- Position requests will be honored whenever possible
- Gowealthy.com will not be responsible for advertising no-shows arising from content delays, publication decisions and other force majeure conditions, though all attempts will be made to compensate through subsequent advertising



Technical Requirements

- At least 1 high resolution (300 dpi) image of the property that is to be advertised
- In case of ready property, actual recent property photographs (or authorized access to property premises), apart from property/community renderings
- A detailed write-up about the property, with unique selling points highlighted
- Net/Gross area details, Selling Price, payment terms etc to be provided in accurate written format



Contact Us

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