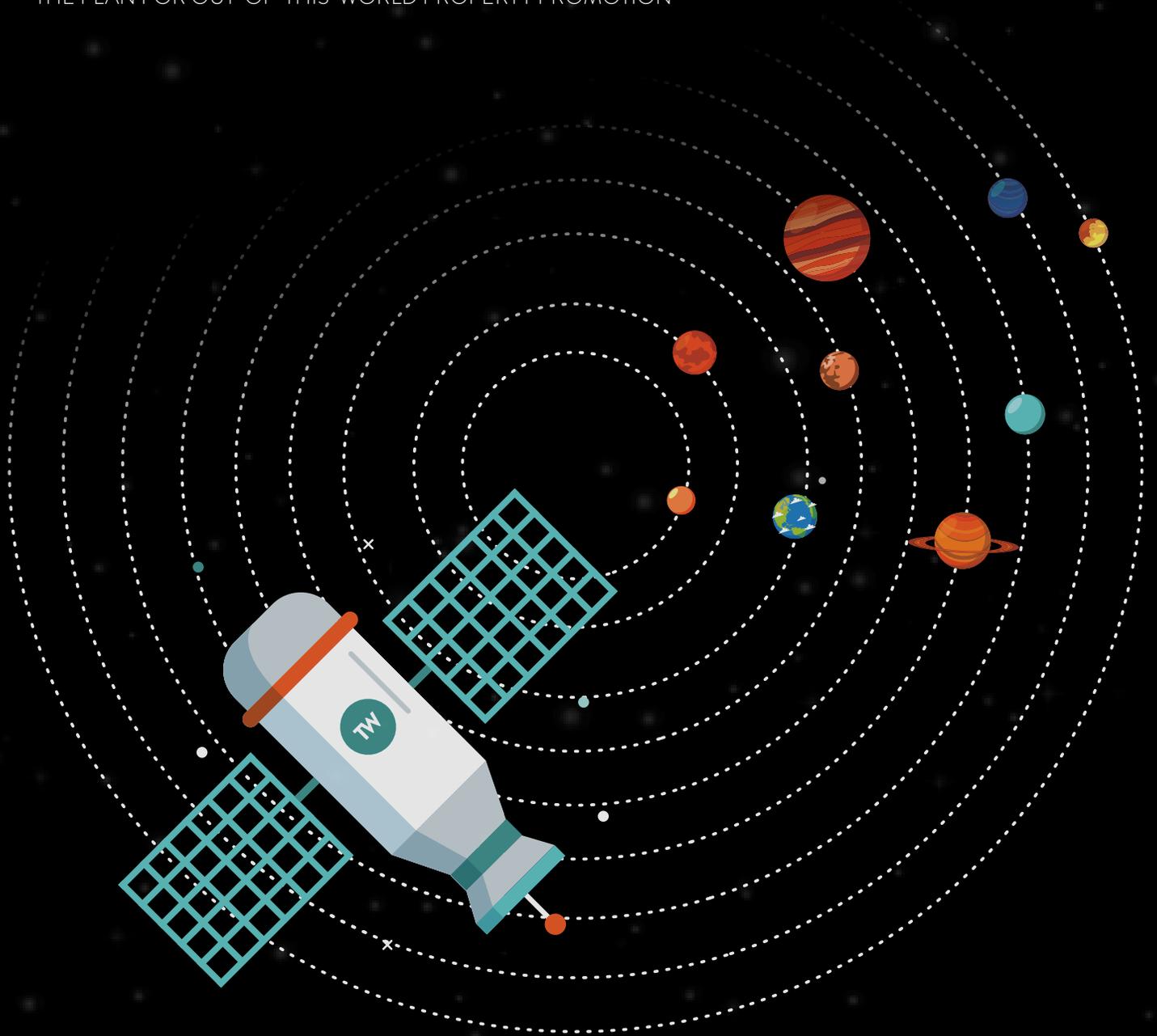


THE TW MARKETINGUNIVERSE

THE PLAN FOR OUT-OF-THIS-WORLD PROPERTY PROMOTION



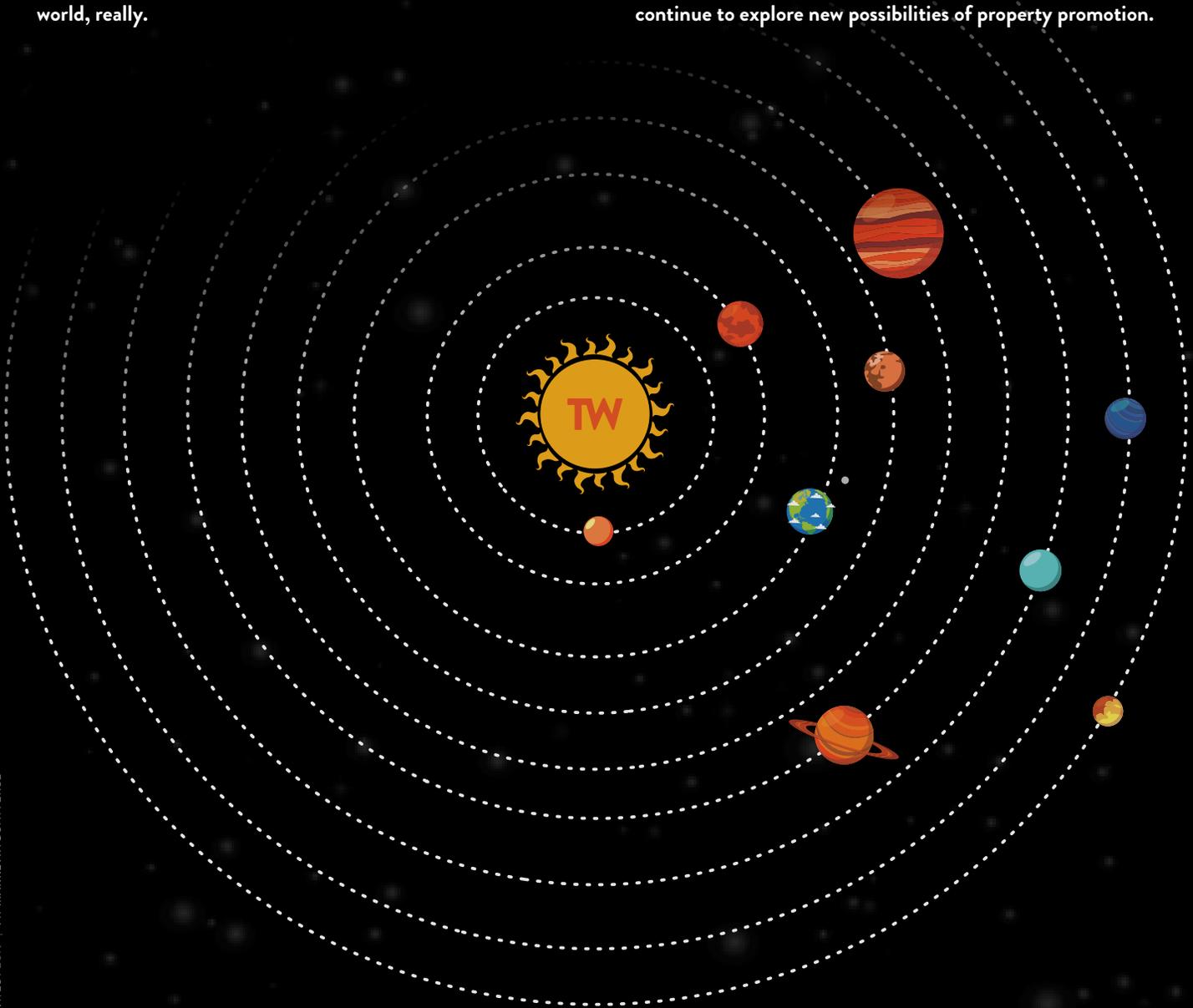
The Evolution of the TW MarketingUniverse

The Internet and social media have created an opportunity and promotional environment that has never existed previously. A whole new world of anytime and anywhere consumer behaviour far removed from the days of 'carrier pigeon' print promotion.

Implemented properly, we can systemically seek and find potential Buyers and pinpoint, track and analyze each of our individualized marketing efforts. It's a pretty awesome new world, really.

The TW MarketingUniverse began with a big bang in 2014. A custom-built and always improving environment that will never actually reach completion. We think, we strategize, we build, we test, we tweak and then we test it all again.

While it is both a big investment of time and resources, we think it should be the mission of a modern real estate company to constantly push the boundaries of our industry and continue to explore new possibilities of property promotion.



The Schematic

Promotional success involves serious planning. You have to draw it up before you can execute and we believe we have created a blueprint that clearly provides the model for marketing mission success.

While it is a complicated environment, here is the foundation of how we have drawn it up.

PHILOSOPHIES

1. MISSION CONTROL

At the centre of the TW MarketingUniverse is trilliumwest.com. A custom-built web beauty designed for optimal performance, complete user-tracking and ultimate viewing pleasure.

2. COLLABORATION

We function on the premise that all property, project, individual and company web traffic should flow through a singular shared environment to benefit all Sellers collectively.

3. CLIENT-FIRST APPROACH

A firm focus on promoting property - not Realtor® faces, asterisk-fuelled gimmicks*, listings from another company, or franchise rhetoric.

4. INSTANT AND INFINITE

Property promotion will begin once property is posted to trilliumwest.com and only stop once your home is sold.

5. RULE OF RELEVANCY

The Buyer experience can be maximized if we only introduce properties that may be of interest to them based on their search and Internet footprints. Use Netflix? You know that section that says 'because you watched that you might like this'? Kinda like that, but for your home.



STRATEGIES

1. CREATE DESIRE

Properties receive the best sales results when Buyers can't resist their 'desire' for them. All property posts and promotions seek to create and fuel that desire.

2. RELEVANCY IN MOTION

Serve results based on evolving Buyer criteria. If a property is of particular interest, we continue to serve ongoing engaging content.

3. TRACK ALL RESULTS

We need to know what is working, and more importantly, what is not.

4. RECALIBRATE AND RETARGET

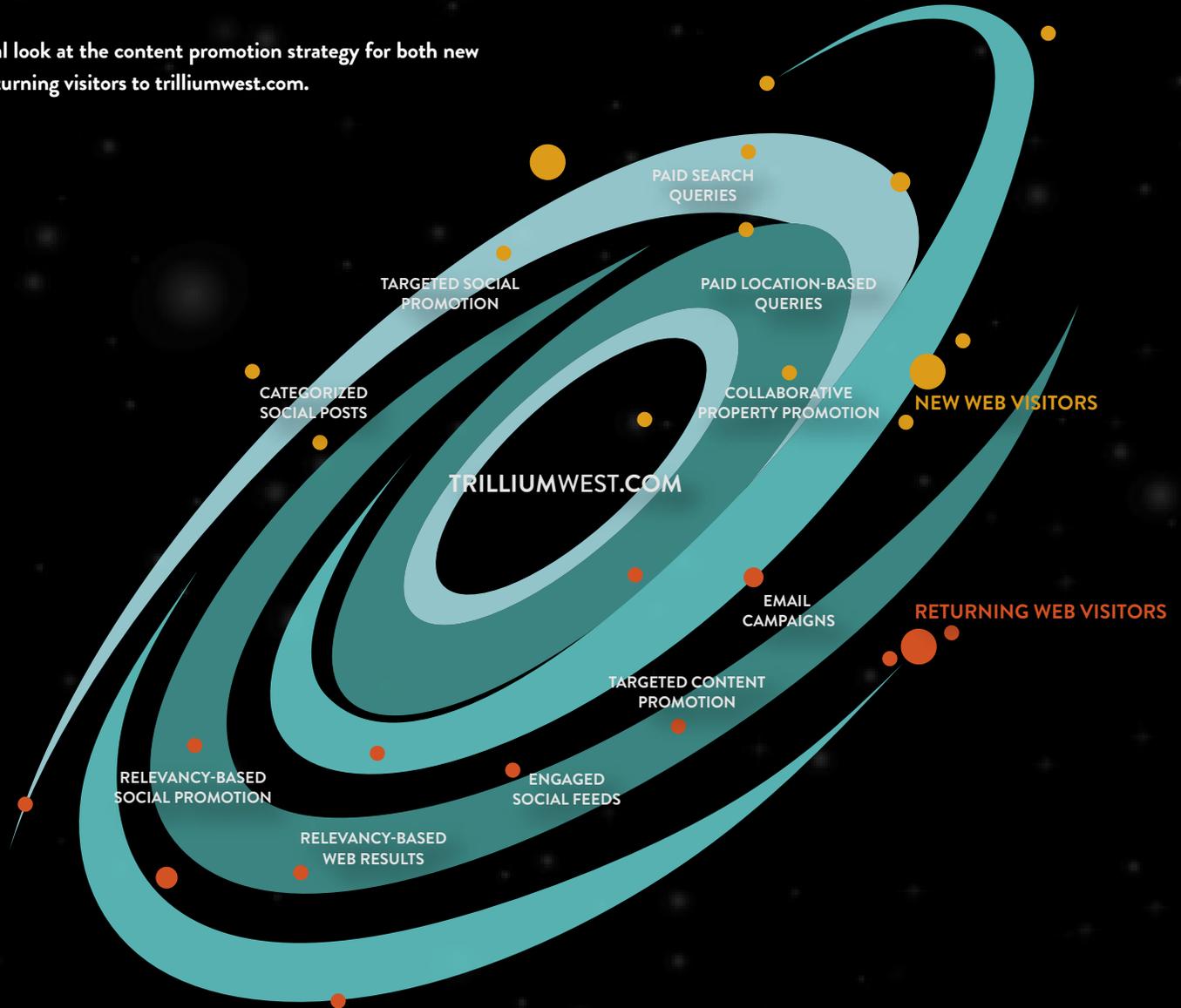
Data is dynamically analyzed and new promotions are instantly created to achieve improved results.

5. REPORT RESULTS

Not just words, we show you our work. On-demand TW ListingReports available from your TrilliumWest Realtor®.

The Mission Map

A visual look at the content promotion strategy for both new and returning visitors to trilliumwest.com.



How it Works - Ad Relevancy Explained

A lot to consider, we get it!

So, how about a lovely little breakdown?

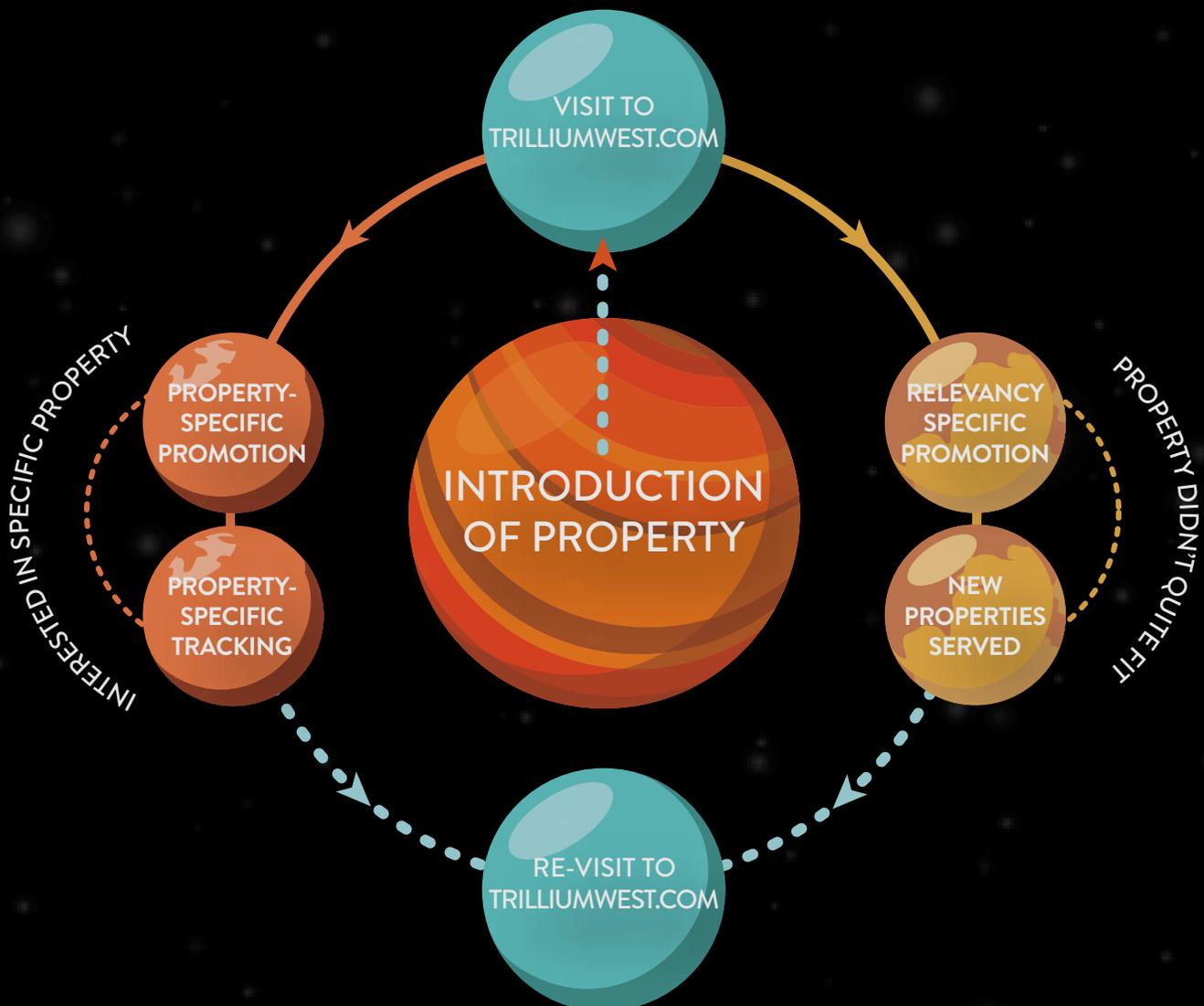
We draw a potential purchaser to trilliumwest.com with a particular ad promotion on either the web or social media.

Once arrived on our website, their unique site behaviour is tracked and instantly categorized. Categories are based on a combination of relevancy of product-type, user-specific demographics, device and location.

Once they have left our site, we only serve ads that will meet their preferences for what they are looking for in a home. We are seeking to only provide the most clickable content to potential purchasers.

When your home is listed, we instantly have groups of categorized Buyers to whom we can dynamically serve your clickable, hot new listing.

Click, collect, categorize and continue until your home is sold.



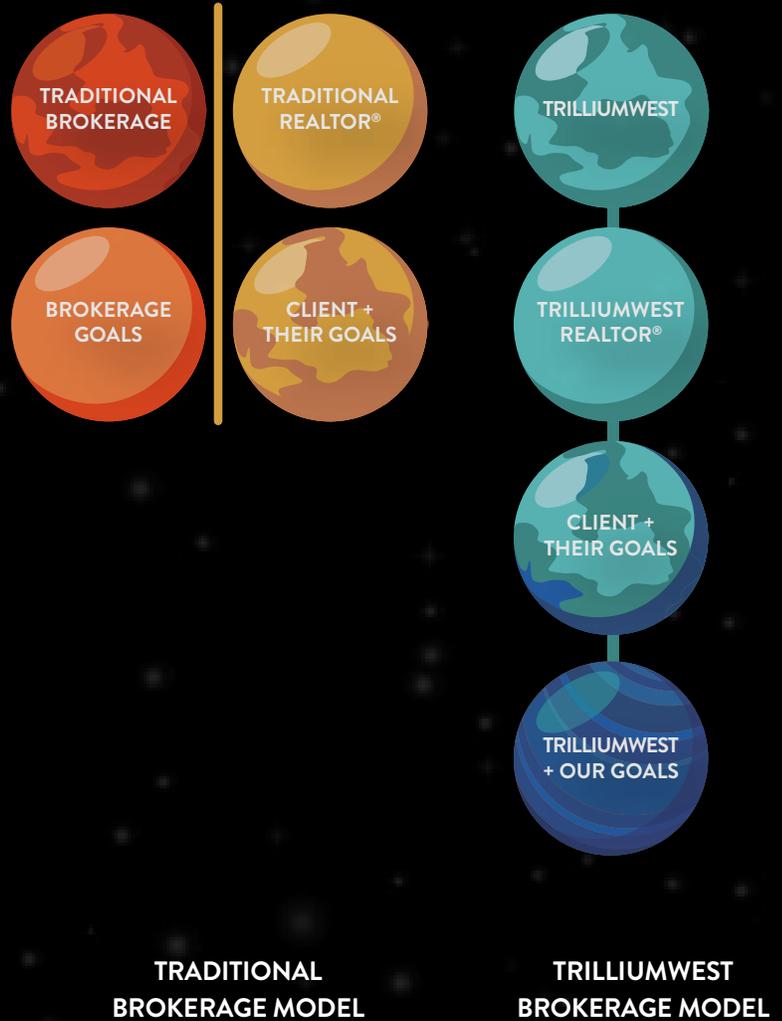
So Why Doesn't Every Company Do This?

Simply, we believe they just aren't built to handle it.

Most franchise companies function under a model that was built decades ago and does not align company, Realtor® and client interests in the same direction. At the end of the day, they simply do not have the structure, the qualified staff or the financial interest in carefully promoting your property.

Does that sound like the path to achieving the ultimate result for your home? Nope, but that's okay, because you know us. This is a confusing age of digital media and now-generation technology, and it takes careful structure and constant attention to detail to stay on top of it all - especially for an industry struggling to move forward from archaic business models.

We want to play our part in industry change, so we openly share our formula and let the competition know exactly what a successful property marketing strategy looks like. We just hope they are tuning in.



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