



WE VALUE THE OPPORTUNITY TO MEET WITH YOU

Leading
REAL ESTATE COMPANIES
OF THE WORLD


Windermere
REAL ESTATE

 LUXURY
PORTFOLIO
INTERNATIONAL®



The Wurden Team

Irene & Chris Wurden - [C] (360) 731-8821 [I] (360) 731-8844
www.KitsapLifestyle.com

THE WURDEN TEAM

EXPERIENCE. INTEGRITY. TRUST



EXPERIENCED REALTORS:

Achieving the dreams of 270 local & world wide clients & generating over \$145 million in sales since forming our family team February 2013.

OUR GOAL:

To help you sell your property for the highest price attainable, within the best time frame & to make selling as efficient, stress-free & as successful as possible.

WE SPECIALIZE:

In luxury waterfront & view residential marketing, sales & negotiations.

PRESENT & CONNECT:

Your listing to the highest number of qualified buyers & to all agents who represent them.

FAR REACHING MARKETING:

Your home with every available online, print & relational tool to successfully list & sell your homes. We are constantly updating & adding to our marketing platform to always stay above the curve & exceed expectations. [*drone photography, professional HDR shoots, & top technology*]

THE WURDEN TEAM

EXPERIENCE. INTEGRITY. TRUST



POWERFUL NEGOTIATION:

Bringing over 40 years of combined experience to your side. We take pride in representing & upholding your position by constructing & negotiating tough contracts that communicate your needs directly to all parties involved. All the while advising you & explaining all of your options, limiting your exposure & ensuring your important transaction proceeds smoothly through & after closing. *In 2021 our list to sell price ratio was +111%*

DEPTH OF KNOWLEDGE:

Continuously expanding our professional real estate knowledge (through continuing education classes & successfully consulting over 45 transactions per year) while seeking excellence in delivering the best real estate experience for YOUR personal needs.

DREAMS DO COME TRUE!

Chris & Irene Wurden

THE WURDEN TEAM

PROFESSIONAL HDR PHOTOGRAPHY



Stunning photography is where all quality marketing begins. We provide both on the ground and Aerial photo services for our clients by leveraging new high-tech equipment for your advantage while competing against other listings. These high quality HDR shots and panoramas are used throughout our marketing process.

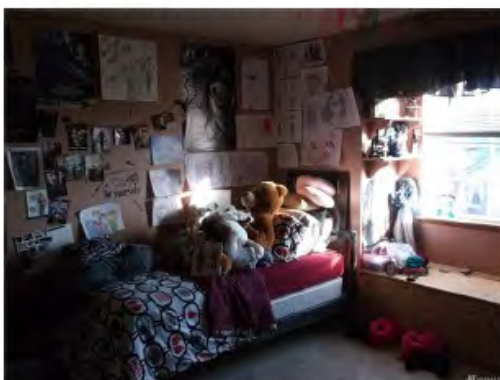
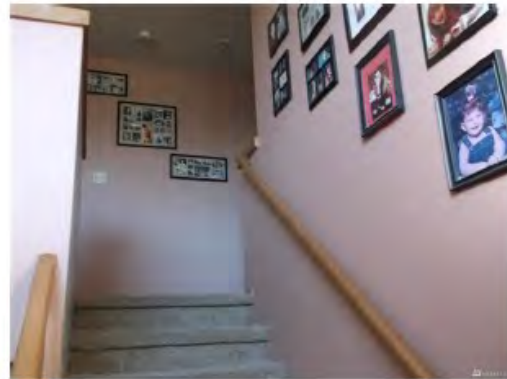
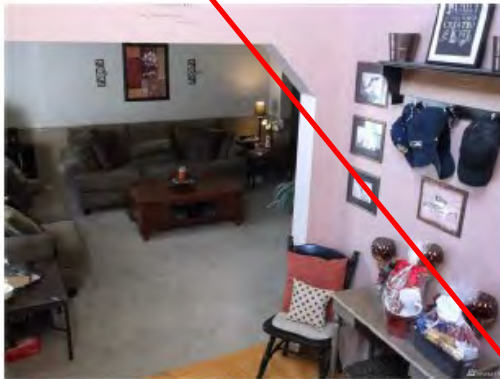


"I have completed dozens of photo shoots for The Wurden Team. With over 20 years in Digital Media, we know how to use the latest tools to produce magazine style imagery that will set your home apart. We also offer Aerial imagery from rooftop to 400ft to provide images that buyers double and triple take."

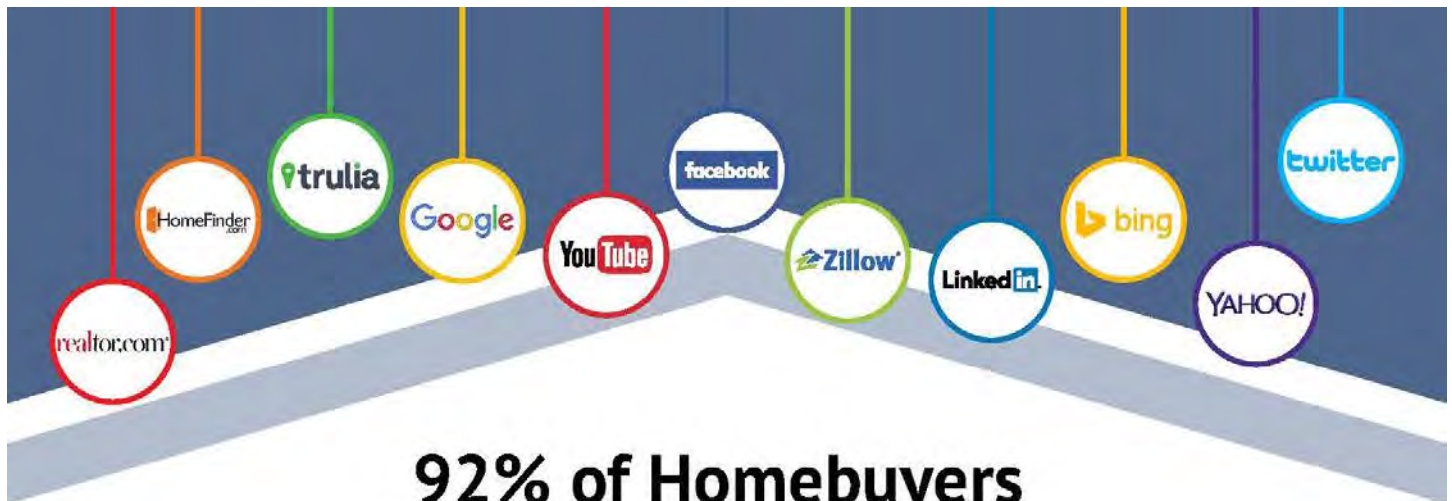
- Kelvin Hughes



THE WURDEN TEAM
THEIR PHOTOGRAPHY



THE WURDEN TEAM INTERNET MARKETING



92% of Homebuyers
Look Online for Homes



With industry leading distribution partners, I get your home the *attention it deserves.*

Visibility

Visibility is key. I will distribute to many popular industry websites giving your home maximum online exposure.

Search Engine Optimization

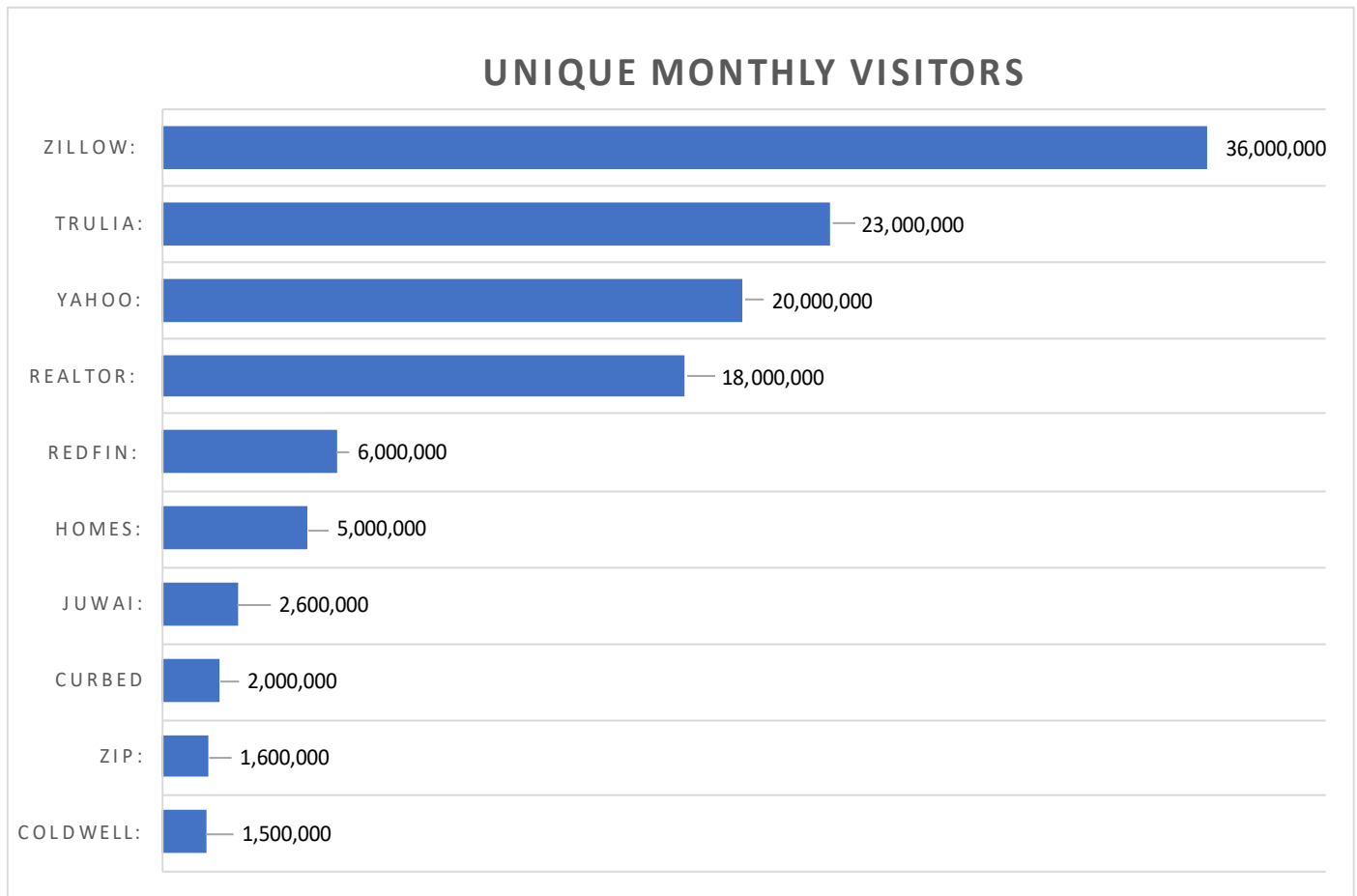
Your home tours are created for optimal performance in the most popular search engines.

Video Virality

The tour of your home will be placed strategically across the most popular platforms on the web to increase viewership.

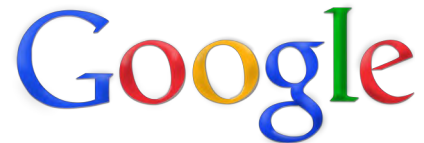
Drive More Leads

Using features like Mobile Target, I have more buyers inquiring about your home- driving more leads and a faster sale.



-
- The national association of REALTORS® reports that over 92% of home buyers begin their search on the Internet. . .
 - Therefore, the majority of our marketing dollars are spent on Internet advertising.
 - Your listing will be on each of these sites reaching a possible market place of over 115,700,000 potential buyers.
 - **Our team advertises on Zillow & Trulia:** This means many photos, great placement in search results, virtual tours, featured listing advertising and more. Your home will be highlighted to over 49,000,000 buyer's eyes in this format.
-

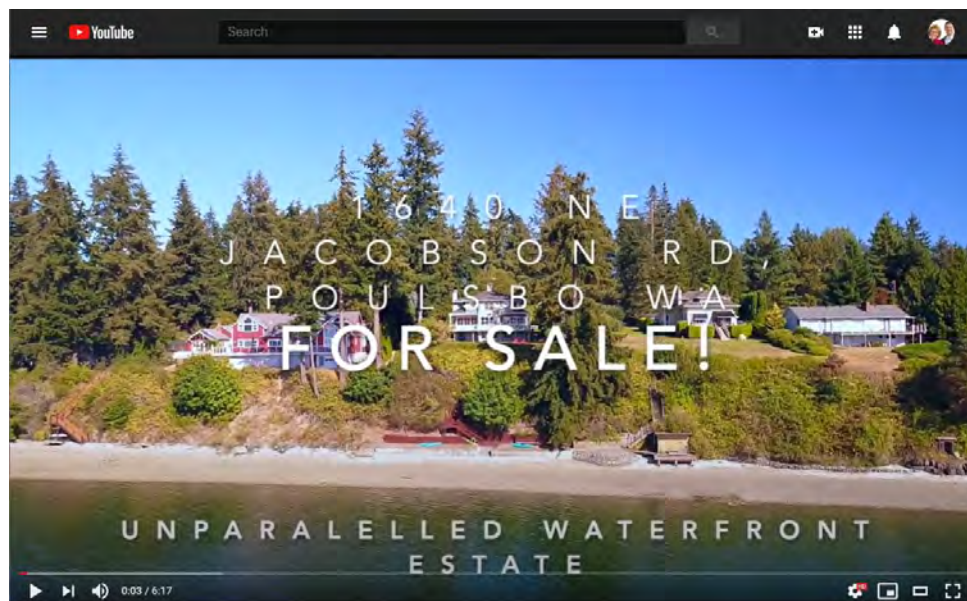
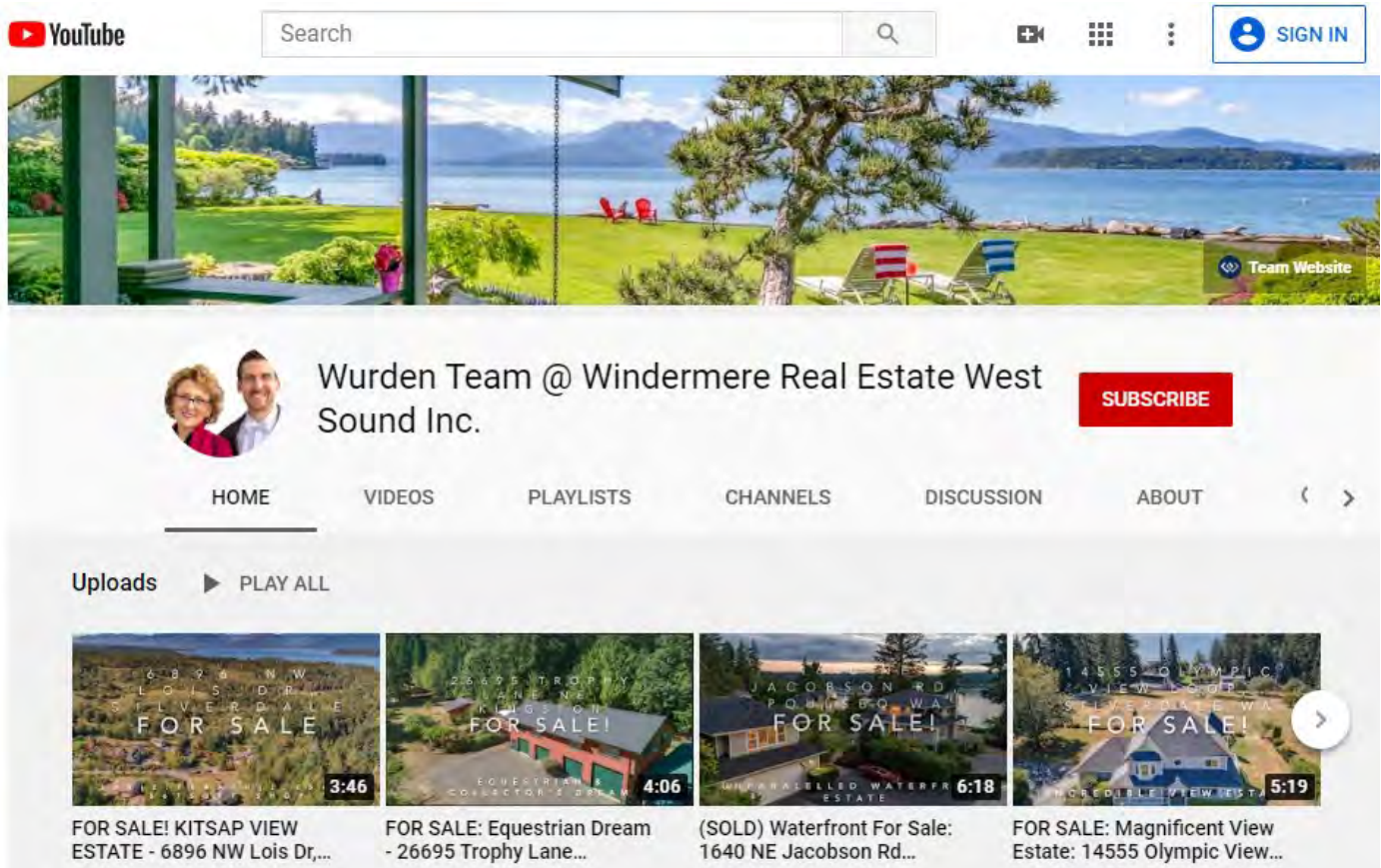
THE WURDEN TEAM
LISTING SYNDICATION PLATFORM



AND MANY MORE!



THE WURDEN TEAM VIRTUAL TOUR & WEBSITE



As well as its own custom hosted web address
www.BestHoodCanalWaterfront.com | www.BestWaterfrontKitsap.com

THE WURDEN TEAM SOCIAL MEDIA MARKETING



Irene & Chris Wurden: Buy & Sell Kitsap County Real Estate
@TheWurdenTeam

Services

- Listing Specialists**
We leverage Online, Print, Relational, & High End Technology to Aggr...
- Buyer Specialist**
Our Team provides 32 year of experie

[See All](#)

Post Details

Irene & Chris Wurden: Buy & Sell Kitsap County Real Estate
Published by Natalie Ann S [?] · October 13, 2019 · [?] · [?]

11790 Anderson Landing NW is the ultimate architectural design for the Northwest lifestyle. This outstanding modern home offers 5902 square feet, 3 bedrooms & 2.5 baths on one level with a bonus room above. This one of a kind custom built Estate is beautifully situated in spacious surroundings on 5.46 acres of land. A definite must see for the most particular clients requiring serenity & privacy.
<https://youtu.be/xv8ofLDXOZE>

Performance for Your Pos

6,895 People Reached	
52 Reactions, Comments & Shares	
34 Like	33 On Post
3 Love	3 On Post
14 Comments	14 On Post
1 Shares	1 On Post
654 Post Clicks	
0 Photo Views	564 Link Clicks
NEGATIVE FEEDBACK	
4 Hide Post	1 H
0 Report as Spam	0 U

Insights activity is reported in the Pacific time zone of your ad account

Unparalleled Northwest Waterfront Estate - Kitsap County Silverdale/Seabeck

6,895 people reached

[Boost Again](#)

- With **2.37 billion** monthly active FB users, it is an necessity to maintain a positive presence in the global social media initiative.
- Implement paid ads to specific demographics & reach thousands of the best audiences.
- Our expert social media office team works for you!

THE WURDEN TEAM JUST LISTED MARKETING



JUST LISTED



Windermere
REAL ESTATE
WINDERMERE.COM

LISTED BY THE WURDEN PARTNERS
EXPERIENCE. TRUST. RESULTS \$1,300,000 MT

Windermere
REAL ESTATE



Irene Wurden
Windermere Real Estate/West Sound, Inc.
(360) 731-8844

Property Video: www.OceanRidgeWaterfront.com | 300' of no-bank waterfront beach w/abundant sunlit fun & sea-life. An architectural NW design for the client looking for an unmatched resort lifestyle!



JUST LISTED

11790 Anderson Landing NW
Silverdale, WA 98383

\$3,000,000

3 Bed / 3.0 Bath / 5,982 SQFT
Lot size 5.56 acres

AFTER 32 YEARS, KITSAP IS MORE THAN OUR MARKET - IT IS OUR HOME!

The Kitsap Peninsula connoisseurs, sharing our knowledge & love of the Great Northwest for 3 generations. Consistently delivering shortened market times & excellent results for our clients.

Contact us today for a complimentary Market Analysis of your Home.

360-731-8821

For valuable Listing & Buying Information:

www.KitsapLifestyle.com



Windermere
REAL ESTATE
Poulsbo, WA 98370
www.kitsap.com



IRENE & CHRIS WURDEN
WRE PREMIER DIRECTORS
Managing Broker, CPS, GRI, CNE
Direct: 360-731-8821
chriswurden@windermere.com
irenewurden@windermere.com
Bulgarian, French, Russian

EXPERIENCE. TRUST. RESULTS \$1,300,000

Windermere RE West Sound
Poulsbo, WA 98370 360-779-5205

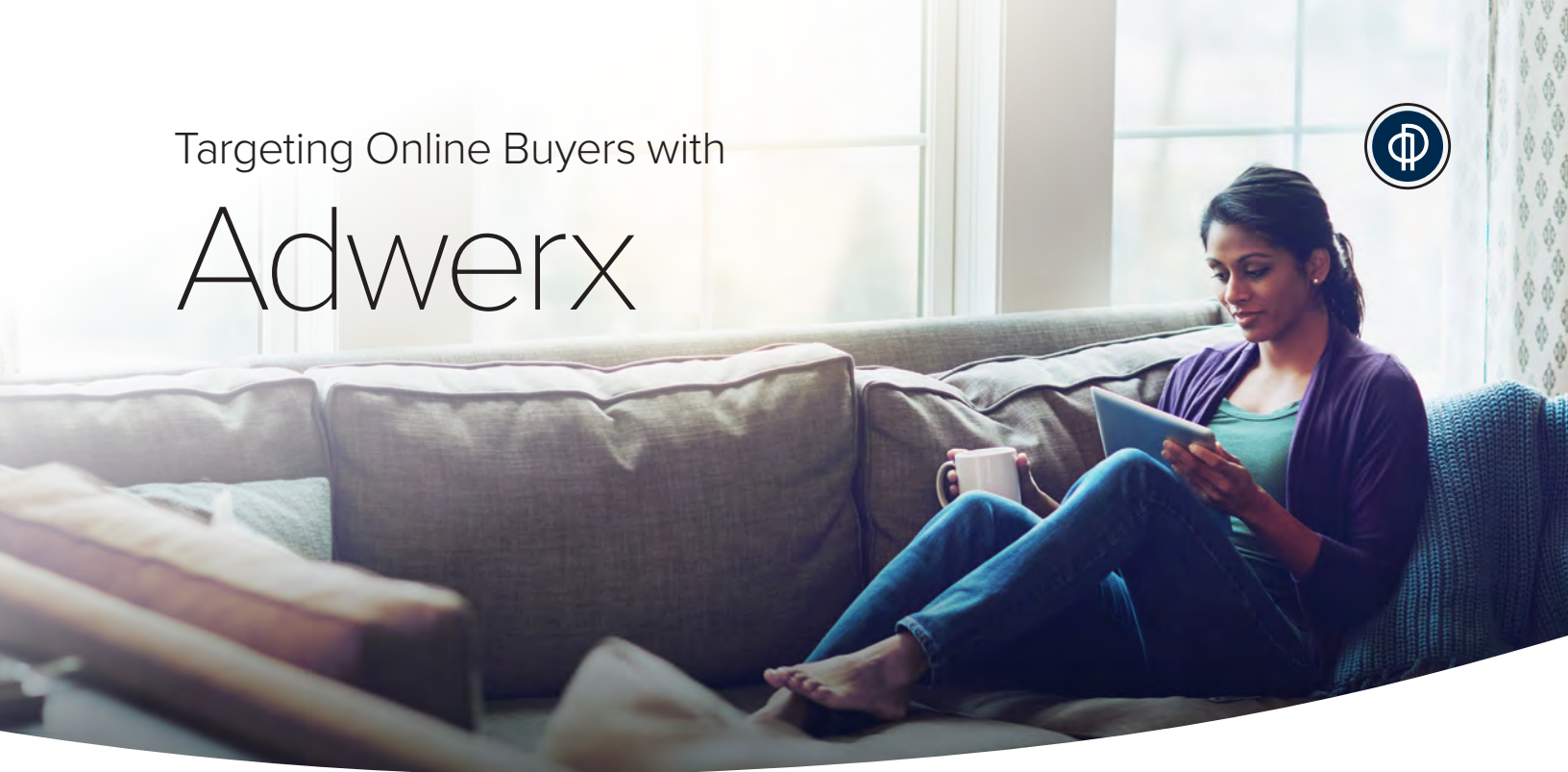


All information contained herein is supplied by the seller to the best of his/her knowledge, but is subject to verification by the purchaser, and the broker assumes no responsibility for the correctness thereof in accordance with the law, this property is offered without respect to race, gender, color, creed, marital status, national origin or handicap.

- Your listing will be mail marketed to up to 500 households based on desirable demographics and location.
- Your listing will be email marketed to our constantly growing database of over 1,000 clients, agents, & professionals.

Targeting Online Buyers with

Adwerx



Marketing your home online is an increasingly important aspect of getting it sold. Adwerx allows me to market your home to prospective buyers locally on top websites and social media.

Windermere's partnership with Adwerx makes it easy for me to reach thousands of prospective buyers per week on top sites like Facebook, USA Today, CNN, ESPN, NYT and more. Not only are these ads geographically targeted to local buyers, but they will also follow viewers around the Web to increase the likelihood of your listing ad getting noticed. Plus, you will receive ongoing reporting to see how many people viewed and clicked on your ad.

When you list your home with me, you'll receive targeted digital marketing that maximizes exposure to get your home sold quickly, and at a high value.

FACEBOOK AD



Local Real Estate
Sponsored

4 Bed / 3.5 Bath for \$3,450,000



Bethany Broker
WINDERMERE REAL ESTATE LICENSE DESIGNATION
206-555-3030



For Sale

Windermere.com

WEB AD

4 Bed / 3.5 Bath for \$3,450,000



Bethany Broker
Windermere Real Estate
WINDERMERE REAL ESTATE / LICENSE DESIGNATION
555-555-3030



PALM SPRINGS, CA

ADWERX


Premier
PROPERTIES



THE WURDEN TEAM

THE PREMIER BREAKFAST

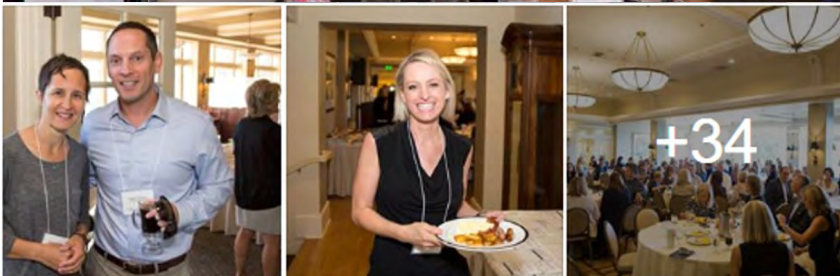


Irene & Chris Wurden: Buy & Sell Kitsap County Real Estate ...
shared an album.

Published by Chris Wurden [?] · September 29, 2017 · 🌐

This Wednesday we presented our Premier Properties once again to the Monthly Windermere Premier Breakfast. With over 170 of the top agents in our Puget Sound Community it is one of the best ways to personally market your homes to the Best!

Looking forward to next time!



Windermere Real Estate added 37 new photos to the album: Windermere Luxury Breakfast - September — with Alyssa Ahern and 9 others at 📍 Broadmoor Golf Club, Seattle.

On September 27, more than 175 Windermere brokers came together for the company's monthly Luxury Networking Breakfast where they presented the newest



NETWORKING



MARKETING




EDUCATION

- Every month we present our luxury listings to over 170 of the top Luxury Brokers in Washington at the Premier Properties Breakfast in Bellevue or Seattle.
- *Now Online**

THE WURDEN TEAM CONTROLLED ACCESS






YOUR LISTING

13615 W ROBERTSON Drive [Sun City West, AZ 85375](#)
\$245,000 | ACTIVE | MLS# 5721102

1. Is your client interested in this listing?
2. Please rate your overall experience at this showing.
3. Your (and your client's) opinion of the price:
4. Please rate this listing (5=Best; 1=Worst):
5. COMMENTS / RECOMMENDATIONS:

[Publish to Seller](#) [Manage Feedback](#)

Appoint



Showing

Wed, February 28, 2018

11:00 AM - 11:30 AM

Showing Agent Details

Sherri

Listing Contacts

Linda

Did you know that 45% of showings are requested after hours?

Never miss a request (and get your evenings back) when you use our live staff to confirm requests on your listings!

[Contact Sales to Upgrade](#)



Easy access for buyers to see the interior of your home increases marketability and shortens market time. For added security, we use mobile activated key boxes to provide access to your home, offering peace of mind.

- Did you know that 45% of showings are requested after hours?
- App allows for efficient scheduling with you directly via— email/text/phone.
- Feedback reports can be published directly to you.

THE WURDEN TEAM THROUGH THE SELLING PROCESS



“Sharing our knowledge & love of the Great Northwest for three generations”

PRICING

- Provide market overview
- Produce comparative market analysis
- Design price strategy
- Help determine inclusions & exclusions

REPAIRS AND UPGRADES

- Recommend home improvements to increase value
- Recommend repairs to home
- Provide staging services

SAFETY

- Install lockbox for controlled access
- Document all showing activity
- Make safety & anti-theft recommendations
- Client screening for lender approval

CONTRACTS

- Explain Contract to Buyer & seller
- Explain listing agreements
- Explain required disclosure documents
- Obtain & review buyer's qualification letter

COMMUNICATION

- Provide showing updates/feedback
- Guide through inspection process
- Guide through appraisal process
- Explain closing procedure
- Qualify buyers
- Guide through TRID requirements
- Track due diligence deadlines
- Coordinate with:
 - a) Lenders
 - b) Appraisers
 - c) Inspectors
 - d) Title Company

NEGOTIATION

- Price
- Inspection resolution
- Appraisal resolution
- Title resolution
- Multiple offers
- Seller concessions
- Earnest money
- Inclusions & exclusions
- Conditional sale contingency
- Survey resolution
- Due diligence resolution
- Guide all the way through to the closing & possession date

LUXURY MARKETING PLAN SUMMARY



We leverage Online, Print, & Relational tools to effectively list and sell our clients' homes. We are constantly updating & adding to our marketing platform to be competitive and to always stay above the curve. We pride ourselves on the quality of our marketing & if you know of additional avenues that we should explore please feel free to let us know!

PROFESSIONAL PHOTOGRAPHY & QUADCOPTER AERIALS:

Stunning photography is where all quality marketing begins. We provide both on the ground & aerial photo services for our clients by leveraging new high-tech equipment for your advantage while competing against other listings. These high quality HDR shots & panoramas are used throughout the marketing process.

ONLINE ADVERTISING:

Over 92% of all home searches start online. It is imperative to utilize this type of marketing effectively. Our professional photography & creative marketing remarks draw the right buyers to your home.

WEB SYNDICATION:

The NWMLS (Redfin, John.L.Scott, Windermere & every existing Brokerage site), Zillow, Trulia, Realtor.com, Luxury Portfolio International, WSJ, HGTV – Front Door.com, Rob Report, JUWAI LUXE, WorldProperties.com (CIPS Cert Only), Yahoo RE, Google, Movoto, Estatefy, realfx, ZipRealty, & many more!

SOCIAL MEDIA:

It is an absolute necessity to maintain a positive presence in the global social media initiative. We actively interact & retain a social media manager to provide listing information/ photos/ & expertise on Facebook & Linked-In. *Including strategic market directed paid advertisements when applicable.*

PREMIER/LUX PROGRAM:

We employ the collective multi-million-dollar advertising investments made by our firm. The Luxury Portfolio advertising program reaches an affluent audience of over **47 million** targeted luxury consumers. The largest global invitation-only network of locally branded independent brokerages.

- **We present your listing to the monthly online Premier Breakfast to over 175 top Lux Agents**
- Reserved for Luxury Properties \$1000,000 or more
- Worldwide Exposure | 9 languages & 70+ currencies
- Extensive **Search Engine Optimization** Strategies for top placement on the web
- Premier & Luxury Portfolio Print Advertising & Signage

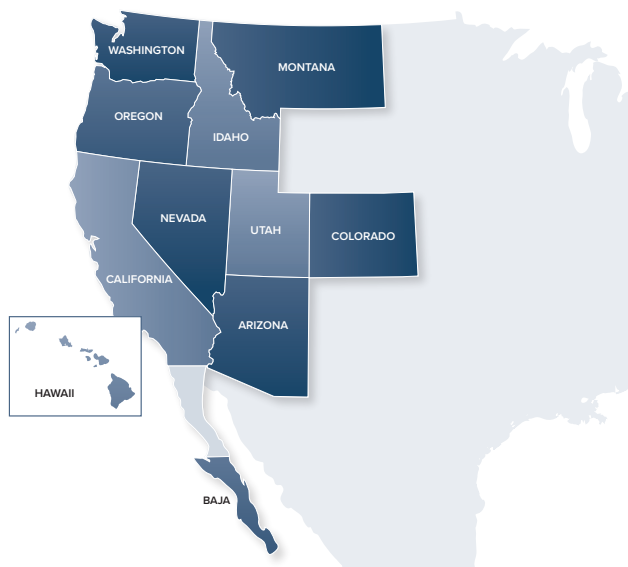
PRINT ADVERTISING: *When available, we list and distribute our client's Luxury properties to:*

- Windermere Living Magazine (Qtly luxury lifestyle magazine 22,000 circulation)^{88,000 issues +40,000 Direct mailed}
- Lifestyle NW Magazine (quarterly publication with 35,000 circulation) 140,000 issues
- Kitsap Group in the "Real Estate Now" Section (75,500 est. circulation to 83% of Kitsap County)



Strength in Numbers

- › Last year, Windermere closed 74,000 home sales for more than \$41 billion in dollar volume, making it the largest regional real estate company in the Western U.S.
- › Windermere has more than 300 offices and over 6,500+ agents throughout the Western U.S. and Mexico.



- › Windermere is ranked the largest residential real estate firm in the Puget Sound area by the *Puget Sound Business Journal*, reporting nearly double the sales volume of the next-largest firm.

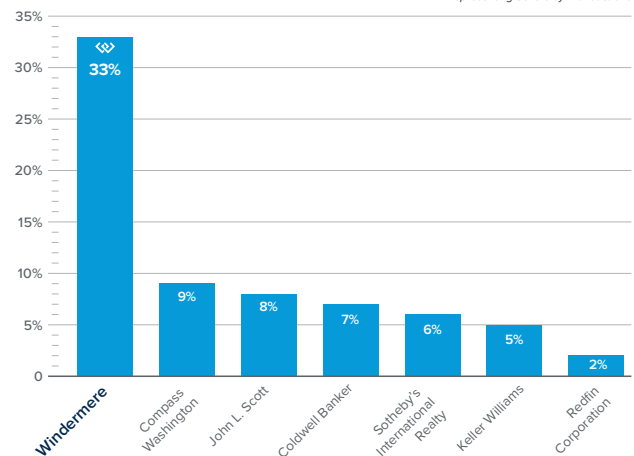
Residential Real Estate Firms			
The largest in the Puget Sound area. Ranked by residential sales volume for 2020.			
1	Windermere Real Estate Seattle, WA windermere.com	2020 Residential Sales Volume	\$22.09 billion
		Local Brokers	2,655
2	Keller Williams Northwest Region Spokane, WA kw.com	2020 Residential Sales Volume	\$11.21 billion
		Local Brokers	3,227
3	John L. Scott Real Estate Bellevue, WA johnlscott.com	2020 Residential Sales Volume	\$8.97 billion
		Local Brokers	1,748

*As published on October 1, 2021 in the Puget Sound Business Journal

- › With 33 percent of the luxury home market share, Windermere clients benefit from our unique approach to marketing high-end homes both locally and internationally.

GREATER PUGET SOUND REGION \$1,000,000+

*Representing Sellers by Transactions



- › Windermere brokers who specialize in luxury home sales attend monthly networking meetings where they collaborate and share property listing information with other Windermere brokers who represent clients in the high-end market, producing superior representation and results for clients.
- › Windermere brokers routinely participate in weekly listing tours which give them intimate knowledge of what's on the market, while creating added exposure for Windermere listings.

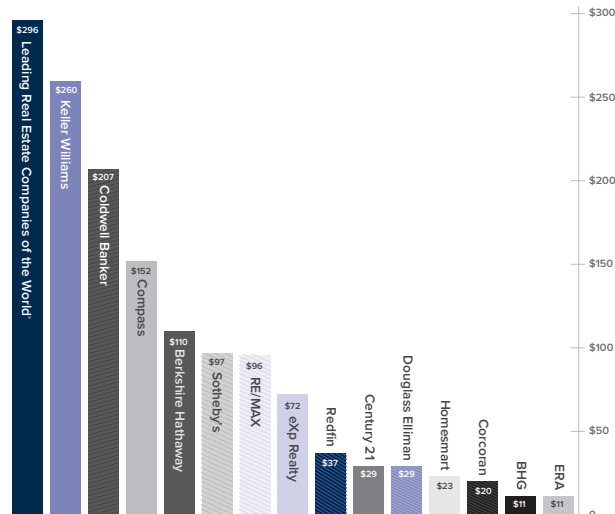




Strength in Numbers

MORE U.S. HOME SALES VOLUME THAN ANY OTHER REAL ESTATE NETWORK IN 2020

Volume shown in billions of dollars



Source: REAL Trends 500 2020

- As an affiliate of Leading Real Estate Companies of the World®, Windermere is part of the network that dominates in more markets across the U.S., with #1 market ranking in 40% of the 125 top markets — significantly more than our closest national franchise competitor.
- Windermere is a proud member of Luxury Portfolio International®, the luxury division of Leading Real Estate Companies of the World®.
- Luxury Portfolio:
 - Sells more \$1M+ U.S. homes than any network or franchise
 - Represents more \$1M+ homes than any other luxury network
 - Features a website that reaches 200+ countries/territories around the world.



- Windermere recognizes that success comes through supporting our local communities. That's why 100 percent of our brokers give to the Windermere Foundation, which has raised more than 45 million dollars to support low-income and homeless families in our communities.



- Since 1984, Windermere associates have collectively donated more than 1.5 million hours of community service towards neighborhood-enhancing projects through our annual Community Service Day.
- Buyers and sellers who work with Windermere benefit from the stability and experience that come from being a successful family-run business for nearly 50 years.
- As the Official Real Estate Company of the Seattle Seahawks, Windermere's #TackleHomelessness campaign has raised more than \$170,000 to benefit homeless youth and families.



Commitment to

Community



Windermere understands the importance of giving back to our community. Enriching the neighborhoods in which we live and work is an integral part of how we do business.



WINDERMERE
Foundation

THE WINDERMERE FOUNDATION

- › We donate a portion of our commission from every transaction to benefit the Windermere Foundation.
- › Since 1989, the Foundation has collected and contributed over \$45 million.
- › Assistance is provided to non-profit agencies dedicated to helping homeless and low-income families in our community.



WINDERMERE COMMUNITY SERVICE DAY

- › Since 1984, Windermere agents have dedicated an annual day of work to those in need.
- › These hands-on projects benefit a wide variety of community-based organizations.
- › Projects have included maintenance at a senior center, construction of a children's playground and sorting duties at a food bank.
- › I am pleased to be a part of such an important mission. It's just the right thing to do.


Premier
PROPERTIES



The Premier Program for

Luxury Properties



The Premier Properties™ program focuses on accomplishing our mutual objectives: professionally marketing your property to qualified buyers and selling it at the best possible price.

TARGETED ADVERTISING THAT REACHES AN AFFLUENT AUDIENCE

ENHANCED ONLINE PRESENCE ON WINDERMERE.COM

NETWORKING OPPORTUNITIES WITH AGENTS REPRESENTING CLIENTS IN HIGH-END MARKETS

SPECIALIZED SIGNAGE TO SET YOUR HOME APART

ELEGANT DIRECT MARKETING MATERIALS

INTERNATIONAL EXPOSURE



The Premier Program for

Luxury Properties



Windermere's Premier Properties programSM for luxury properties was created to meet the unique demands of marketing and selling luxury homes. The program is designed to maximize exposure among qualified buyers and sell your property at the best possible price.

BENEFITS INCLUDE

- › Enhanced presence on Windermere.com
- › Distinct branding with the use of Premier logo online and in all print marketing and advertising
- › Premier Properties landing page and search filter on Windermere.com
- › Targeted print and digital advertising opportunities that reach an affluent audience
- › Email announcement to top-producing high-end brokers from Windermere and other real estate companies
- › New Premier Properties are highlighted at luxury networking breakfasts
- › Distinctive Premier signage to set your home apart
- › Direct marketing materials designed exclusively for Premier listings
- › Opportunities for global exposure via Luxury Portfolio International



Premier PropertiesSM Program



Global Marketing Exposure



In partnership with Luxury Portfolio and Juwai, Premier Properties are syndicated on both national and international websites, such as WSJ.com, Zillow, Trulia, as well as the other sites shown below. This global exposure enables us to market your luxury property to home buyers across the country and around the world.



UNITED STATES

trulia

WSJ

yahoo!

Zillow

realtor.com

INTERNATIONAL

Leading REAL ESTATE COMPANIES IN THE WORLD

LUXURY PORTFOLIO INTERNATIONAL

居外 Juwai.com

MANSION GLOBAL
ONLY THE EXCEPTIONAL

listglobally

WeChat

JamesEdition


Premier
PROPERTIES



Unsurpassed



Advertising Opportunities



Windermere's Premier PropertiesSM program specializes in marketing high-end properties to the most qualified buyers. To do so, Windermere offers a number of advertising opportunities that enable us to maximize the marketing of your home. Through our membership in the Luxury Portfolio International network, we also have access to industry-leading advertising programs and multimedia partnerships that target both domestic and international buyers.

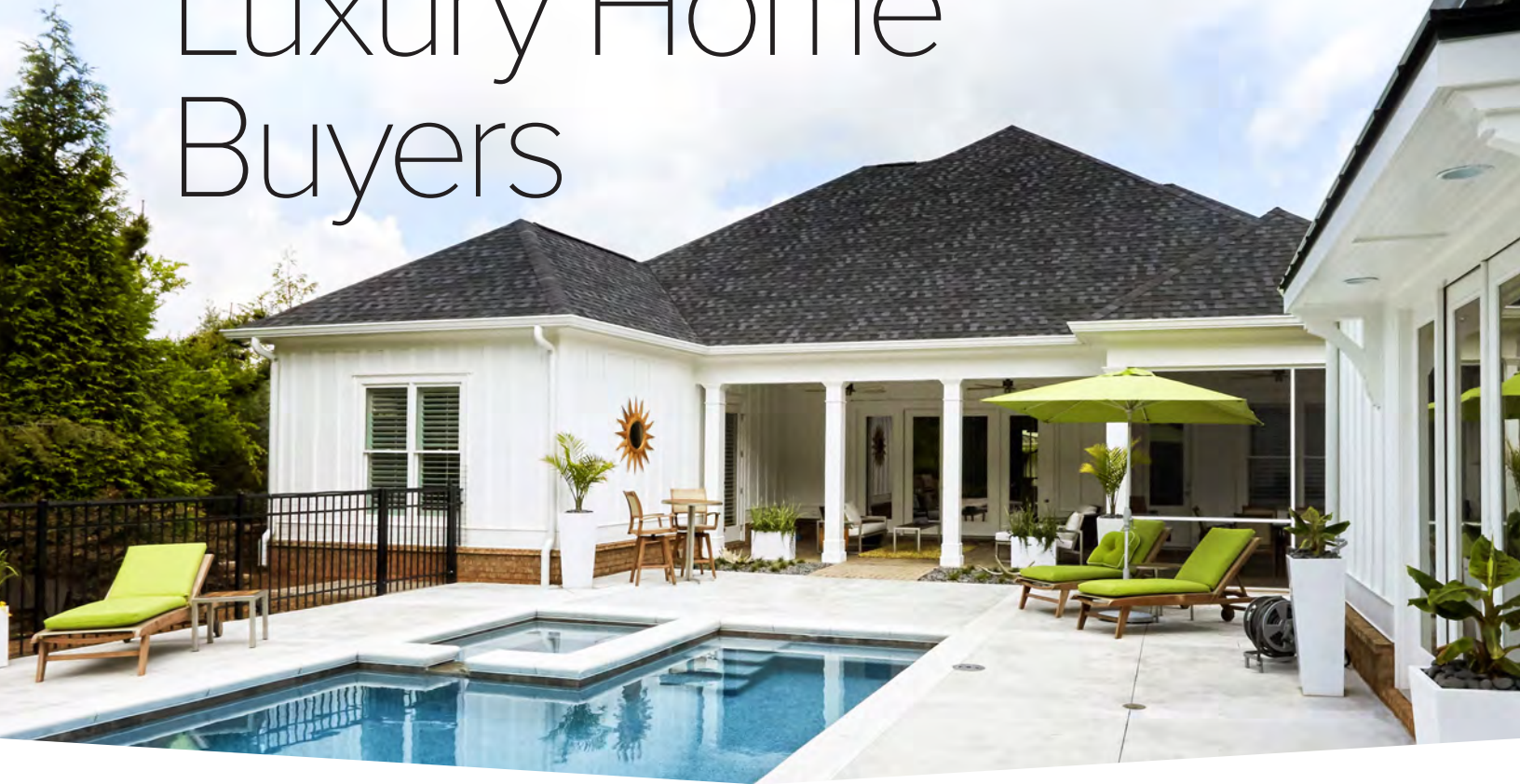
- › Windermere's exclusive quarterly magazine, *Windermere Living*, features homes for sale throughout the Western U.S.
- › *Lifestyle Northwest* is a Windermere-produced magazine that features waterfront homes for sale throughout Western Washington
- › Luxury Portfolio print campaigns routinely appear in *Wall Street Journal*, *Unique Homes*, *Luxe Interiors + Design*, and *Galerie*
- › Quarterly ads in *Alaska Beyond* magazine, which is seen by over two million readers every month and more than 550 flights each day
- › Premier properties receive exposure on LuxuryPortfolio.com, Realtor.com, MansionGlobal.com, WSJ.com, and CountryLife.co.uk
- › All Premier listings are featured on Juwai.com, the #1 property portal for Chinese buyers
- › Premier properties can be showcased in international publications such as *Unique Homes China*, *Country Life International*, *Velocity*, *Wall Street Journal (Asia and UK editions)*, and *International Property & Travel*
- › Agents have access to Premier-branded online ads that geographically target potential clients who are looking at real estate-related websites



Representing



Luxury Home Buyers



Windermere's Premier Properties™ program is designed to meet the unique needs of clients interested in buying luxury homes.

What makes Windermere the first choice for high-end buyers?

- › One of the most trusted real estate brands in the country
- › A powerful network of agents who specialize in the luxury real estate market
- › Industry-leading website that makes it simple to search for luxury homes
- › Access to Windermere Chief Economist Matthew Gardner, whose market analysis helps buyers make informed decisions

Whatever your style or preferences, the expertise of Windermere's agents, combined with the tools of the Premier Properties program, can help you find the home that meets your every desire.



An Unrivaled Showcase for Fine Properties



Luxury Portfolio™



Luxury Portfolio is the luxury face of Leading Real Estate Companies of the World™, the largest invitation-only global network of locally branded independent brokerages, including Windermere Real Estate.

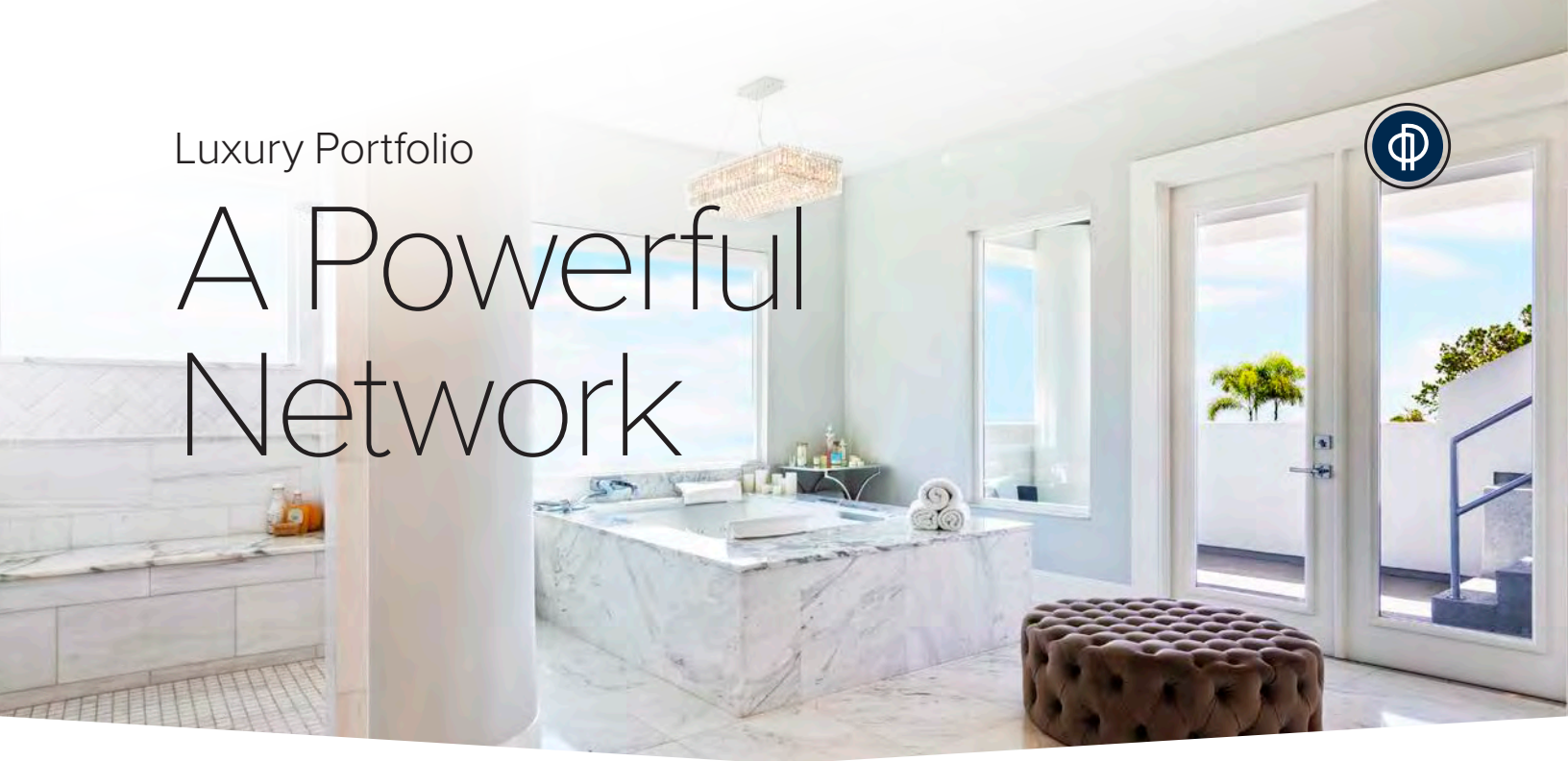
Windermere is proud to be part of Luxury Portfolio International™, which provides access to powerful tools to help market your home. These tools are designed to:

- › Provide a sophisticated online portal that showcases luxury properties on LuxuryPortfolio.com.
- › Attract local, national and international buyers. LuxuryPortfolio.com is translated into 9 languages and 60+ currencies. It is viewed by over 3 million high-net-worth visitors from 200+ countries/territories each year.
- › Provide access to national and global publications, such as *The Wall Street Journal*, *Unique Homes* magazine and *Velocity* magazine.
- › Expose your home to an international network of powerful luxury firms around the world.



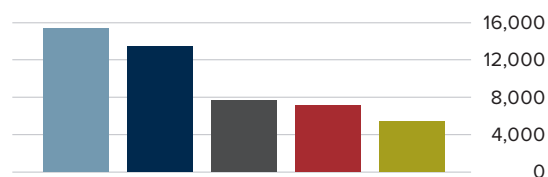
Luxury Portfolio

A Powerful Network

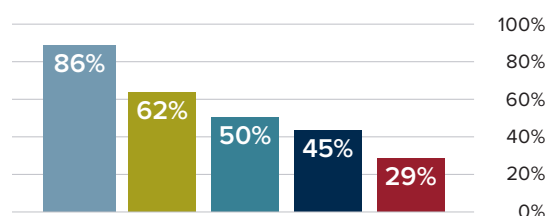


Windermere Real Estate is a proud member of Luxury Portfolio International®, the luxury division of Leading Real Estate Companies of the World®.

TOTAL US PROPERTIES > \$1M



LARGEST PERCENTAGE OF GLOBAL \$1M+ LISTINGS



■ LuxuryPortfolio.com
■ SothebysRealty.com
■ ChristiesRealEstate.com
■ ColdwellBankerLuxury.com
■ KWLuxuryHomes.com
■ Compass.com

Source: Mintel International Website Survey May 2019

Leading Real Estate Companies of the World (a.k.a. LeadingRE) is a invitation-only global network responsible for more transactions each year than any other real estate network. Our affiliation with this powerful organization gives us strong connections to well-respected firms in over 70 countries, and the benefit of a referral program that makes over 40,000 client introductions each year—more than any other real estate organization.

Luxury Portfolio represents a virtual “who’s who” of homes: the largest online inventory of \$1 million-plus homes of any luxury network or franchise. When you sell your luxury home with Windermere, you can count on our connections to provide premium worldwide exposure, as well as access to a global pool of qualified buyers.

LP LUXURY
PORTFOLIO
INTERNATIONAL®


Premier
PROPERTIES



Global Connections

Award Winning Website

LuxuryPortfolio.com

When you sell your luxury home with Windermere, you'll have the confidence of knowing it will receive the highest level of exposure through our global connections and powerful marketing tools like LuxuryPortfolio.com.

LuxuryPortfolio.com is the award-winning website of Windermere's global luxury network, Luxury Portfolio International®, with more properties priced over one million dollars than any other real estate network. The site achieves thousands of page-one positions on Google through extensive search engine and social media strategies, making it a top resource for sophisticated consumers searching for high-end properties online.

LuxuryPortfolio.com markets 50,000+ homes each year with multi-photo slideshows and interactive LuxeTours. Each listing is translated into nine languages and 60-plus currencies, which attracts monthly visitors from almost every country in the world.

A TYPICAL VISITOR TO LUXURYPORTFOLIO.COM

- › Household income of \$372,000
- › A primary home valued at more than \$2.4 million
- › 57% own a second home

 **LUXURY
PORTFOLIO
INTERNATIONAL®**


Premier
PROPERTIES

Find Your Home on



Windermere.com



Whether you're just dreaming or ready to make a move, start your search on Windermere.com.

FEATURES

- › Online collaboration with your Windermere agent
- › On average 1 million monthly visits
- › On average 1.5 million property listings
- › Information about every MLS listing available in your area
- › Enhanced search capabilities and image viewer
- › A "save your favorites" feature
- › RSS feeds of new listings that match your search criteria
- › Open House search
- › Featured "Showcase" and "Premier" homes on the home page
- › Share tools for email and social media

BENEFITS

- › Better understand the buying or selling process
- › Read the Windermere blog
- › Use the mortgage calculator
- › Brush up on real estate terms
- › Find a Windermere office or agent to work with



Reach Chinese Buyers Through

Juwai.com



Windermere Real Estate's Chinese marketing partner, Juwai.com, provides innovative ways for your luxury home to reach a Chinese audience and overcome the barriers of language, distance, and culture. This exposure provides your home instant access to an exclusive audience of high-net-worth Chinese buyers.



- › Over 6 million property listings
- › China's #1 international property portal
- › 3.3 million Chinese consumer visits each month
- › Brokers from 111 countries
- › Behind the Great Firewall, reaching the Chinese consumer wherever they are located
- › Top U.S. searched cities for real estate:
 1. Seattle, WA
 2. Los Angeles, CA
 3. Orlando, FL
 4. Irvine, CA
 5. New York, NY



How Chinese Buyers Find Your

Home on Juwai.com



30%

THROUGH FAMILY & FRIENDS IN COUNTRY

- › **Browse Juwai.com:** Chinese buyer browses for property on Juwai.com.
- › **View Online Listing Information:** They inspect the Property Details Pages and Chinese Company Pages to assess properties of interest and the sellers' credentials.
- › **Send Local Family & Friends:** They pass the information to someone they trust—such as family or friends living in the U.S.—to investigate further on their behalf.
- › **Contact Agent:** Chinese buyer's family or friend inquires about or inspects a property on the buyer's behalf.

36%

IN PERSON IN COUNTRY

- › **Browse Juwai.com:** Chinese buyer browses for property on Juwai.com.
- › **View Online Listing Information:** They inspect the Property Details Pages and Chinese Company Pages to assess properties of interest and the sellers' credentials.
- › **Collect Research & Fly to Country:** They compile research and contact information from the Chinese Company Pages and Property Details Pages in preparation for a trip to that country.
- › **Contact Agent:** The Chinese buyer contacts the agent upon arrival to the country, or just before they fly over. Alternatively, they may just show up at the office location!

34%

THROUGH JUWAI CHINESE CONSUMER SUPPORT CENTER IN CHINA

- › **Browse Juwai.com:** Chinese buyer browses for property on Juwai.com, and may also spend time researching how to buy overseas property.
- › **Juwai Chinese Consumer Support Center:** Then they call the Juwai Chinese Consumer Support Center, a team in Shanghai which speaks with the buyer and translates the inquiry to English.
- › **Contact Agent:** Chinese buyer and their translated inquiry will be sent to you.





An International Audience

Windermere Real Estate's partnership with Juwai.com ensures your home is gaining exposure to an exceptional audience.

As China's #1 international property portal, Juwai.com has a strong presence on Baidu, China's version of Google. This results in more site traffic and more exposure of your home to wealthy Chinese buyers.

BAIDU INDEXED/SEARCHABLE PAGES

Juwai.com	34,728,969
waijule.com	959,084
haiwai.anjike.com	504,000
world.fang.com	417,507
uoolu.com	367,000
waiguofang.com	314,219
uhouzz.com	132,785

Data provided by Baidu.com, February 2021



- › 43% of site views are from top 5 provinces where 67.5% of Chinese wealth resides
- › 18x more properties than the next largest Chinese real estate portal
- › Strong presence on Baidu in page rank and indexed pages which means:
 - › Higher positions in search results
 - › More consumer visits
 - › More inquiries for agents

Luxury Portfolio's Global Network:



In Good Company



Windermere Real Estate's affiliation with Luxury Portfolio International® connects our clients to the largest network of independent real estate companies in the world. Luxury Portfolio International consists of 135,000 sales associates from well-respected firms in over 70 countries worldwide, providing your home with both national and global exposure. Here are just a few examples of the company we keep in the U.S. and worldwide:

US COMPANIES:

Allen Tate Company	Howard Hanna
Baird & Warner	Long & Foster
CRYE-LEIKE	NP Dodge
Ebby Halliday	Real Estate One
Edina Realty	Watson Realty
Hilton & Hyland	William Raveis

INTERNATIONAL COMPANIES:

Asia Pacific Properties	JK Property and Yachting
Atlante Properties	Junot
Barfoot & Thompson	Rio Exception
Belles Demeures de France	Sibarth Real Estate
Ginesta Immobilien	Strutt & Parker
Immobiliere Le Lion	Turks & Caicos Property
	Von Poll Immobilien

 LUXURY
PORTFOLIO
INTERNATIONAL


Premier
PROPERTIES



2022 LUXURY ADVERTISING CALENDAR

WESTERN WA	RUN DATE	RESERVATION DEADLINE	COST	CIRCULATION AND DETAILS
WINDERMERE LIVING 	4/15 7/15 12/2	Feb 11 May 13 Sep 30	Full page \$899 Double spread \$1750	<ul style="list-style-type: none"> 40,000 copies distributed 1,000+ subscriptions Showcasing beautiful Windermere homes + exciting and engaging lifestyle editorial
Reservation contact: WindermereLiving@SagaCityMedia.com				
LIFESTYLE NORTHWEST 	4/1 6/10 8/26 10/28	2/18 4/29 7/15 9/16	1/4 page \$350 1/2 page \$625 Full page \$1200	<ul style="list-style-type: none"> 30,000 copies distributed on Washington State Ferries and within waterfront communities through Western WA.
Reservation contact: Ads@Windermere.com				
PUGET SOUND BUSINESS JOURNAL 	Weekly*	1 Week Prior	\$255/listing	<ul style="list-style-type: none"> 135,750 monthly readers Premium placement on back cover Reader average net worth: \$3.2M Average time spent reading per issue: 41 minutes 42% of readers hold real estate investments other than primary residence <i>Reserved for properties priced at \$795,000+</i>
*Ads will NOT run on the following dates 1/7, 2/11, 3/18, 4/8, 4/22, 5/6, 7/1, 9/2, 9/23, 10/14, 10/28, 11/25, 12/16, 12/23, 12/30 Reservation contact: Ads@Windermere.com				
W COLLECTION PSBJ 	4/22 6/17 9/23	1 Week Prior	\$440/small ad \$880/large ad	<ul style="list-style-type: none"> 135,750 monthly readers Premium placement on back cover Reader average net worth: \$3.2M Average time spent reading per issue: 41 minutes 42% of readers hold real estate investments other than primary residence <i>Reserved for W Collection properties ONLY</i>
Reservation contact: Ads@Windermere.com				



Questions? We're here to help!

 premier@windermere.com



THE WURDEN TEAM

EXPERIENCE. INTEGRITY. TRUST



The Kitsap Peninsula connoisseurs, sharing our knowledge & love of the Great NW for 3 generations.

After 40 years of combined experience, Kitsap is more than our market - it is our home!

Bringing success to 270 clients representing +\$145 Million in sales since forming in 2013

Irene Wurden

33 years of local & international Real Estate experience

| KITSAP PREMIER DIRECTOR

| MANAGING BROKER LICENSE

| CERTIFIED INTERNATIONAL PROPERTY SPECIALIST



| GRADUATE REAL ESTATE INSTITUTE

| LANGUAGES: English, Bulgarian, French, Russian

Chris Wurden

33 years local living & 9 years Real Estate experience

| UNIVERSITY OF WASHINGTON

Foster Business MGMT Degree & Psych. Bachelors of Science

| KITSAP PREMIER DIRECTOR

| BROKER

| CERTIFIED NEGOTIATIONS EXPERT



Continuously expanding our professional Real Estate knowledge while seeking excellence in delivering the best Real Estate experience for your personal needs. We are dedicated to handling your needs anywhere in the world with integrity & confidence.

