

DISTINCTIVE
COLLECTION

by

**Better
Homes**
and Gardens
REAL ESTATE

THE
MASIELLO
GROUP



Excellence in Properties of Distinction



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Excellence in the Distinctive Collection Market

Today, more than ever, owners of high caliber properties appreciate the benefits of partnering with a recognized leader who has the market knowledge, years of experience and attention to detail necessary to effectively reach a targeted audience.

Better Homes and Gardens – The Masiello Group is the leading real estate company in the region. We understand that to successfully market and sell special properties we must accurately and appropriately present each property to the broadest, most qualified audience possible.

Our nationally recognized REALTORS® appreciate the additional service and attention that these properties demand. You can be assured that when you place the marketing of your Distinctive Collection properties in the professional hands of our REALTORS®, you can expect maximum exposure of your property to the most qualified buyers.

To qualify for the Distinctive Collection program, there must be a 12-month exclusive right to sell listing contract and properties must be in the top 10% of their respective market value, have a listing price of \$750,000 & above or be a home of documented historical significance listed at \$450,000 or above.



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By lending our many years of experience & proven track record to the sale of your property, you will have a smoother experience & better results.



Brochure Sample

Custom brochure layouts highlight the special features of our Distinctive properties to better showcase the listing to potential buyers.



Website Distribution

Our Distinctive Properties services will distribute your listing to Luxuryrealestate, NYTimes, BHG.com, masiello.com and additional leading websites for complete exposure.



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Portfolio of Services

Our focus is the use of specialized relationships to ensure that every Distinctive Collection Property we represent is seen by the most qualified buyers in the market place. No other company offers this level of services.

- A **Market Valuation** to assess the target audience and appropriate pricing level
- Creation & design of **Custom Brochure**
- Preparation of **Electronic Brochure** for online distribution
- Preparation of Better Homes & Gardens (or equivalent) **Virtual Tour**
- **Featured Positions** on your REALTOR'S® personal website
- Submission to the **Most Prestigious & Respected Marketing Channels** for maximum exposure – **Our Marketing Partners:**

Masiello.com

bhg.com

NYTimes.com

Boston.com

Luxuryrealestate.com

Courant.com

Frontdoor.com

Realestatejournal.com

Realtor.com

Homes.com

LakeHomesUSA.com

OceanHomesUSA.com



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Our Marketing Partners:



The Most Viewed Luxury
Real Estate Website in the World



Wall Street Journal – An Audience of
Over 20 Million Visitors Monthly
of Both Wealth & Influence



The Nation's Premier Financial
Publication with an Average Household
Income of Almost \$400,000

The New York Times
ON THE WEB

The #1 Online Newspaper
in the Country

www.masiello.com

Recognized as one of the Leading Real Estate
& Home Services Sites in the Industry



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Our Marketing Partners:

The Hartford Courant

Over 3 Million Viewers
Monthly Covering the
CT/NY Metro Markets



The Official Site of the National
Association of REALTORS®

Reaching Over 7 Million Viewers a Month



The Internet's Leading Real Estate
Design & Lifestyle Website with Over
6 Million Visitors a Month



Reaching Over 5.5 Million
New Englanders Monthly



America's Guide to Waterfront
Real Estate & Waterfront Agents

Over 1 Million Page Views Per Month



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REALTORS® Personal Websites:

The image shows three overlapping screenshots of realtor personal websites. The top-most screenshot is for **Diane Jousset**, featuring a search bar with 'MULTIPLE WAYS TO SEARCH', a 'Featured Properties' section with a house image, and a 'Home Scout' tool. Below it is a screenshot for **John McCarthy**, showing a similar layout with a search bar, 'Featured Properties' section, and 'Home Scout' tool. The bottom-most screenshot is for **Dave Millett**, also showing a search bar, 'Featured Properties' section, and 'Home Scout' tool. All three websites use the Better Homes and Gardens logo and include navigation menus for 'Your Neighborhood', 'The Experience', 'Personalize', and 'Video'.

The image shows a full screenshot of the realtor website for **Jane Chase**. The page has a dark blue header with the Better Homes and Gardens logo and navigation links. Below the header is a search bar with 'MULTIPLE WAYS TO SEARCH' and a 'Go' button. The main content area includes an 'Open House Search' section with a house image, a 'New Home Communities' section with a 'Find Your New Home' button, a 'Market Update' section with a bar chart, and a 'Home Scout' section with a search form. The 'Featured Properties' section at the bottom lists three properties: '2 RIDGEBURY DRIVE YORK, ME \$ 525,000', '19 ALGONAC AVENUE YORK, ME \$ 1,399,999', and '185 MOUNTAIN ROAD YORK, ME \$ 399,000'. The page also includes a 'December Issue-House to Home Insider' section with a small text block.



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*Thank You for Allowing Us
the Opportunity to Serve You*