

Maximizing the Exposure of Your Home



CHRISTIE'S
INTERNATIONAL REAL ESTATE

A
BRAND
LIKE
NO
OTHER

JOHN R. WOOD
— PROPERTIES —

CHRISTIE'S
INTERNATIONAL REAL ESTATE

WELCOME TO OUR WORLD

John R. Wood Christie's International Real Estate represents the vanguard of luxury real estate, the ultimate in high-end homes and estates. This exclusive invitation-only network includes the world's premier luxury brokerage firms and the industry's most accomplished real estate professionals. Across the globe, discerning luxury buyers and sellers trust Christie's International Real Estate to deliver tailored service and exceptional results.

Leonardo da Vinci
SALVATOR MUNDI

CHRISTIE'S

CHRISTIE'S IS SYNONYMOUS WITH THE WORLD'S MOST COVETED ART AND LUXURY ITEMS, AND JOHN R. WOOD CHRISTIE'S INTERNATIONAL REAL ESTATE LEVERAGES ITS CONNECTION TO THE ICONIC AUCTION HOUSE TO BENEFIT OUR CLIENTS IN A NUMBER OF WAYS.



ARTFULLY ALIGNED

Since 1766, Christie's world-renowned auctions and private sales have captivated a global audience of luxury collectors and aficionados. Today, the venerable institution has a physical presence in 46 countries with flagship international sales hubs in New York, London, Hong Kong, Paris, and Geneva. In recent years, Christie's has achieved the world record price for an artwork at auction, a single collection sale, a work by a living artist, and an NFT sale. John R. Wood Christie's International Real Estate maintains a close partnership with Christie's, creating unique marketing opportunities and synergies between the worlds of high-end real estate, art, and luxury goods.



CHRISTIE'S
INTERNATIONAL REAL ESTATE

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CHRISTIE'S
INTERNATIONAL REAL ESTATE

THE UNRIVALED LEADER IN REAL ESTATE

Representing exquisite properties like yours in a unique luxury market like Southwest Florida is an endeavor we perform exceptionally, time and time again. It takes passionate dedication at all levels to our profession, our principles and our distinguished customers.

When you select John R. Wood Christie's International Real Estate, you leverage the influence and insight of the region's top-performing real estate experts, with enviable marketing resources at our fingertips. Our goal is to make the entire experience effortless and enjoyable for you, from start to finish. In fact, all we ask of you is to bring us your highest expectations—for legendary service, expedient transactions and extraordinary results.



OUR BRAND LEGACY, BUILT ON INTEGRITY AND
EXPERTISE IN OUR LOCAL MARKET, IS A UNIQUE AND
INVALUABLE ADVANTAGE TO OUR CUSTOMERS.



CHRISTIE'S
INTERNATIONAL REAL ESTATE

SETTING THE STANDARD FOR LUXURY REAL ESTATE

Our highly esteemed customers entrust us with their most personally meaningful real estate transactions. They appreciate our agents consistently leading the market. They know our rich history. And of course, notice the impressive sales volumes we achieve. Discover how powerful our affiliations are in distinguishing our brand and your property. And review our unrivaled global marketing resources—from traditional to digital.



FOR MORE THAN 60 YEARS,
JOHN R. WOOD PROPERTIES HAS
SET A STANDARD OF LEGENDARY
SERVICE, IMPECCABLE ETHICS
AND PHILANTHROPY. THESE
PRINCIPLES MAKE US THE LEADING
LOCAL LUXURY BROKERAGE IN
SOUTHWEST FLORIDA.

CHRISTIE'S
INTERNATIONAL REAL ESTATE

THE GLOBAL AUTHORITY IN LUXURY REAL ESTATE

The Christie's International Real Estate network spans nearly 50 countries and territories on six continents. It is the unparalleled expertise of each independently owned Christie's International Real Estate Affiliate that truly assures clients of the best representation in any given market. Through a common focus on luxury real estate, strong local ownership, and a dynamic Affiliate network, Christie's International Real Estate connects buyers and sellers of the world's preeminent homes.

VAST AND INFLUENTIAL

Christie's International Real Estate includes market-leading offices in key luxury markets around the world, from New York, L.A., and Toronto to London, Paris and Rome; from Bangkok to Dubai; the Mediterranean to the Caribbean; and from the Rocky Mountains to the Swiss Alps. No matter the locale or the luxury property you wish to sell or acquire, Christie's International Real Estate is the solution to your high-end real estate needs.

AN INTERNATIONAL LUXURY BRAND

At John R. Wood Christie's International Real Estate, our global reach is profound and prestigious. In addition to Christie's International Real Estate, we were selected for membership in three additional highly exclusive international real estate affiliations based on a variety of criteria, thus enhancing our multimedia marketing influence immeasurably—to the benefit of our customers.



- Leading Real Estate Companies of the World® comprises the world's market-leading independent residential brokerages in 70 countries, with 550 firms, 4,700 offices and 136,000 sales associates producing 1.2 million global transactions. This by-invitation-only network is based on the unparalleled performance and trusted relationships that result in exceptional customer experiences.



- As its luxury marketing division, Luxury Portfolio International® offers John R. Wood Properties a comprehensive program of tools designed to promote our listings to a global, affluent audience. LPI markets more than 50,000 of the world's most remarkable homes annually and attracts over three million high-net-worth visitors a year by presenting a gallery of the finest luxury properties worldwide.



- The Realty Alliance is a network of North America's elite real estate firms, serving luxury markets from Canada in the north to Panama in the south. Membership is by invitation only and gives John R. Wood Properties access to ideas and solutions which make us the most qualified representatives to provide expert guidance to you.



LEADING REAL ESTATE COMPANIES OF THE WORLD
GLOBAL EXPOSURE

550+ AFFILIATED
International Brokerages

70+
Countries

136 THOUSAND+
Affiliated International Agents

3 MILLION+
High-Net-Worth Customers

4,700
Offices

#1 NETWORK
John R. Wood has the
#1 Network in the World

\$586 BILLION
Over \$586 Billion
in Sales Last Year Alone

1.2 MILLION
Producing 1.2 Million
Global Transactions Annually

JOHN R. WOOD PROPERTIES
LOCAL LEGACY OF ACHIEVEMENT

\$5.86 BILLION+
in Written Sales Volume

21 LOCATIONS
From Marco Island & Naples
to Sanibel & Captiva

700 AGENTS
Throughout Southwest Florida

TOP 54
Among Real Trends Top 500
Brokers (2021)

Established in 1958 by visionary John R. Wood and headquartered in
Naples, Florida. Independently owned and operated; not a franchise.

UNSURPASSED EXPERTISE

Engaging a REALTOR® who has marketed properties in your area and understands entire market dynamics is immeasurably rewarding. We fully understand the multitude of factors which contribute to your property's market value. We know how neighborhoods and communities were planned and developed, and the companies and individuals who built them... and what makes the homes in one subdivision measurably more valuable than those in another. Our research department produces ongoing detailed analyses to ensure the soundness of every decision and real estate investment our customers make.

GUIDED BY EXCELLENCE

We hold ourselves to the same exemplary standards of conduct and character in business to which we hold ourselves as individuals: To give back to the communities where we live and work. To treat everyone with respect. To speak candidly and act ethically and compassionately. To go above and beyond at every opportunity. And to be of service always to the best of our ability.



NO ONE KNOWS
THE PRESTIGIOUS
COMMUNITIES AND
UNIQUE LIFESTYLES OF
SOUTHWEST FLORIDA
BETTER THAN JOHN R. WOOD
CHRISTIE'S INTERNATIONAL
REAL ESTATE.



CHRISTIE'S
INTERNATIONAL REAL ESTATE

ART, IN PLACE

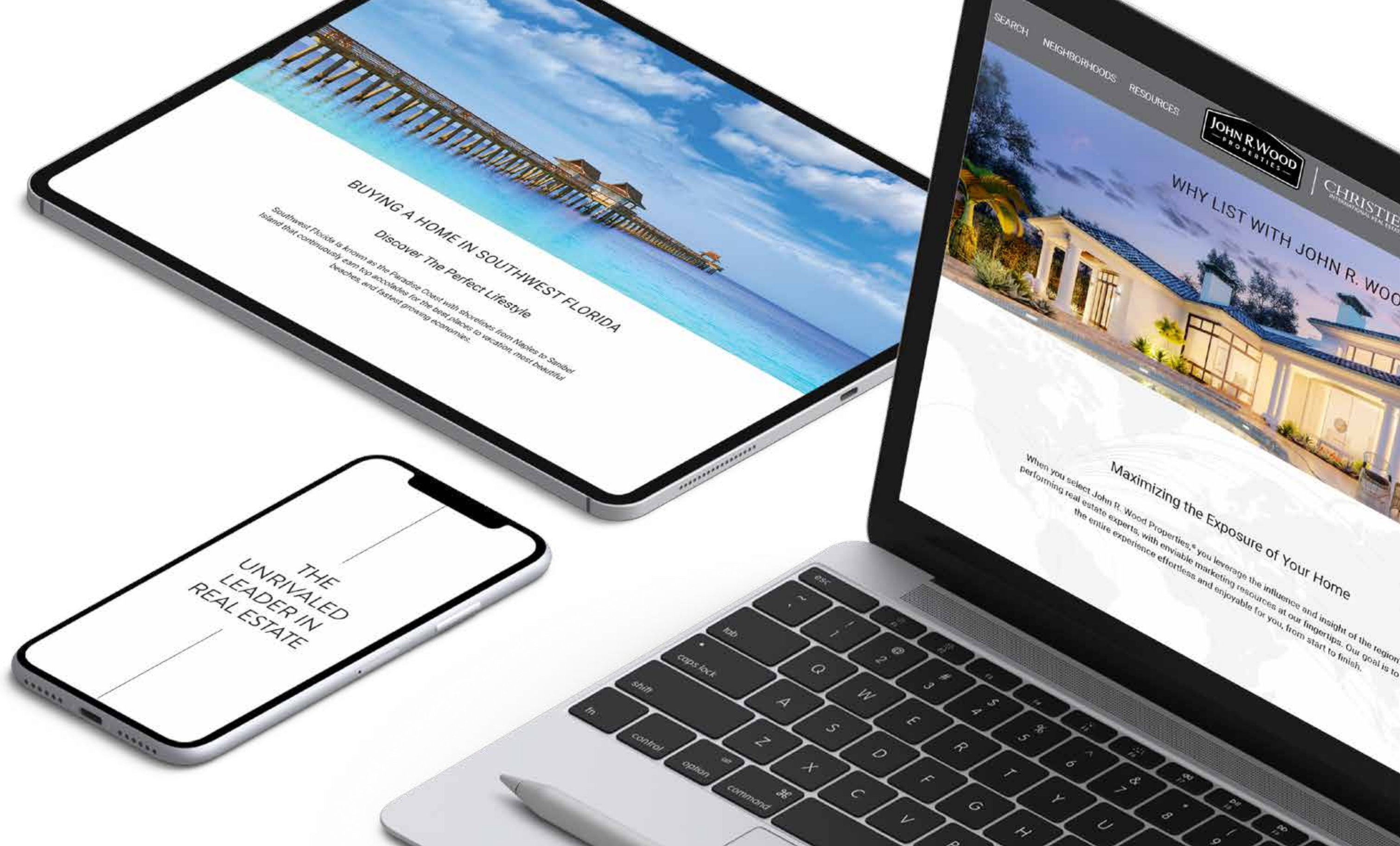
Transcending traditional luxury marketing venues, John R. Wood Christie's International Real Estate showcases listings at Christie's auction sales, as well as some of the most exclusive events around the globe. Marketing homes alongside one-of-a-kind items in art, jewelry, wine, and other collectibles, John R. Wood Christie's International Real Estate reaches a rarefied audience while enhancing the desirability of our customers properties.

CURATED MARKETING SERVICES

The world's finest luxury properties demand the industry's most sophisticated marketing programs, and John R. Wood Christie's International Real Estate delivers just that. Our tailored global marketing initiatives attract and engage high-net-worth individuals and their representatives across all market segments, generating maximum interest and exposure, and enhancing the value our clients receive.

MARKETING RESOURCES

Having unrivaled marketing resources enables us to capture the eyes and imaginations of qualified, interested buyers across a range of multimedia platforms. Most buyers begin their searches online, so conveying a powerful first impression is the most critical marketing strategy.





CHRISTIE'S
INTERNATIONAL REAL ESTATE

DIGITAL ADVERTISING

By optimizing geofencing, geotargeting and cookie technologies, we serve compelling digital banner ads to potential customers whose browsing behavior and location indicate a meaningful interest in luxury real estate purchases in Southwest Florida. We use the most targeted marketing available to pinpoint buyers.

LISTING ALERTS AND TARGETED EMAIL

Our email platform allows us to laser-focus listing eblasts sent to potential buyers based on specific geographic and demographic criteria.

SOCIAL MEDIA

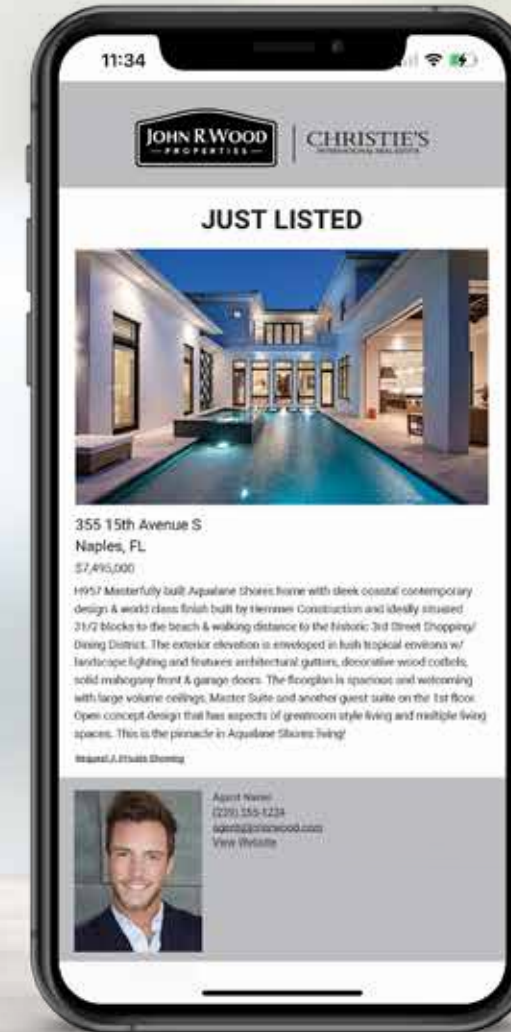
Affluent buyers are on the same platforms we are—Facebook, Instagram, Twitter, LinkedIn and YouTube. Posts with HD video and imagery capture attention and make your home's digital presence irresistible to luxury buyers.

12.5M+
annual views

224K+
annual clicks

Facebook.com/JohnRWoodRealtors

Instagram.com/JohnRWoodProperties

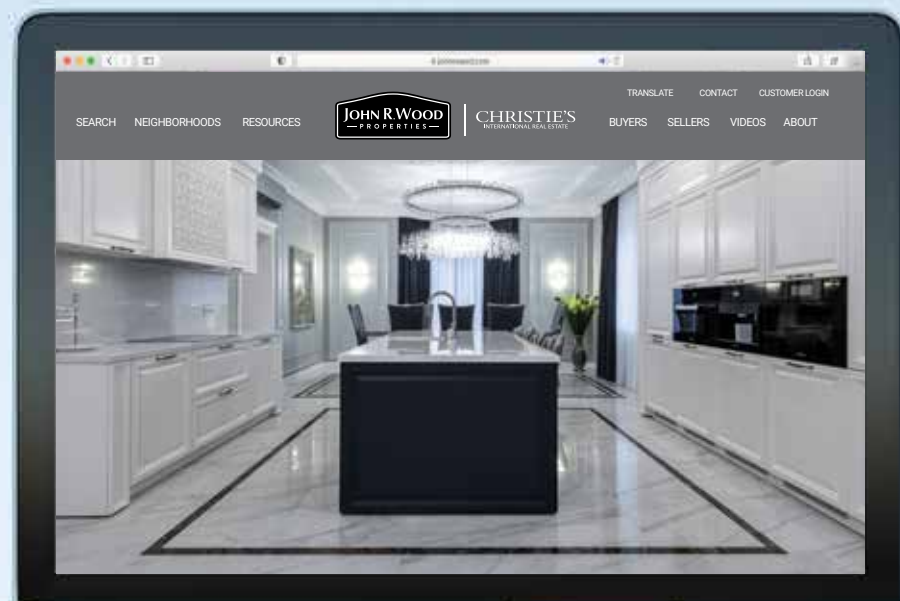


WEBSITES

The phenomenal functionality of JohnRWood.com simplifies searches for criteria affluent buyers expect and fully leverages capabilities such as 360-degree video and virtual tours with extensive galleries of dynamic photography.

Through our affiliation with Leading Real Estate Companies of the World® and Luxury Portfolio International®, our listings appear prominently on hundreds of websites worldwide.

In addition ChristiesRealEstate.com, along with the websites of our affiliated brokerages, gives clients' properties global digital exposure, with the added benefit of syndication to major publications including Financial Times, James Edition, Zaobao and The New York Times. Property descriptions are translated into 19 languages, and the website reaches an audience of millions through sophisticated search engine marketing and inbound campaigns. High-definition videos and SEO-optimized content greet qualified visitors, 60% of whom are outside of the United States.



WE'RE LOCAL WE'RE GLOBAL

ARGENTINA	FRENCH WEST INDIES	PUERTO RICO
ARUBA	GERMANY	QATAR
AUSTRALIA	GREECE	REPUBLIC OF KOREA
BAHAMAS	GUAM	ROMANIA
BARBADOS	ICELAND	RUSSIA
BELGIUM	ITALY	SOUTH AFRICA
BELIZE	JAMAICA	SPAIN
BRAZIL	JAPAN	SWEDEN
BRITISH VIRGIN ISLANDS	LEBANON	SWITZERLAND
BULGARIA	MALAYSIA	THAILAND
CANADA	MAURITIUS	TRINIDAD & TOBAGO
CAYMAN ISLANDS	MEXICO	TURKEY
CHINA	MONACO	TURKS & CAICOS
COLUMBIA	NETHERLANDS	UNITED ARAB EMIRATES
COSTA RICA	NEW ZEALAND	URUGUAY
CZECH REPUBLIC	PANAMA	U.S. VIRGIN ISLANDS
ENGLAND	PHILIPPINES	ZAMBIA
FRANCE	PORTUGAL	





MYOPENHOUSE.ME

OPEN HOUSES

Touring your residence in person makes the most enduring and powerful impact on potential buyers. Your home's outstanding features and finishes, amenities and architecture are not only on display, but emphasized and highlighted by the expertise of your agent.

MYOPENHOUSE.ME

As a proprietary domain of our firm, entering MyOpenHouse.me in a web browser produces an exclusive page showcasing our luxury homes with open house events.



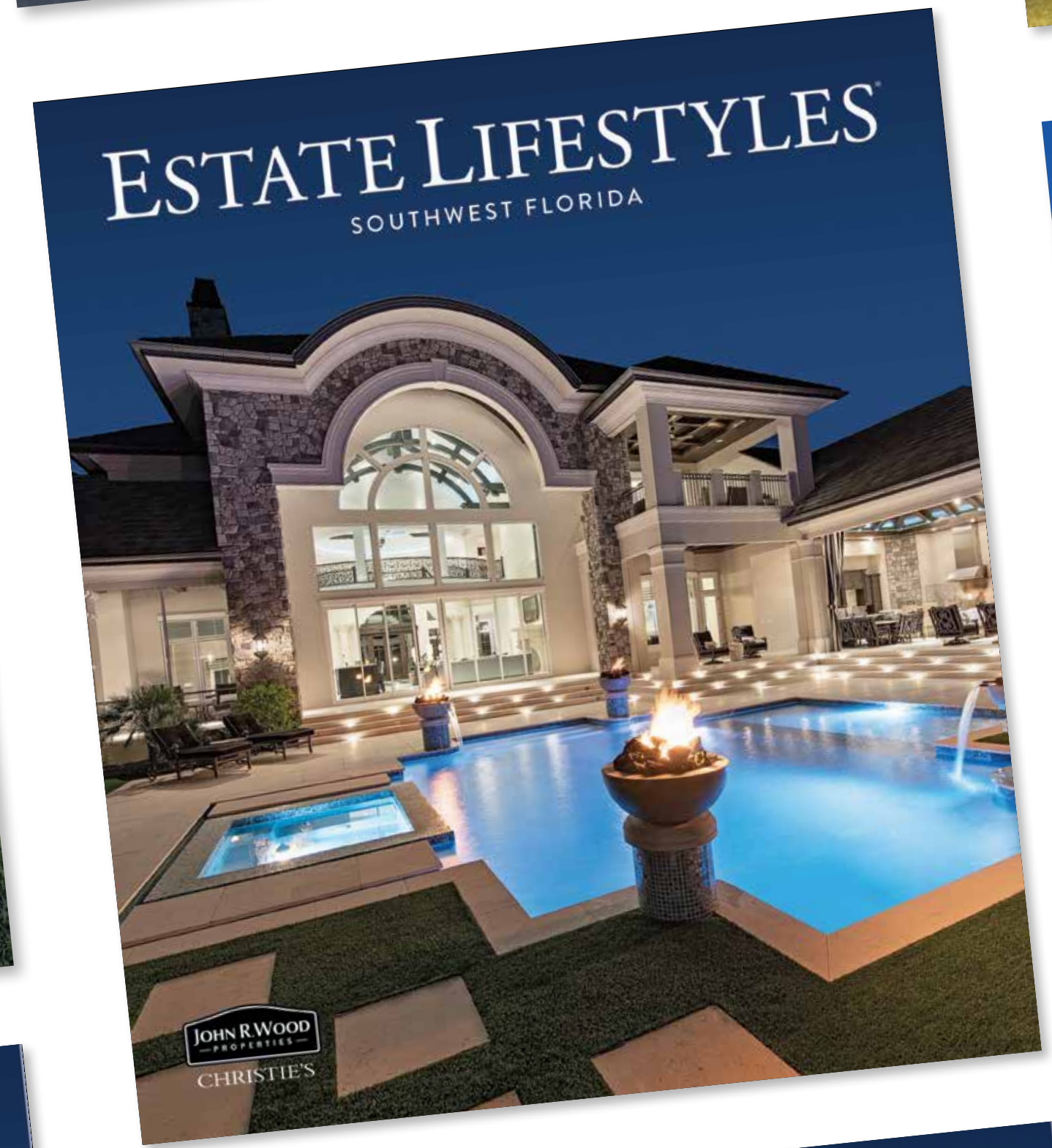
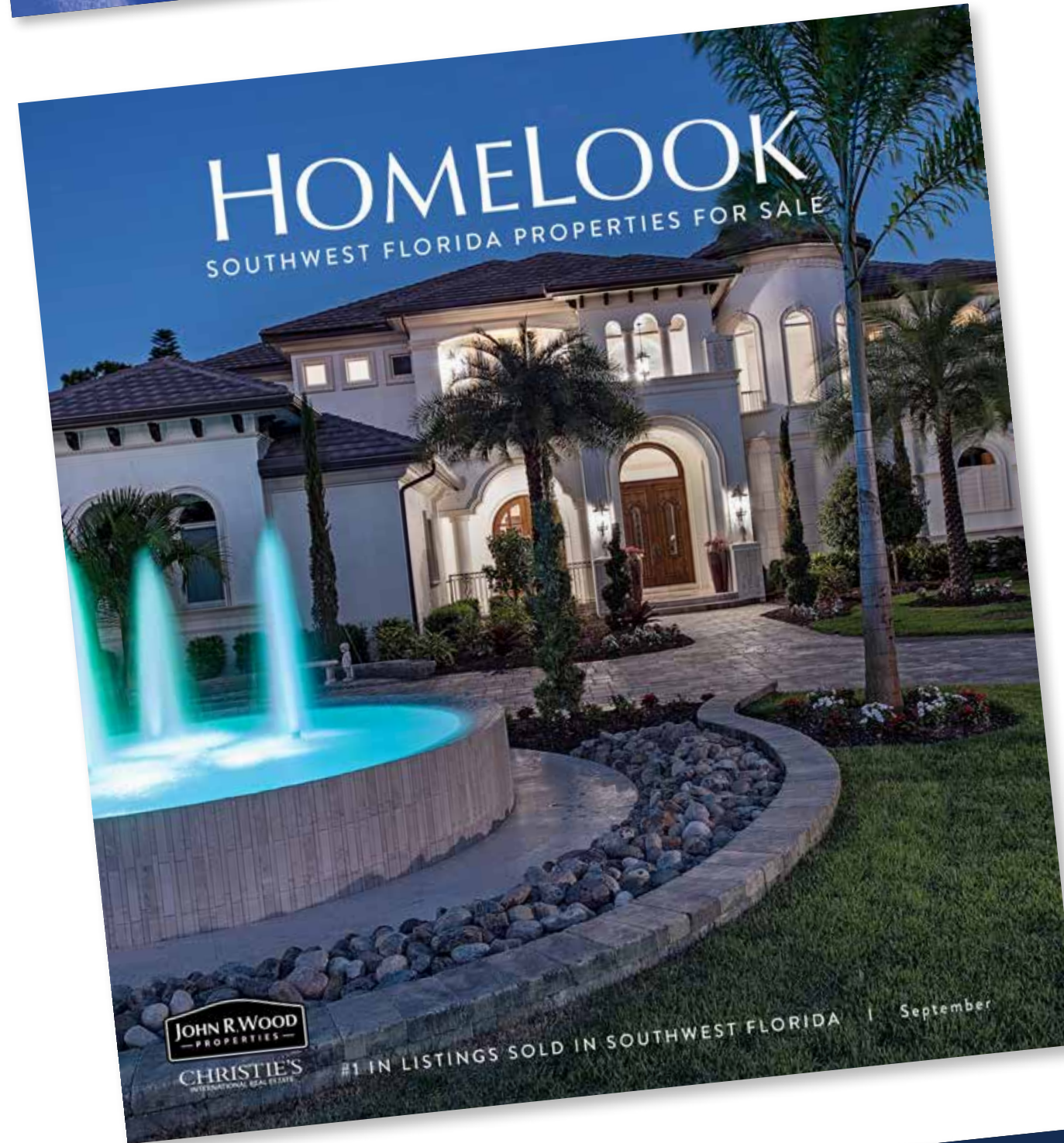
CHRISTIE'S
INTERNATIONAL REAL ESTATE

HOMELook® MAGAZINE

Our most widely read and recognized proprietary publication delivers John R. Wood Christie's International Real Estate's featured listings extensively throughout Collier and Lee counties. Published monthly in either print or digital formats, *HomeLook* has proven to be highly effective at generating interest in buyers.

ESTATE LIFESTYLES®

With a focus on the Southwest Florida lifestyle and topics relevant to luxury real estate, this unique proprietary publication intrigues readers with our portfolio of estate listings, conveniently organized by community. *Estate Lifestyles* is distributed three times per year mailed directly to subscribers and on display in locations with affluent clientele.





CHRISTIE'S
INTERNATIONAL REAL ESTATE

PRINT MARKETING

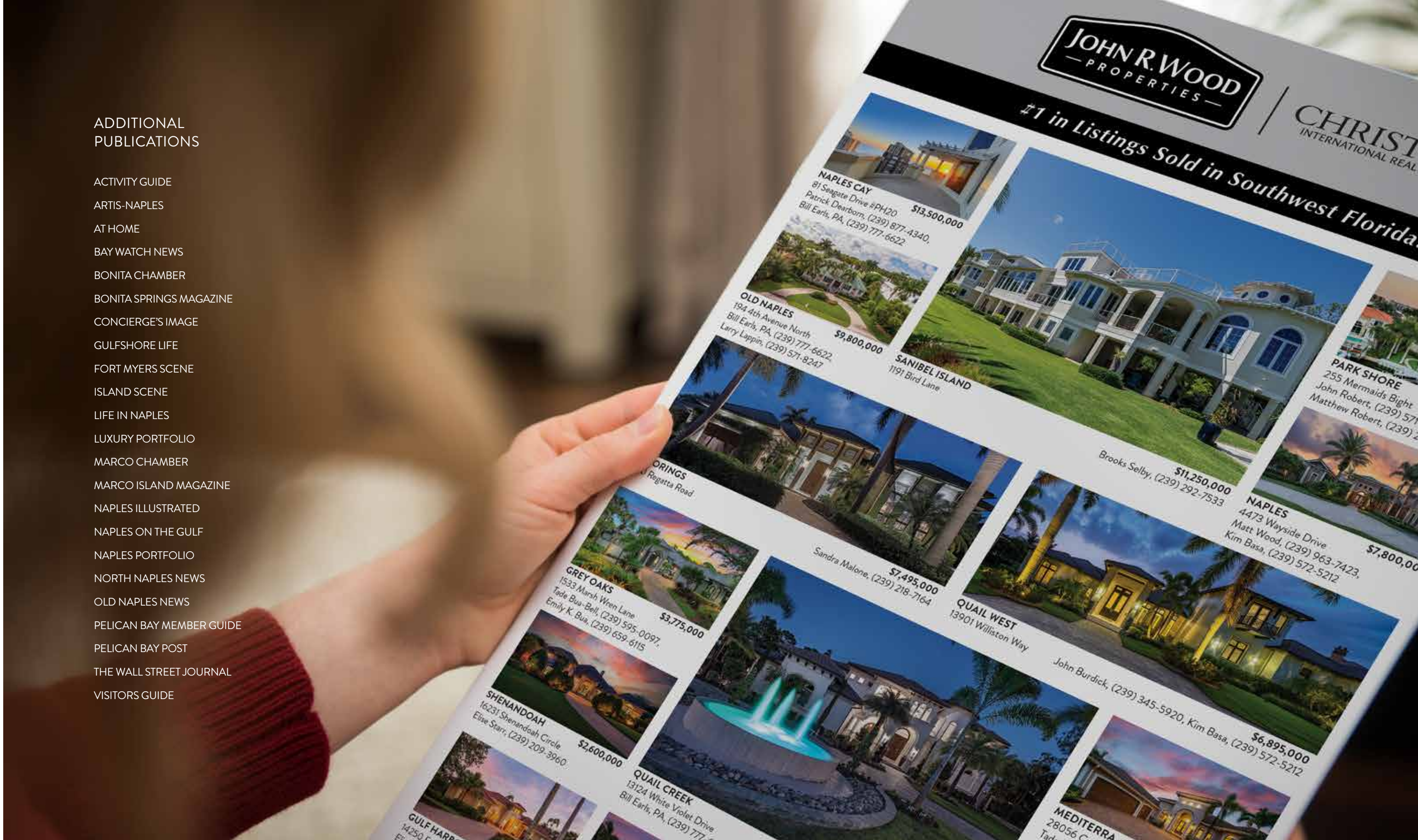
We publish our listings or buyer generating ads in prominent upscale lifestyle magazines and engage readers in multiple editions of the most read newspapers as well as select community newsletters. John R. Wood Christie's International Real Estate publishes proprietary periodicals—all with affluent audiences.

Special newspaper ads, featuring open houses and new listings are published in the Naples Daily News and other newspapers on a weekly basis. These weekly tools, along with *HomeLook Magazine*, are powerful methods for reaching potential purchasers.

ADDITIONAL PUBLICATIONS

- ACTIVITY GUIDE
- ARTIS-NAPLES
- AT HOME
- BAY WATCH NEWS
- BONITA CHAMBER
- BONITA SPRINGS MAGAZINE
- CONCIERGE'S IMAGE
- GULFSHORE LIFE
- FORT MYERS SCENE
- ISLAND SCENE
- LIFE IN NAPLES
- LUXURY PORTFOLIO
- MARCO CHAMBER
- MARCO ISLAND MAGAZINE
- NAPLES ILLUSTRATED
- NAPLES ON THE GULF
- NAPLES PORTFOLIO
- NORTH NAPLES NEWS
- OLD NAPLES NEWS
- PELICAN BAY MEMBER GUIDE
- PELICAN BAY POST
- THE WALL STREET JOURNAL
- VISITORS GUIDE

PRINT MARKETING



DIRECT MAIL AND CUSTOM BROCHURES

Reaching potential buyers in their mailboxes is still one of the most effective ways to attract the attention of discerning homebuyers who already appreciate the lifestyle of Southwest Florida. We create custom, high-production-value brochures and postcards showcasing your home's most photogenic features.

ANNUAL LUXURY REPORT

Our compiled statistics for Collier and Lee counties, community by community, offer incomparable insight into luxury real estate trends. We send this expert analysis on million-dollar-plus properties to area million-dollar homeowners the first quarter of the year, highlighting the dynamics driving property values, listing activity and average closed prices for the previous calendar year.



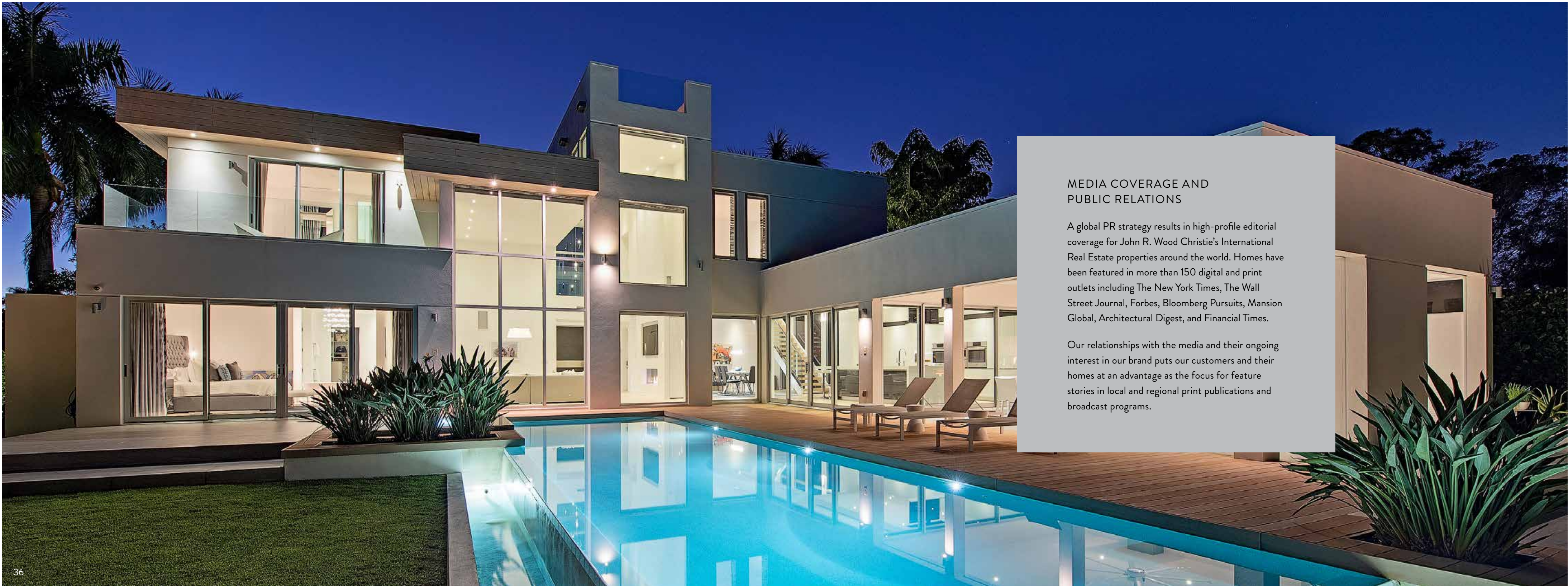


PHOTOGRAPHY AND VIDEO

Rich, high-definition imagery is essential. We hire professional photographers to capture every angle of your home, inside and out. High definition photography and video will be needed to create a spectrum of digital and print marketing elements.

PROFESSIONAL STAGING

To prepare your home for its debut on the market, we may suggest rearranging furnishings and other décor to facilitate photography and video shoots as needed. This also presents your home in a professional model home format that helps attract buyers.



MEDIA COVERAGE AND PUBLIC RELATIONS

A global PR strategy results in high-profile editorial coverage for John R. Wood Christie's International Real Estate properties around the world. Homes have been featured in more than 150 digital and print outlets including The New York Times, The Wall Street Journal, Forbes, Bloomberg Pursuits, Mansion Global, Architectural Digest, and Financial Times.

Our relationships with the media and their ongoing interest in our brand puts our customers and their homes at an advantage as the focus for feature stories in local and regional print publications and broadcast programs.



SoWeFlo
LIFE
 SOUTHWEST FLORIDA LIFE

BROADCAST

We cast, shoot and produce our own online TV series, SoWeFlo Life. You can find new episodes weekly on our website, social media and YouTube channel. We showcase why we love where we live—and individual lifestyle passions for our various agents. Viewers discover new spots and revisit favorite destinations which make our paradise amazing and dynamic.



[YouTube.com/user/JohnRWoodNaples](https://www.youtube.com/user/JohnRWoodNaples)





CHRISTIE'S
INTERNATIONAL REAL ESTATE

No other real estate company knows the prestigious communities and lifestyle opportunities of Southwest Florida better. Over the decades, John R. Wood Christie's International Real Estate has evolved into a formidable luxury real estate brand with more than 700 best-in-class agents in 21 offices, from Marco Island and Naples to Sanibel and Captiva.

In 1958, our founders, John and Wanda Wood, established our first office in Naples when it was merely a quiet seaside village. They saw the remarkable potential and irresistible appeal of this entire region. We credit our success and our firm's remarkable longevity to courageous risk-taking—sometimes breaking from conventional wisdom—and the agility to respond quickly to changing buyer expectations. The Wood family's commitment to philanthropy, ethics and legendary service defines us and distinguishes us from our peers to this day.





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JohnRWood.com | (877) 262-1300