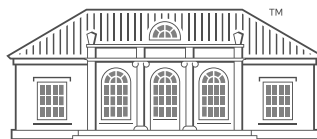




## The Advisor Offering



ENGEL & VÖLKERS

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Joining the Engel & Völkers brand introduces you to a distinctive culture that stands apart from any other.

## And it all starts with you.

The global Engel & Völkers network is centered around the power of one brand built by and built for real estate leaders, and amplified by cutting-edge tools, resources and technology. Leveraging the Engel & Völkers brand creates an unmistakable presence in your market.



# The Engel & Völkers Way

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Where strategy meets details is where you'll find the Engel & Völkers experience. Our license partners and advisors are able to leverage Engel & Völkers to deliver lifestyle opportunities that exceed our clients' expectations, creating the elevated and refined experiences that are distinctly Engel & Völkers.

## OUR MISSION

We link together the aspirations of people around the world. With total passion.

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## OUR CORE VALUES

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### Competence

We leverage our expertise to deliver tailored experiences.

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### Exclusivity

We expect nothing less than exceptional.

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### Passion

We love what we do, and that's what makes the difference.

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# The E&V Lifestyle

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## LIVING & SELLING THE LIFESTYLE

Established in some of the finest locations in the world, our real estate advisors are known for living the lifestyles they sell their clients. Our data, tools, and reach drive our ability to support this niche expertise by offering lifestyle-based searches, marketing opportunities, and targeted customer bases. Established Engel & Völkers specializations further highlight the possibilities that await professionals whose unique expertise caters to an audience no one else can.

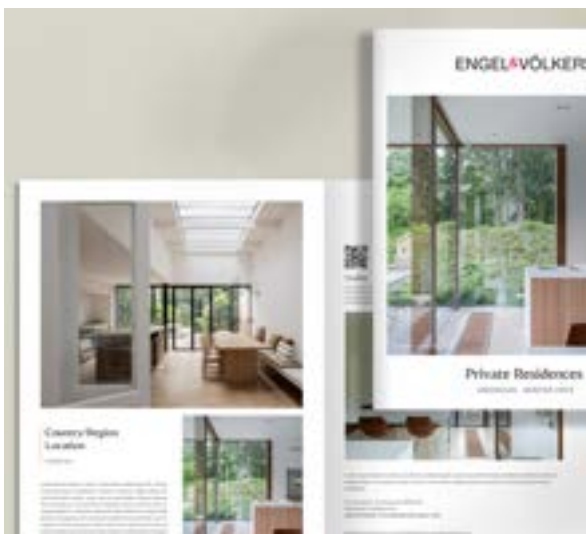
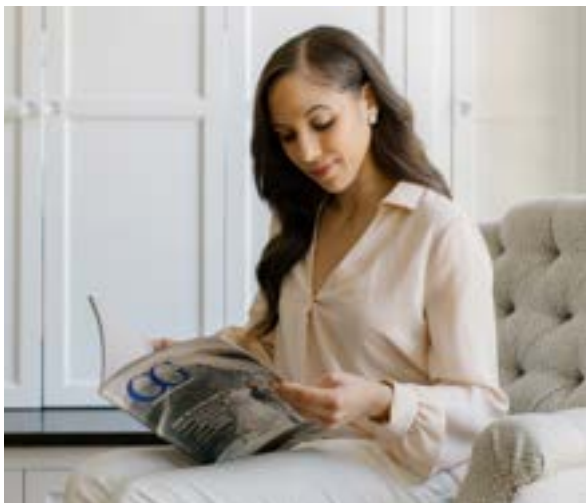
Speciality Areas:

- ◆ Water properties
- ◆ Ranch properties
- ◆ Mountain properties
- ◆ Wine/vineyard properties
- ◆ Ski properties
- ◆ Equestrian properties
- ◆ Golf properties
- ◆ Professional athlete advisory

## YACHTING

Through Engel & Völkers Yachting and our dedicated yachting advisors, Engel & Völkers real estate professionals benefit from unique referral opportunities and access to yachting and waterfront living expertise, inclusive of trend insights, docks, moorings, and waterway valuations that make for a distinctive waterfront listing presentation and experience.





# Exclusively Engel & Völkers

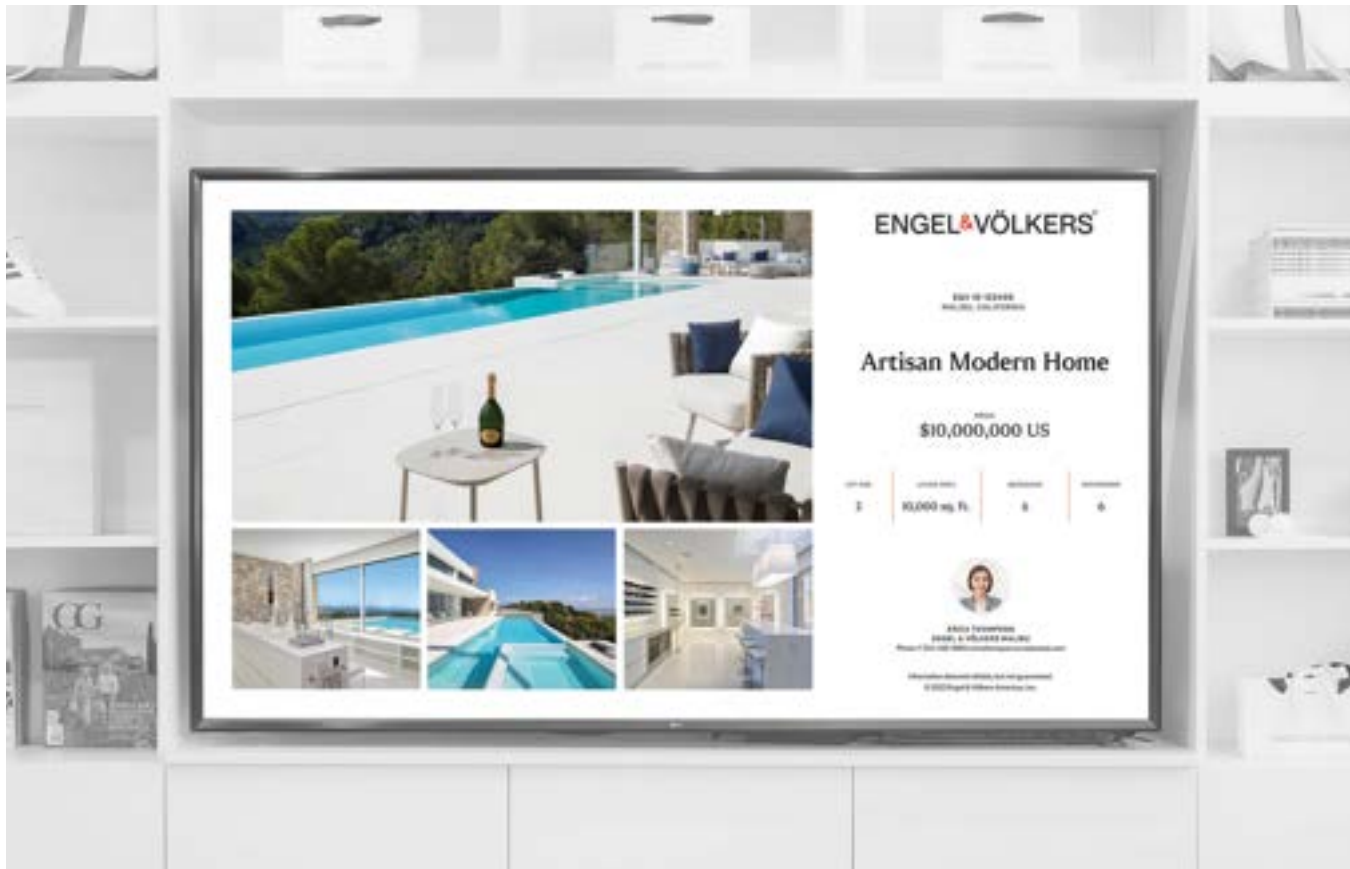
## GG MAGAZINE

GG is Engel & Völkers' luxury lifestyle magazine, blending the world of architecture, travel, art, and design with the finest in global real estate represented by Engel & Völkers. This exclusive publication is distributed quarterly in print and digital form. Key features include:

- ◆ Global network distribution, subscriptions, and placement on newsstands throughout Europe
- ◆ Accompanying marketing and social media content with each new issue
- ◆ GG Club: Automatically market to your clients with a custom, two-year subscription
- ◆ Versatility: Use as a powerful client and talent prospecting tool

## PRIVATE RESIDENCES

Our bi-annual publication, Private Residences, features a collection of Engel & Völkers listings with targeted exposure across shops in the Americas, as well as distribution to thousands of high-net-worth consumers in the U.S. and Canada through partnerships with Modern Luxury Media and Dolce magazine.



## SHOP TV

Advisors can maximize listing exposure by featuring property images, listing information, and advisor details on curated digital displays in shops across the Americas.

## EDGE™

Engel & Völkers' exclusive Extensive Domestic & Global Exposure (EDGE) program provides unprecedented online exposure through brand and media partnerships for every Engel & Völkers listing. These relationships are in addition to multinational advertising partnerships with leading media publications and unique cross-selling capabilities through our collaborative global network.



# The Power of Engel & Völkers

## BRAND STRENGTH

Engel & Völkers' signature look, from our iconic shops to sleek signage and sophisticated marketing, evokes the elevated experiences our professionals provide home buyers and sellers. By leveraging the strength of thousands, our advisors are recognized in local markets around the globe and united with an unmatched, collaborative network.

## BRAND CENTRAL

Unlock unlimited marketing potential with customizable marketing assets to position you, your market, and your listings in the best way possible across any platform, all using one intuitive interface, including:

- ◆ Videos
- ◆ Original photography
- ◆ Print, digital, and media creative templates
- ◆ Promotional materials
- ◆ Brand essentials

## E&V CREATE

Powered by 

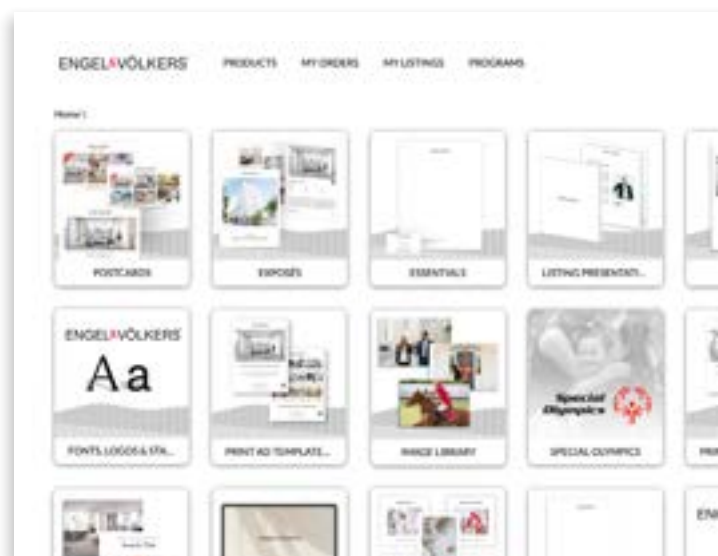
A real estate exclusive, Engel & Völkers offers E&V Create, powered by Canva. This solution provides 500+ templates allowing advisors to create sophisticated Engel & Völkers marketing materials from reels to videos templates to social graphics, with the ability to post directly to associated social media accounts.

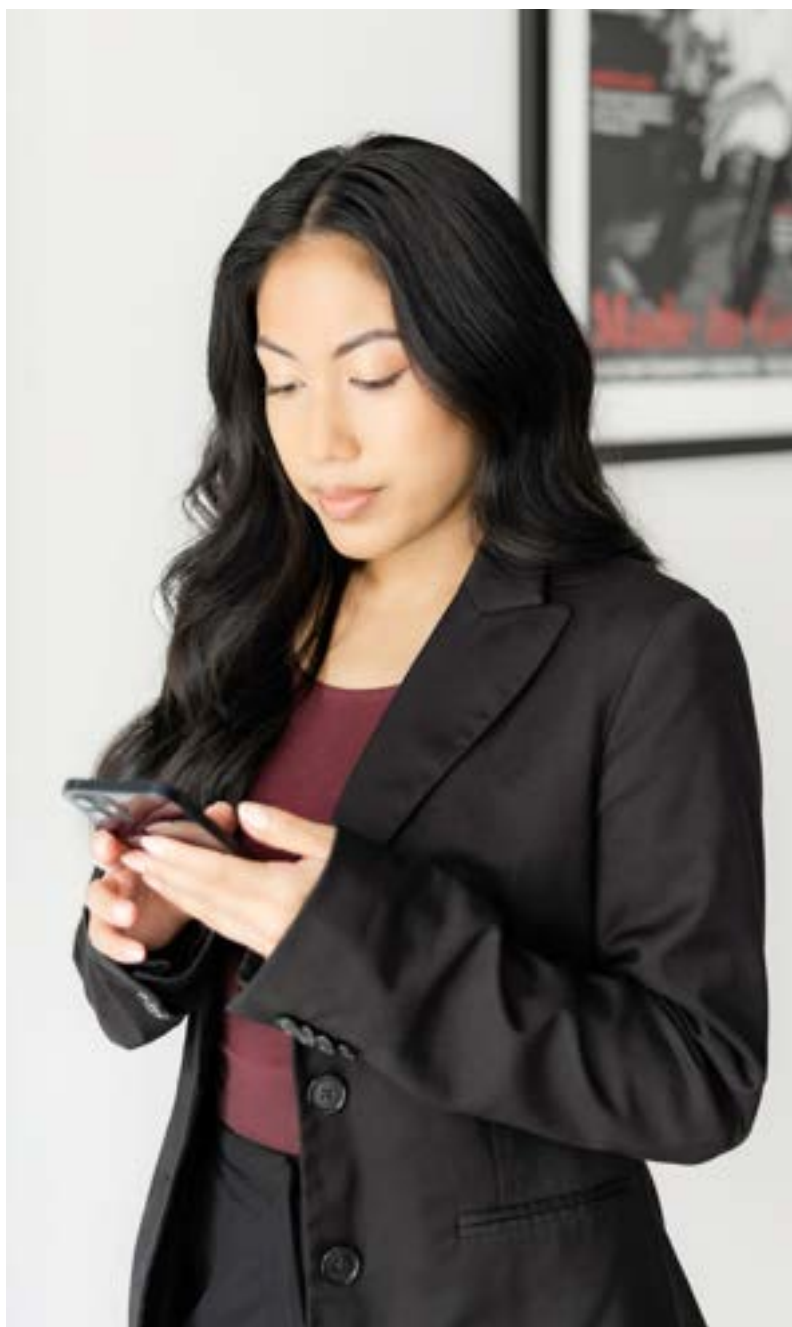
## E&V CREATIVE SOLUTIONS

For advisors looking for custom marketing solutions, including printed pieces, media strategies and advisor website creation, E&V Creative Solutions provides one-on-one support for projects needing extra attention from design subject matter experts.

## LOGO SHOP

Carefully curated products—from apparel to sporting goods and promotional items—are available for any need, every instance, and each opportunity to proudly represent and amplify Engel & Völkers in style.





# Empowered to Excel

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The Engel & Völkers brand is designed to help our license partners and advisors create efficiencies and new opportunities via our support, tools, technology, and dedicated attention.

# Platforms & Tools

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## WORLD

Engel & Völkers' proprietary platform built for one sole purpose: to provide seamless access to all Engel & Völkers' resources to support your business.

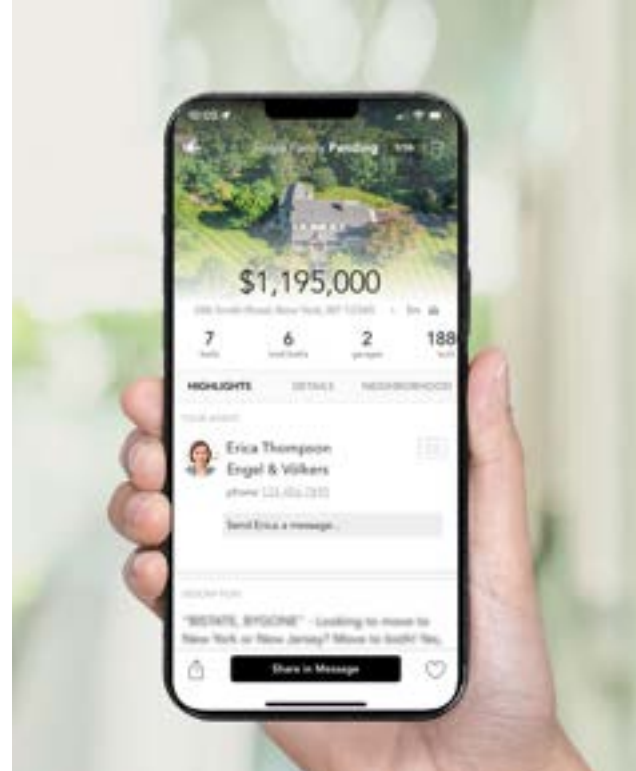
## GOOGLE WORKSPACE

Google Workspace is a suite of cloud computing, productivity, and collaboration tools and products provided to the entire Engel & Völkers network, inclusive of a dedicated brand email and:

- ◆ Full business accounts with unlimited storage
- ◆ Easy document creation and sharing with Engel & Völkers templates
- ◆ Access to files anywhere, anytime
- ◆ Secure videos meetings
- ◆ Google Chat for real-time network collaboration
- ◆ Shared drives for easy team access

## E&V CRM

Relationships are everything, and in one simple, user-friendly interface, you can capture, manage, and track leads with the power of the E&V CRM. Stay in front of clients with easy-to-use lead generation and nurturing tools, inclusive of branded emails, open house forms, and landing pages, along with endless marketing integrations, AI-powered calling and texting, and impactful reporting.



## EVINSIDER

Your personalized app, available on iOS and Android, provides real-time MLS data, a place to showcase listings, and the ability to receive direct inquiries from clients, giving them an “insider” feeling with easy access to and filtering of the market.

## E&V CONSOLES

A comprehensive dashboard that helps our advisors track metrics essential to your business, including:

- ◆ People
- ◆ Properties
- ◆ Production



## PARTNER NETWORK

With a promise to provide an experience of the highest caliber—to our network and your clients—we have discerningly and carefully selected partners whose products and services align with our commitment to competence and exclusive expertise, while negotiating advantageous pricing and unique opportunities benefitting our advisors. From marketing and data partners to closing gifts and farming tools, our Partner Network continues to grow with our network.

## ADVERTISING

Along with strategic national media partnerships with some of the Americas' most notable publications, Engel & Völkers' cooperative advertising program gives our advisors direct access to customize advertising strategies and discounted ad placement rates.



## EDUCATION & SUPPORT

### Coaching and Accountability

Ongoing learning and support are essential to our framework, even for the most seasoned professionals. At Engel & Völkers, we operate with an open line of communication to dedicated experience managers and industry legends who have walked in the shoes of our network, helping you continuously stay steps ahead of the rest.

### Academy

Our in-house Academy is meaningfully designed to help you discover, learn, and leverage all of Engel & Völkers' offerings via live and on-demand educational sessions.

### Engage

A staple of Engel & Völkers' blended onboarding experience, Engage provides a learning environment for you to align and empower you within the first 90 days. Every shop has a dedicated support manager to provide strategic guidance with a full support desk behind them to field networkwide questions and requests.



## Path to Mastery

An immersive, collaborative learning and business development experience designed for motivated, committed advisors with an entrepreneurial mindset to help further develop their real estate practice with lasting results.

## ONGOING MARKETING

### Email Campaigns

Gain access to strategic branded email marketing campaigns, templates, action plans, and platforms designed to make your email marketing strategies relevant, valuable, and consistent.

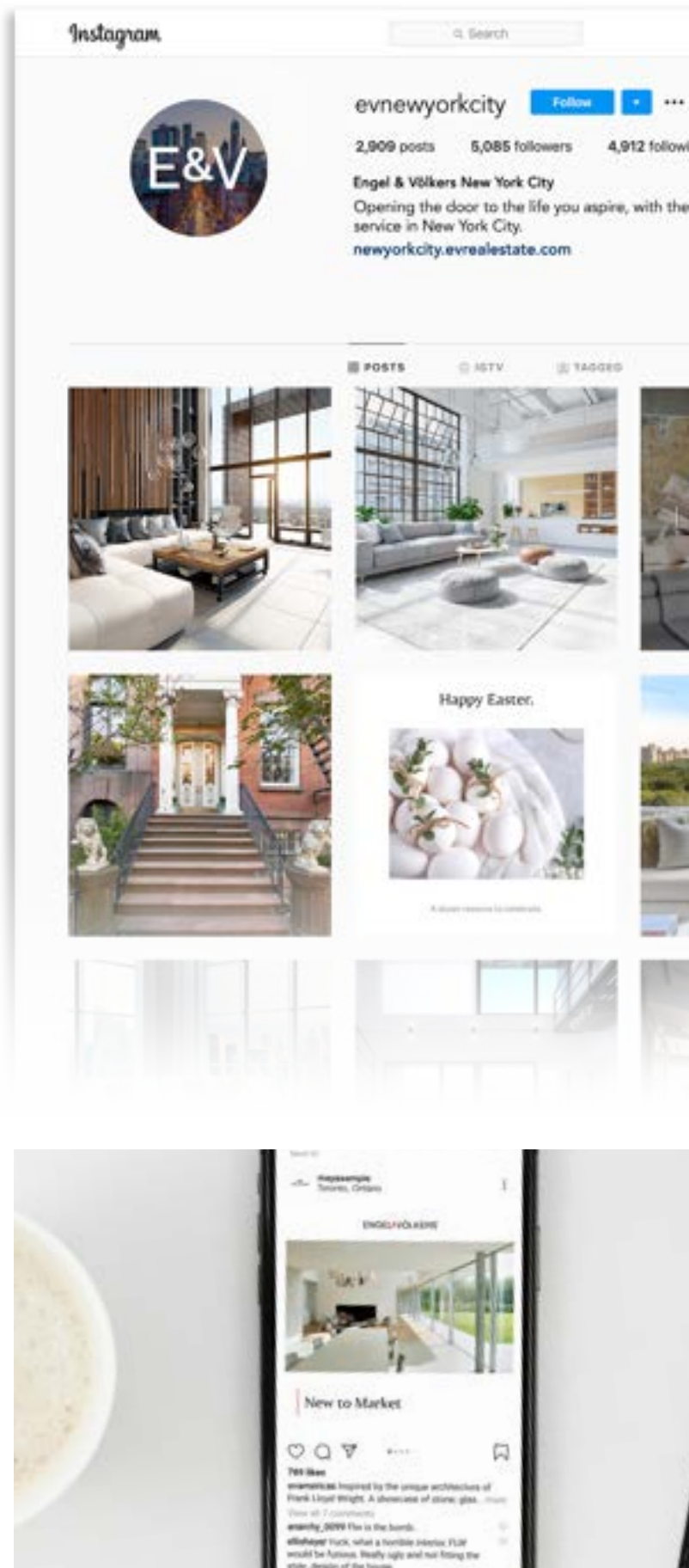
### Public Relations

Engel & Völkers' award-winning public relations strategy includes exclusive research reports, thought leadership from brand and network leaders, the promotion of notable listings, and more to elevate the brand, generating 10+ billion media impressions in select outlets every year.

### Social Media

Engel & Völkers' social media strategy and content is dedicated to amplifying and optimizing our shops and advisors' businesses. Content includes:

- ◆ Thought leadership
- ◆ Engaging statistic videos
- ◆ Seasonal campaigns
- ◆ Branded social media templates



## DIGITAL OFFERINGS

Engel & Völkers' digital infrastructure prioritizes one thing: attracting clients and seamlessly connecting them with our local experts.

Whether clients engage with Engel & Völkers at the advisor, team, shop, Americas, or global level, a reimagined online experience blends innovative marketing and technology strategies to connect with clients where they are (literally) and to direct them where they want to be.

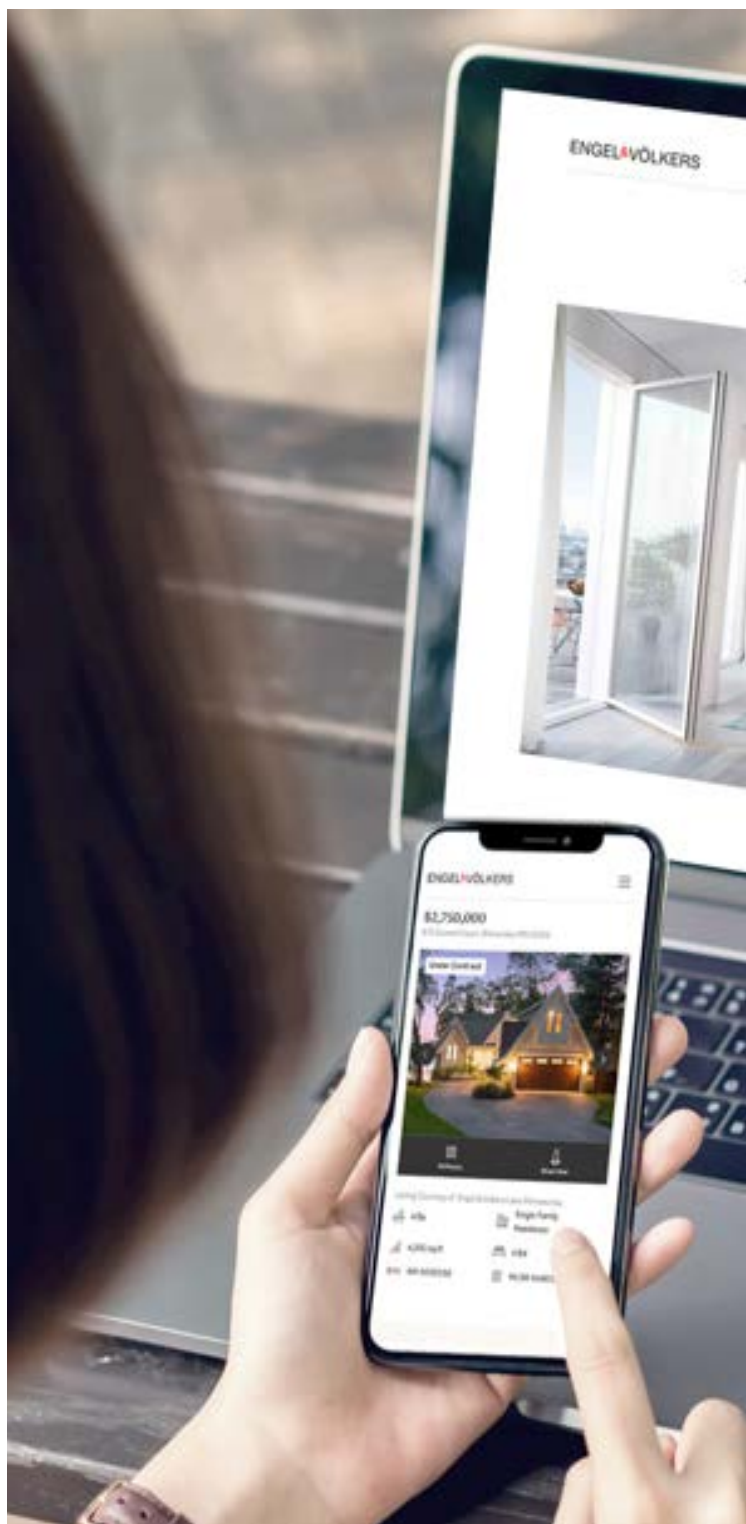
### Shop and Advisor Profile Sites

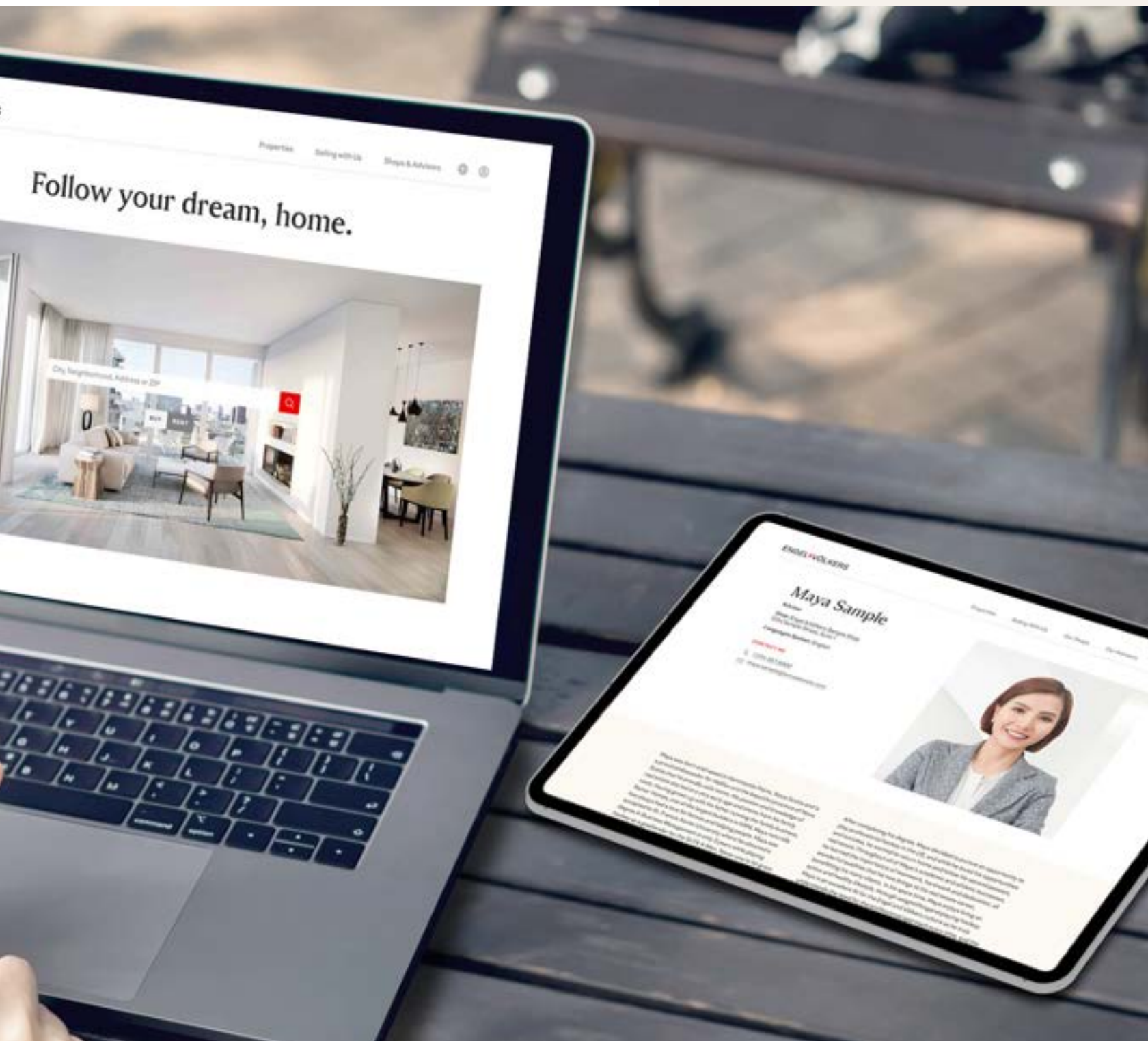
Simply elegant sites built for you by Engel & Völkers with:

- ◆ Full IDX capability
- ◆ Enhanced SEO
- ◆ Seamless user and editing experience
- ◆ Neighborhood data and saved search functionalities
- ◆ Multi language
- ◆ AI integration for natural language search and content generation
- ◆ CRM integration
- ◆ Optional content fed from evrealstate.com (blog, media center, developments, lifestyle verticals)

### Enhanced Advisor IDX Sites (optional)

Powered by Lofty Inc. our enhanced IDX sites allow advisors and teams to curate branded websites that support more complex marketing strategies. Available in four languages (Spanish, French, Japanese, and English) and seven currencies, this option is directly integrated in the E&V CRM.









# The Engel & Völkers Experience

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We make it our mission to uplift the people who make the Engel & Völkers brand indistinguishable.

From marquee events and inspiring philanthropic partnerships to awards and specialty designations, our business may be real estate, but our people are our passion.





## EVENTS

### EVX

Each year, over a thousand Engel & Völkers professionals from the Americas and around the globe come together under one roof for three days of purposeful content, motivational speakers, spectacular connections, and unforgettable celebrations.

## AWARDS

Our much-anticipated annual Awards Ceremony recognizes the outstanding performance of Engel & Völkers shops and advisors in their markets and beyond, including the highly coveted Engel & Völkers Cup.

## GIVING BACK

At Engel & Völkers, community is everything. Whether it's supporting our growing network of shops and advisors in times of need or empowering the movements that help us create communities we are proud to call "home," building a better tomorrow simply aligns with our core values.

### Special Olympics

With over a million dollars raised through our official partnership, Engel & Völkers advisors and shops take pride in supporting Special Olympics with our Contribution at Closing program, as well as local and national fundraising events, in an effort to create more inclusive communities.

### E&V Cares

The collective power and resources of thousands of advisors and hundreds of shops who support the Engel & Völkers community in times of need.

### Our Commitment

It's not just our responsibility, it's who we are. We take pride in aligning with the industry organizations whose missions help us uplift and empower our network members and build a brighter industry and world, including:

- ◆ LGBTQ+ Real Estate Alliance
- ◆ Asian Real Estate Association of America (AREAA)
- ◆ Inman News
- ◆ And more

ENGEL & VÖLKERS®





## DESIGNATIONS

Engel & Völkers offers strategic designations that empower eligible shops and advisors who serve clients with nuanced, distinct needs that require the utmost specialty and discretion in service.

### Private Office

Established in 2007, Engel & Völkers Private Office serves clients with high-value and often multi-market property portfolios. Its inducted members are among the most discrete, competent, and connected real estate professionals in the world.

### Development Services

Engel & Völkers' specialized team of advisors and executive leaders who provide a comprehensive, results-oriented experience to the developers and financial institutions involved in residential and resort development projects locally and around the globe.

### Commercial

The Commercial designation supports leaders and advisors who focus on a range of commercial transactions including office, retail, multi-family, industrial and hospitality. Through collaboration, shared experiences, custom marketing and tools, this group provides the comprehensive research, analysis and presentation services that this market segment demands.





Our journey to redefine luxury real estate began with Christian Völkers' first shop in Hamburg, Germany, in 1977.

Half a century, over 1,000 locations, and 16,000 professionals later, what the world knows as the iconic Engel & Völkers brand is evermore inspired by this humble beginning, paying homage to our European heritage, unwavering commitment to excellence, and relentless drive to innovate the real estate industry. Engel & Völkers' core values of passion, competence, and exclusivity have created a unique global culture and service-based system that routinely and consistently set the highest standards the industry has ever known.

When you're ready to embark on a journey of unrivaled brand strength, cutting-edge innovation, and the power of simple, trusted elegance, Engel & Völkers will take you to your destination.

**“Quality product offerings,  
premium service, and  
innovative thinking never  
seem to go out of style.”**

Christian Völkers, Founder and Chairman,  
The Engel & Völkers Group

This sentiment guides our helm, and Christian Völkers' vision and entrepreneurship continue to elevate our company's services—inspiring the same imagination he originally introduced in Hamburg, Germany, to every market we serve today.







ENGEL&VÖLKERS®





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