

# FEATURED PROPERTY PROGRAM: CRITERIA & BENEFITS

The LeadingRE Featured Property Program is a dedicated 6-month marketing package available exclusively for significantly priced properties worldwide. Reach a targeted audience and gain additional exposure for your listing by enrolling them in the program today.

## Criteria

- Open to all LeadingRE member agents
- Program available on a per listing basis
- Minimum listing price point \$499,900 USD
- Listing must be residential and exclusive to a LeadingRE member

## Program Benefits

- Property showcased in the “featured” listings section on the LeadingRE homepage and on the Featured Properties landing page ([leadingre.com/featured](https://leadingre.com/featured))
- Listing included on a rotational basis at the top of property search results on LeadingRE.com and highlighted with a “featured” ribbon
- Syndication of the listing to Real Estate section of WSJ.com (The Wall Street Journal) — a \$2,000 value!
- Guided tour video automatically created for the property, added to the listing on leadingre.com and syndicated to the LeadingRE YouTube Channel
- Promoted on LeadingRE social media channels
- Exclusive discounted pricing available to run a targeted online listing banner ad
- Exclusive discounted pricing available to advertise in the Distinctive Properties portion of the Mansion section in The Wall Street Journal print edition (pricing will vary based on size and location; use of LeadingRE co-branded ad templates required)
- Exclusive discounted rate available to advertise in the Property Gallery portion of the House & Home section of the Financial Times Weekend print edition (use of LeadingRE co-branded ad templates required)

## Investment: \$399

Available for six (6) months or until listing sells; whichever is first