

DIGITAL EXPOSURE

# Audience Reach & Distribution

**UNIQUEHOMES**

| Distribution Channel                            | Audience / Placement                                                                          | Reach               |
|-------------------------------------------------|-----------------------------------------------------------------------------------------------|---------------------|
| Luxury Realtor Distribution / Any brand / Email | Email distribution to luxury real estate professionals across all major brands and brokerages | 60,000 realtors     |
| HNWIs / Age 35+ / \$25m+ / Email                | Email distribution targeting HNWIs age 35+ with \$25M+ household net worth                    | 75,000 households   |
| Uniquehomes.com                                 | Featured placement and digital syndication on UniqueHomes.com                                 | 100,000 impressions |
| UHM Social Media                                | Promotion across Unique Homes Media social channels                                           | 400,000 followers   |

KELLERWILLIAMS  
*Luxury*

|                            |                                                                                                                               |                                      |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| KW Luxury Social Media     | Promotion across Keller Williams Luxury Instagram and Facebook channels                                                       | 14.4K IG Followers / 5K FB Followers |
| KW Luxury Agent Newsletter | Featured in the monthly internal newsletter distributed to KW Luxury Earn-In Agents                                           | 12,000+ Luxury Agents                |
| KW Luxury Websites         | Syndicated across consumer and agent-facing Keller Williams Luxury platforms including luxury.kw.com and discoverkwluxury.com | Ongoing Digital Exposure             |

**SECURE YOUR SPOT**