

BMC

LUXURY COLLECTIVE

To succeed in luxury real estate, you need to reach a luxury audience.

You know that the audience for luxury real estate has unique expectations and desires. But do you know how to truly connect with them? BMC Luxury Collective experts do, because our team has been doing just that for decades.

We have vast experience in a broad range of luxury industries—including real estate, but also those that overlap with the audience for multimillion-dollar properties. Through our work for high-end hotels and resorts, elite equestrian businesses, and renowned wellness companies, we have continued to refine our ability to reach the people you want to target.



That's why real estate professionals from agents to developers trust BMC Luxury Collective.

Our one-stop, tailored approach to branding and marketing has been proven at exclusive communities in Los Cabos, Napa Valley, South Lake Tahoe, Park City, Utah, and others. We can help you:

- Analyze the competition to identify key differentiators
- Create an elevated yet approachable look and feel
- Position your properties or communities in the market
- Drive engagement with distinct audiences through digital and print advertising, social media, direct mail, email campaigns, and other marketing efforts
- Deliver messaging to maintain relationships with your existing lead base

You don't need to hire additional marketing FTEs, vet and manage multiple agencies, and pay high agency fees to reach your goals. You just need BMC Luxury Collective.



We know luxury real estate.

Whether you're an established firm looking to elevate your listings, you're just launching your business, or you want to make inroads in new markets, BMC Luxury Collective can create and execute a plan designed to help you reach your goals—at the brand level, for entire communities, even down to individual listings.

OUR SERVICES

BRANDING AND POSITIONING

We create a consistent brand and story for use throughout your marketing efforts.

- Naming, logo development
- Brand pillars, overall and audience-specific positioning
- Visual style guide—fonts, color palette, design aesthetic

ASSET DEVELOPMENT

We develop the assets you need to tell your brand story effectively.

- Management of photography, videography, copy, and design along with production
- Website development
- Digital and print advertising creative
- Brochures, signage, and other marketing materials
- Email campaigns

MARKETING PLANNING AND EXECUTION

We build a robust strategic marketing plan, and then work to help execute it.

- Social media management
- Press outreach and media pitching
- Digital and print advertising—buying, management, and creative execution
- Direct mail
- SEO management
- Content creation, copywriting, design, coding
- Event planning and other tactics to drive qualified leads

See how BMC Luxury Collective can help elevate your sales.

bmcluxe.com
949-310-8662
hbrown@brown-marketing.com

SAN FRANCISCO | LOS ANGELES
SAN DIEGO | SEATTLE | MIAMI