



# Hawai'i Life Global Luxury Affiliate Membership

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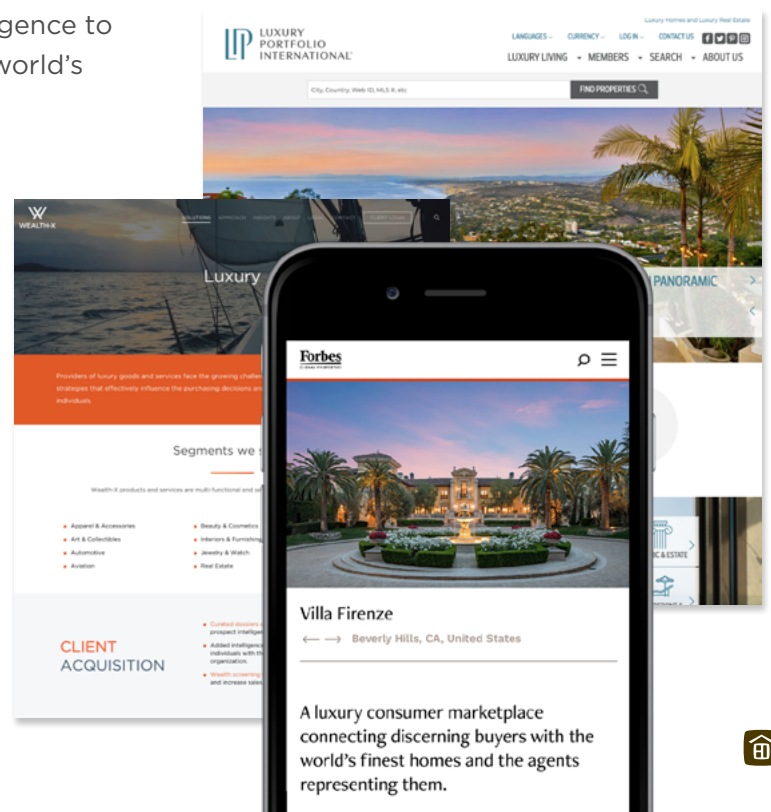


# Global Luxury Affiliate Membership

The Global Luxury Affiliate Membership (or GLAM) provides access to a powerful suite of services and platforms designed to target, engage, inform and attract buyers and sellers of luxury properties in key markets around the world.

As Global Luxury Affiliate Members (GLAMs), you and your business will have exclusive access to:

- **Forbes Global Properties™** - A global network of elite real estate professionals — all established leaders in luxury property sales in their respective markets, with clients and offices in more than 75 locations across the U.S., Asia, Europe, and Australia. Forbes Global Properties™ leverages the audience and worldwide reach of Forbes, one of the most trusted media companies for the last 100 years, to engage, inform, and delight buyers and sellers of luxury properties.
- **Luxury Portfolio International® (LPI)** - The luxury marketing division of Leading Real Estate Companies of the World®, encompassing 565 premier, locally branded real estate companies with offices in 70 countries around the world.
- **LexisNexis and Wealth-X** - Prospect intelligence to help you pinpoint, target and engage the world's most affluent buyers and sellers.
- **PR Services** - Listing story pitch and distribution to local and international media for newsworthy listings.
- **Agent Services** - Listing marketing support by Hawai'i Life's Agent Services team.



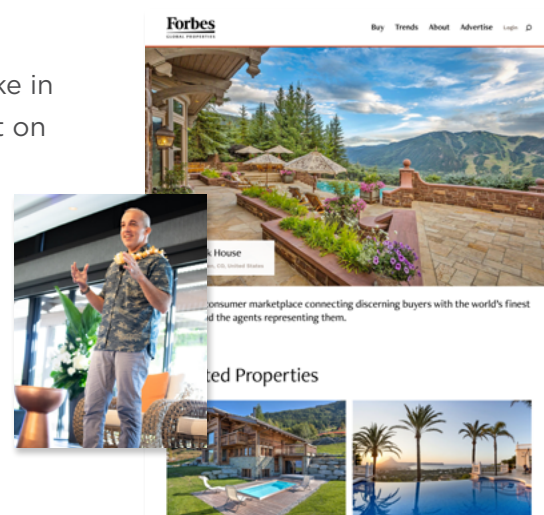
# Forbes Global Properties

Our Global Luxury Affiliate Membership begins with Hawai'i Life's exclusive statewide membership with Forbes Global Properties™, a luxury real estate marketplace, marketing platform, and member network led by top-tier brokerages in key global markets.

As a Founding member, Hawai'i Life has a key ownership stake in this exclusive new international network, in addition to a seat on the Forbes Global Properties Board of Directors.

## What sets Forbes Global Properties apart:

- Invitation-only, exclusive membership in Hawaii
- A brokerage-led, international network of elite companies — with a Forbes ownership stake
- An exceptional and trusted global brand
- Premier advertising opportunities in forbes.com and Forbes magazine
- Unprecedented access to real estate story placements at both forbes.com and forbesglobalproperties.com.
- 44 global editions in 28 languages, with a cumulative 6.3M+ readers
- Connection to 133 million unique monthly visitors to Forbes' digital platform
- Connection to Forbes' 45 million+ social media followers
- Curated content about listings, agents and member companies at both forbesglobalproperties.com and a high-impact page at forbes.com
- Direct access to buyer inquiry, dialogue and relationships without referral fees



## Access to state-of-the-art agent tools:

- An international showcase for premium properties at forbesglobalproperties.com
- Powerful consumer analytics and tools to pinpoint, engage and target prospective home buyers
- An unparalleled suite of innovative marketing services
- Engaging newsletters and digital marketing to promote your most unique properties
- Elegant digital and print branding to best present homes to potential buyers
- Premier advertising opportunities in Forbes digital and print publications, strategically targeted to reach qualified prospects
- Global public relations campaigns targeted to the most impactful audiences and markets
- Branded gifts and subscriptions
- 100+ global events and networking opportunities



# Luxury Portfolio International

Luxury Portfolio International® (LPI) is the largest network of premier independent brokerages, all of which are leaders in their respective markets. LPI's global network includes more than 220 real estate firms, of which more than 60 are located outside the United States.

## Exclusive access to Luxury Portfolio International's many valuable marketing tools and initiatives, including:

- Promotion of your listings on luxuryportfolio.com
- A comprehensive array of listing presentation tools
- Beautifully designed print ads for listings
- Internet and social media initiatives
- An added exposure component for properties that qualify\*
- LPI's quarterly white paper focused on the affluent real estate market and trends
- Ongoing education through LPI webinars and conferences



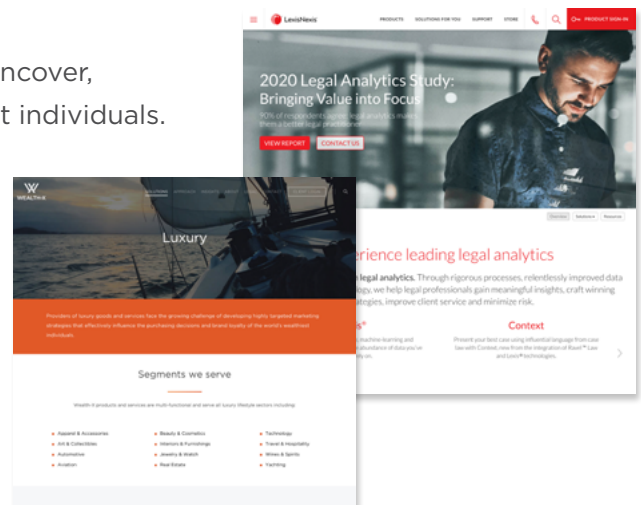
## LexisNexis

LexisNexis is a vast database of consumer and public records available to member agents. Our Inside Sales team will help to run public record searches for prospects to obtain relevant contact information or verify their identity.

## Wealth-X

Wealth-X provides intelligent solutions to help us uncover, understand, and engage with the world's wealthiest individuals. Through prospect intelligence, our Inside Sales team will provide Wealth-X dossiers for Ultra-High-Net-Worth clients (as available). They'll help you to maximize your relationships with the wealthy using key consumer insights, personal data, and effective strategy.

Wealth-X and LexisNexis prospect dossiers and public record searches will be delivered within 24 hours upon request (if/when available).



# PR Services

For unique properties that have, tell or evoke a newsworthy story, our Global Luxury Affiliate Membership provides access to our company’s premier public relations services. Before you share your listing in the public domain, contact us and we’ll help you craft a buzzworthy story and secure key placements in the right media outlets, targeting affluent buyers in key global markets and positioning you as a professional in the luxury space.

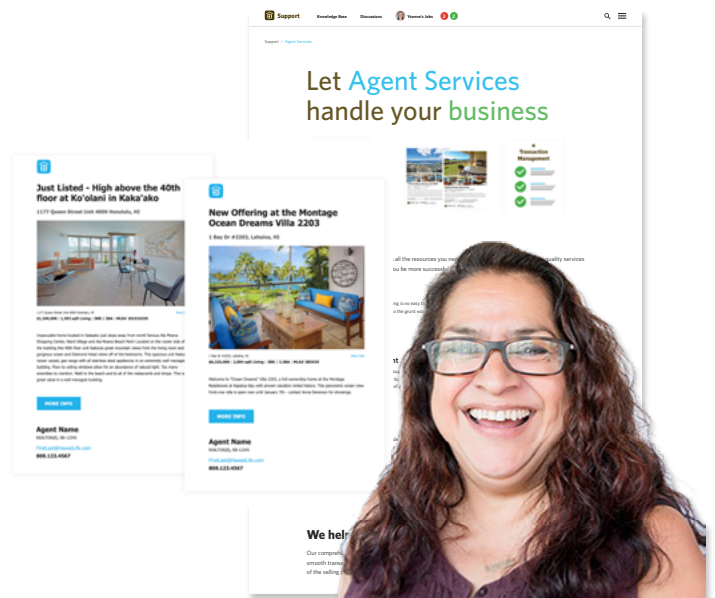
Newsworthy property listings and story angles will be driven by both our internal and external public relations and media professionals to help gain maximum exposure for your client’s listing – while helping to raise your professional profile with affluent clients and readers in key markets and publications.

# Agent Services

Our Agent Services Team is staffed with listing marketing coordinators who have the skills and experience to help you get the most from your Global Luxury Affiliation Membership. We provide human-powered management that affords you more time by delegating all related administrative tasks to us. We will upload and promote your properties to maximize the potential and impact of the many GLAM platforms.

## Services include:

- Initiate Listing Flyer Order
- Initiate E-blast
- Initiate Postcard Order
- Initiate Just Listed Postcard
- Review Website for Accuracy (HawaiiLife.com, Realtor.com, Zillow.com, Trulia.com, LuxuryPortfolio.com, ForbesGlobalProperties.com)
- Optional Social Media Marketing



# Terms, Conditions and Details

Global Luxury Affiliate Members (GLAMs) agree to the following terms and conditions:

The fee for the Global Affiliations Program is \$1,500/year, payable in quarterly installments of \$375 + GET. The program is available to every agent in the company in an opt-in capacity - and is automatic (and mandatory) for agents with listings at or above \$1 million.

Immediately upon signing a listing agreement at or above \$1 million, the agent is automatically enrolled in the Global Luxury Affiliations Membership program for a one-year period.\*

\* Listing syndication in all Forbes Global Properties marketing initiatives requires a listing price of at least USD \$2 million.

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Agent Signature

