



Intero International Developer Marketing Program

Asia Pacific Region





INTERO

REAL ESTATE SERVICES®





INTERO Company Overview

- ❖ **INTERO**, a pioneering Silicon Valley brokerage, has been recognized as one of the fastest-growing and most innovative brokerages in the industry.
- ❖ **INTERO** has grown to more than 50 offices, encompassing more than 2,000 agents.
- ❖ **INTERO** has presence in London, Shanghai, Hong Kong and the Western United States.

Marketing Program Objectives

- ❖ **Promote** company/developer profile
- ❖ **Expand** project exposure
- ❖ **Connect** with potential overseas investors and buyers
- ❖ **Increase** awareness in select target markets
- ❖ **Build** direct relationship with international real estate network of offices and agents

Worldwide NRI Presence

	<u>Country Name</u>	<u>Population</u>
	Singapore	400,000
	England	1,316,000
	Malaysia	2,400,000
	United States	2,765,815

U.S. NRI Facts

- ❖ About 300,000 Indian Americans work in technology firms in California's Silicon Valley.¹
- ❖ The average income of Indian Americans in Silicon Valley is about \$125,000 a year.¹
- ❖ The estimated annual buying power of Indian Americans in the US is \$20 billion.¹
- ❖ 4 out of 10 startups in Silicon Valley are started by Indians.
- ❖ One in every nine Indians in the US is a millionaire, comprising 10% of US millionaires.²
- ❖ Indian Americans are one of wealthiest and best educated communities.

¹ Source: Center for Immigration Studies, Washington D.C.

² Source: 2003 Merrill Lynch SA Market Study



Intero Resorts provides you access to a collection of the finest destinations resorts and second home opportunities in the world.

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Intero New Homes & Developments provides you access to exciting investment and living opportunities.

[View Listings](#)



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Equal Housing Opportunity

The screenshot shows the Intero Real Estate Services website. At the top, there is a navigation menu with links for PROPERTY SEARCH, GET A LOAN, FIND AN AGENT, FIND AN OFFICE, SELL YOUR HOME WITH INTERO, CONTACT, BLOG, CAREERS, and FRANCHISE. Below the navigation is a search bar with options for 'Property Search' and 'International Search'. A text box contains the message: 'Intero was born in the most innovative place on earth, Silicon Valley. We grew faster than any other real estate brokerage in history. Our success was fueled by technology, passion and doing right by people like you.' Below this is a 'read our story' link. To the right of the text box is a search form with fields for 'City or Zip', 'Type', and 'Price', along with a 'Search!' button and a 'Search in another language' dropdown. At the bottom of the screenshot, there are sections for 'International Properties', 'Local Market Conditions', 'Real Estate News And Advice', and 'Just Listed'.



REAL ESTATE ENTREPRENEURS
Explore an opportunity for the exclusive Master Franchise rights for Singapore with a top-ranked U.S. real estate franchise.

ASIA PACIFIC REGION

[Home](#) · [About Us](#) · [Our Services](#) · [Intero Experience](#) · [Intero Foundation](#) · [Media & Blogs](#) · [Links](#) · [Contact Us](#)

THE QUESTION:
How do you build a profitable international real estate franchise business?

About Us:

Be part of the INTERO® brand
The Intero Story
Chairman's Introductions
CEO's Message
President's Message
Executive Leadership Team
What Does Intero Mean?
Why is Intero Successful?
Intero's Values

[Information Packet](#)

Become a Fan on [facebook](#)

Be part of the INTERO® brand

The Opportunity:

Intero Real Estate Services, Inc., through its affiliate Intero International Franchise Services, LLC is expanding through the sale of master franchise agreements.

These agreements grant exclusive rights within a territory and allow Master Franchisees to build real estate franchise networks and operate company owned offices.

Becoming a Master Franchise Partner:

Intero International enters new markets by establishing master franchise operations. Rights to develop the INTERO® brand in a particular market are acquired by the master franchisor. Intero International will select well-capitalized entrepreneurial entities with franchising, licensing, and/or real estate experience with a need to have a long term horizon (10-25 years) and a commitment to build a lasting business.

The INTERO® advantage:

The INTERO® advantage exists within its franchising support. There are three regions worldwide and each has their own directors who will not only be responsible for finding qualified Master Franchise candidates but will be accountable for acting in a consultative manner to assist Master Franchisees grow their business.



The Intero mission is to change the face of real estate. Intero is a different kind of company.

Innovation is at the core of what has made Intero successful – and will empower Master Franchisees to extend that success.

With our headquarters in Silicon Valley, California, Intero strives to be at the forefront of how real estate professionals and property buyers and sellers are using technology to complete their transactions.

Corporate websites:

[InteroRealEstate.com](#) • [InteroHongKong.com](#) • [InteroAsiaPacific.com](#)

Resorts & Developments:

[InteroResorts.com](#) • [InteroNewHomes.com](#)

Social Media & Online Audience



- More than **20,000** Facebook LIKES from people worldwide



- More than **2,700** LinkedIn connections



- **20,000** subscribers throughout Asia, Europe, Middle East & Africa, to the Intero eNewsletter distributed weekly

InteroRealEstate.com site alone had **600,000** visits and **2.78 million** pageviews in 2010

International Online Presence

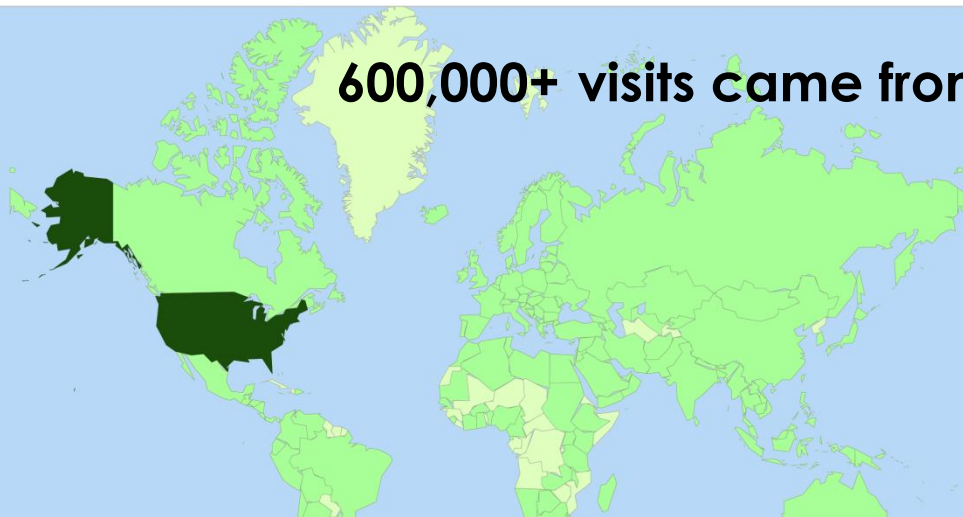
[20% international growth in unique visitors – March 1st, 2010 – March 1st, 2011]

interorealestate.com

www.interorealestate.com
Map Overlay

Mar 1, 2010 - Mar 1, 2011
Comparing to: Site

600,000+ visits came from 170+ countries



Visits
1 571,832

www.interorealestate.com
Map Overlay

Mar 1, 2010 - Mar 1, 2011
Comparing to: Site

600,000+ visits came from 6,900+ cities



Visits
1 129,221

- Top 10 Countries
1. United States
 2. Canada
 3. India
 4. United Kingdom
 5. China
 6. Hong Kong
 7. Italy
 8. Spain
 9. Taiwan
 10. Singapore

The Intero Agent Worldwide Network

More than 2,000 Intero agents
+ More than 50 Intero offices in the UK, Hong Kong, Shanghai and US
= Thousands of direct contacts viewing your development!



Intero International Developer Marketing Program

Features	Silver Package (\$1000/month)	Gold Package [†] (\$1500/month)	Platinum Package ^{††} (\$2500/month)
Links on INTERO websites	X	X	X
Email broadcast to international network of offices and agents	X	X	X
Postings on social media platforms	X	X	X
Personal video message by CEO introducing developer/project		X	X
Article/editorial for distribution on blogs and eNewsletter		X	X
Premium Link on INTERO websites		X	X
One month as featured project at select INTERO Andare offices			X
Marketing material availability at select INTERO Andare offices			X
Developer/project video promotion appearing on plasma screens at select INTERO Andare offices			X

\$2500 one-time setup fee applies for all packages.

[†] Gold package available beginning July 2011.

^{††} Select INTERO Andare office currently includes Santana Row, San Jose USA only. Additional offices coming soon.