

YOUR
GLOBAL
NETWORK

OUR REPUTATION IS EVERYTHING



Since first opening our doors in 1896 and 1911, Douglas Elliman | Knight Frank has become the world's largest privately-owned global property network. Such longevity is testament to the experience, knowledge and relationships we have developed over the years with each other, ensuring all of our clients' property needs are met.





OUR EXPERTISE

At Douglas Elliman | Knight Frank, we build long-term relationships, which allow us to provide personalized, clear and considered advice on all areas of property in all key markets. We believe personal interaction is a crucial part of ensuring every client is matched to the property that suits their needs best. Headquartered in London and New York and operating in locations where our clients need us to be, we provide a worldwide service that's locally expert and globally connected.

SELLING YOUR PROPERTY

No two properties are the same. That's why we tailor our service to meet your individual needs. It's our personal, carefully considered approach which convinces thousands of homeowners to place their property on the market with us.

While our size inspires confidence and our global presence draws in overseas buyers, we have unique ways of working locally that give us an edge over our competitors – none of whom can offer such a wide range of property services.





GLOBALLY CONNECTED

Our global network is comprised of over 520 strategically placed sales offices, ensuring that we offer coverage of the key property hotspots and our network is constantly evolving in tandem with the market as it develops. Our agents from each office work seamlessly together, making sure that our clients get the best approach no matter where you are looking to buy or sell.

VALUABLE LOCAL KNOWLEDGE

With experts in your local area who can help with all of your property needs, we understand all factors that contribute to the property market. Our market appraisals are based on hard data and in-depth local research. Our agents are up to date on the ever-changing local environment, such as movement of people and businesses that will influence the value of your property.



DELIVERING THE INTERNATIONAL BUYER



The Douglas Elliman | Knight Frank and associate offices
from a global network of **over 520** offices
spread across **more than 60 countries.**
With a growing international interest, we have established
teams in EMEA & APAC working seamlessly together to
help find the perfect buyer.



1 UNITED KINGDOM
Chinese, South African

2 UNITED STATES OF AMERICA
Turkish

3 GERMANY
Singaporean, Turkish

4 FRANCE
British

5 SWITZERLAND
French

6 SPAIN
UAE, British

7 SPAIN
Czech Republic

8 ITALY
Swiss

9 SOUTH AFRICA
American, South African

PROPERTY LOCATION
ORIGIN OF BUYER

STRENGTH IN NUMBERS

260m+

pages viewed on our website
in the past five years

225+

years of combined
experience

54

websites/portals including
Realtor.com, Zillow, StreetEasy,
Rightmove, Zoopla,
Prime location,
OnTheMarket, Mansion Global
& CountryLife

21

languages on
the Knight Frank
website



50,156

global press mentions
in 2017

20m+

social media reach



4,000

personal relationships with
Ultra High Net Worth individuals



1.2m

clients on our
global databases

72

languages spoken
across the
global network

21,500+

property professionals

523+

offices including
London, New York,
Hong Kong, Singapore,
Paris, Geneva
& Moscow

3

Private Wealth
Intelligence teams
in London, Dubai
and China

30%

of FTSE 100
companies are
our existing clients

40%

of Fortune
500 companies
are our
existing clients







FINDING THE
RIGHT BUYER
FOR YOUR
PROPERTY

AT THE
RIGHT PRICE

With so many ways to promote properties,
we carefully select the right channels to sell
yours. Our skill is knowing who and where the
best buyers are and how best to find them.

We have significant in-house Marketing,
Research and PR teams who are as dedicated
to selling your home as the agents around
our global network.

DIGITAL PLATFORMS

With over 90 percent of buyers carrying out property searches online, a solid web presence has never been more important.

- **ELLIMAN.COM
& KNIGHTFRANK.COM**

We will advertise your property on all of our sites, so potential local and international buyers can find and view your property wherever and whenever they want, from a desktop, laptop, tablet or smartphone.

Properties can be found by area, number of bedrooms and by features such as 'roof terrace' or 'leisure facilities'. Personal property match alerts can be set up to ensure buyers never miss the latest homes coming onto the market.

- **APP**

We have a residential property search app for iPhone and iPad which instantly displays the best properties from around the world. It is the only estate agent app with an integrated global search, which allows users to discover properties by country, region, city, postcode or near them using the built-in GPS.

- **FOLIO**

The DE|KF new development platform connects all sales agents with the entire global portfolio of new developments at the click of a button. This gives developer analytics, real time reporting information and access to a library of global research reports and publications. Taking away the constraints of working across different time zones.

- **DIGITAL MARKETING**

Our highly skilled marketing team manages an ongoing digital campaign to continually promote your property. This is done through social media campaigns and online portals such as Rightmove, OnTheMarket.com, WeChat, FT Online and Wall Street Journal which deliver increasing numbers of serious enquiries month after month.

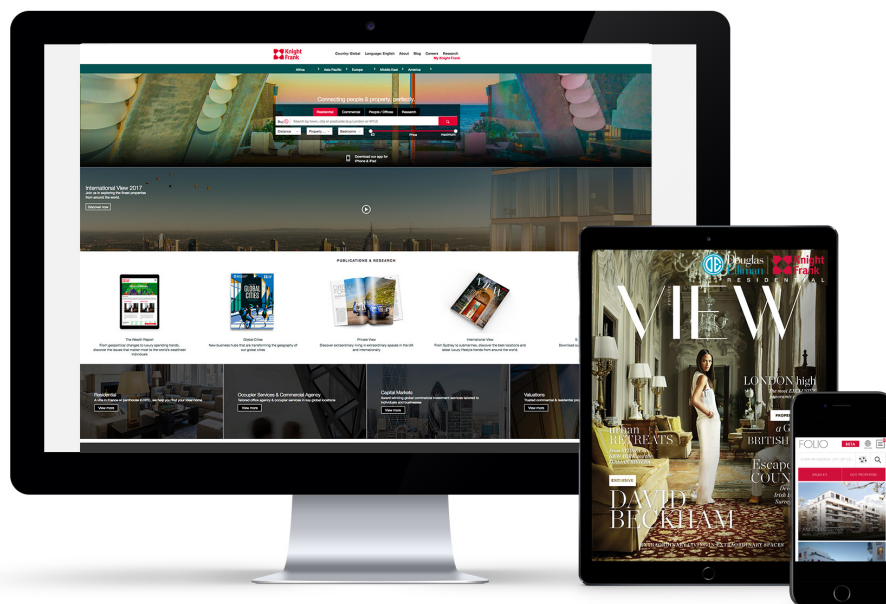
- **SOCIAL MEDIA**

We make full use of social media such as Facebook, Twitter, LinkedIn, Instagram, Pinterest and YouTube. We track what's being 'liked' and 'shared' to keep in touch with current tastes and key trends in the market.

- **BLOG**

We have a dedicated blog on our website which showcases our news, research, lifestyle and property intelligence. Our blog helps to fuel the website and improves our organic search position as well as providing a platform for our property publications, which could link to your property if featured.

KnightFrank.com/blog
Elliman.com/insider



“Our skill is knowing
who and where the buyers are,
and how best to find them, using
all the appropriate channels”

30+
publications
launched globally
each year





A TARGETED APPROACH

- RESEARCH

Our market intelligence and analysis is shared with our agents every day, giving them a thorough understanding of all aspects of the property sector, including key market drivers and global, national and local trends. Armed with this additional knowledge, our agents help answer the questions that matter most to our clients.

- PUBLICATIONS

We have a suite of signature publications produced annually to help promote your property. To ensure your property reaches the right people, these publications are mailed to a list of our carefully profiled individuals around the world. We also carry out targeted online and offline campaigns for each publication, making sure the right buyers see your property.

- ADVERTISING

Advertising in newspaper property sections remains a key source of exposure for our clients' properties. We will secure the best rates and positions when we promote your property in the relevant local, national and global newspapers such as the Wall Street Journal, Financial Times, South China Morning Post etc.

**“Our market
intelligence and analysis
is shared with our
agents every day”**

POWER IN THE PRESS

The Wall Street Journal

**Puzder Withdrawn
As Labor Nominee**

The power of the Douglas Elliman and Knight Frank public relations teams is unprecedented in scope, reaching millions upon millions of readers, viewers and listeners around the globe every single day.

Working to secure optimal coverage of DE | KF exclusives, our highly trained and experienced teams of communications specialists work in strategic alliance to attain targeted media coverage that time and again procures interested and qualified buyers from around the world.