

C-Suite BY CHRISTIE'S INTERNATIONAL REAL ESTATE



C-Suite, the Luxury Marketing Portal from Christie's International Real Estate

Our online portal allows you to enhance your marketing efforts by creating custom materials to promote your unrivaled connection to the Christie's brand.

C-Suite tools are available in a variety of sizes and styles and include **eCards, brochures, newsletters, postcards, listing presentations, stationery, factsheets, and videos**, which can be used to advertise your listings, secure new listings, keep in touch with your clients, and stay abreast of network and auction-house news.

How to Access C-Suite

The C-Suite portal has been designed to be easily navigable and quick to use. For convenience, C-Suite is housed on Christie's International Real Estate's Extranet site at www.christiesrealestate.net. The portal is accessed by logging in to the Extranet homepage with your username and password. Once you have logged in, click the C-Suite logo.

To obtain access to the Christie's International Real Estate Extranet, contact your company marketing director or regional office for details.

Your First Visit

The C-Suite homepage contains short training tutorials, which provide you with a full overview of how to use the system and maximize your experience. Each tutorial video can be viewed by visiting the left sidebar of the C-Suite homepage, and we encourage you to read through them on your first visit.

Your next step is to edit your profile. In the top left corner of the C-Suite portal, click on "Edit Profile." This will allow you to update your contact information and add your social media handles.

Marketing Tools

The C-Suite central repository houses all the marketing tools: eCards, brochures, newsletters, postcards, listing presentations, stationery, factsheets, and videos. Just click on each tool and follow the instructions.

Customizable Content

Many of the marketing tools are available as fully customizable templates. Just click on a specific tool, select a template format, and personalize the copy and images to suit your requirements. Other convenient features allow you to fine-tune specific details about your listings, such as choosing whether or not to display co-agent information.

Data Feeds

Properties displayed on the Christies International Real Estate website automatically feed to the C-Suite portal, allowing digital marketing materials, such as brochures and postcards, to be populated with the information from your listings.

Content Sharing

Once you have created your customized content, you can share it via a wide range of publishing options/channels: print, email, online, social media, and download.

Keeping in Touch with Your Clients

Many C-Suite tools have been specifically designed to provide innovative ways for you to keep in touch with your valuable clients.

Email announcements, e-cards, newsletters, videos, publications, factsheets, and "How to" collector's guide series are all great ways to show clients your connection to Christie's International Real Estate and the world's leading art business. For more information, visit the "Topic" section located on the left sidebar of the C-Suite library.

Visit the C-Suite portal at www.christiesrealestate.net.