

N1 PROPERTY HUB IN GEORGIA

N1 PROPERTY HUB

MEDIA

PROPERTY

- News & Insights
- Property TV
- Property People
- Podcasts & Talks
- Property Media Tours

INVEST

PROPERTY

- Property Listings
- Top Investment Properties
- Investor Relations

CONSULTING

PROPERTY

- Sales & Marketing
- Product Development
- PR & Media Planning
- International Markets
- International Media

EVENTS

PROPERTY

- Exhibitions & Project Awards
- Local & International Events
- Webinars
- Panel Discussions
- Project Presentations

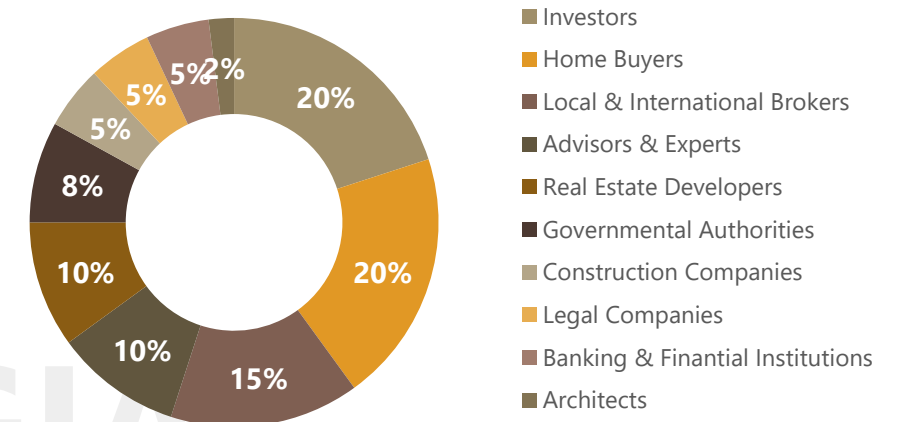
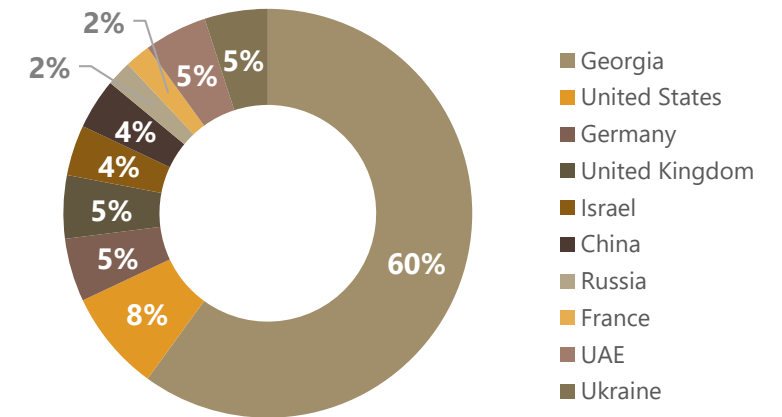
Property Georgia was founded in 2016 year with the mission to be the first and main guide on Georgia’s real estate market for international investors and gate to international markets for local developers.

Today we are proud to say that Property Georgia is N1 Property hub, powered by a women entrepreneurial spirit manifesting tangible efforts and results for healthy real estate ecosystem.

With the goal to put Georgia on the global real estate map, in Y2019 we initiated and founded the local chapter of FIABCI, the International Real Estate Federation the leading business networking organization for all real estate professionals wordwid. FIABCI is represented in 70 countries, and we are proud to be part of it.

Property Georgia’s philosophy is to empower investors, home buyers and business leaders with market insights, market intelligence data, best investment opportunities and knowledge.

Over 30,000 unique visitors monthly



PG’s 4 strategic business development directions are as follows:

- Property Media
- Listing of New Developments and Top Investment Properties
- Property Consulting
- Real Estate Events (phisical & digital)



Reach top local and international decision makers and investors of the global real estate industry via our web page and advertise with us.

www.pg.ge is the only sector-wise property media in Georgia.

Showcase your new developments and investment properties with cutting edge editorial content.

OUR EDITORIAL TEAM WILL:

- Consult and guide you in drafting editorial plan and calendar
- Prepare catchy, attention grabbing and expert-wise editorial content with clear messages
- Mention your company leader's opinions in analytical articles and other editorial content

NEWS ARTICLES

Your news article can feature project photos and videos. We will help you to create content that will grab readers attention and will help them in making decisions regarding property investment.



Covid across Europe: As UK prepares for new lockdowns, Europe too is struggling

Jeff Bezos is the world's wealthiest. Just as Europe was hoping it could put Covid to rest, the virus has risen again, with renewed venom. Case numbers have been rising and in their wake, hospital admissions too. Each country is trying to find the right combination of measures - local lockdowns, test-and-trace initiatives, economic support and public communication.

"At Cathay Pacific's check-in counter, there were more people behind the desks than in front."

All key indicators give cause for concern. Roughly 18,000 new cases are being detected each day. The number of cases is 116 per 100,000 people and also rising. According to doctors, the main vector is young people resuming.



According to doctors, the main vector is young people resuming social lives post-lockdown and then passing the virus on. All key indicators give cause for concern.

News Podcast 11.19.2020 | Natalia Maisuradze

PROPERTY PEOPLE

Investors and home buyers are often interested, who stands behind the company and the project. Trust often comes through knowing real faces who do the real work.

Create unique featured stories or interviews with your property team



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* Article can be pinned on home page for one week

Property TV is part of property media platform, that helps our clients showcase their real estate projects, raise brand image and awareness, get and share experts advise in property investment.

Advertising tools according to your business needs:

- Video interviews
- Sponsorship/presenting/participating in Property Talks
- Property Tours
- Podcasts

INTERVIEWS	MARKET INSIGHTS	PROPERTY TOURS	PROPERTY TALKS	PROPERTY LEADERS
<p>Featured Interviews to accelerate awareness, attract more readers and clients. Also establish instant credibility.</p>  <p>Real Estate Investment Potential</p> <p>https://propertygeorgia.ge/en/blogs/real-estate-investment-potential</p>	<p>Market insights and trends that affect the real estate market. Hot topics for business leaders to gain valuable information.</p>  <p>Bruno Balvanera Director for Caucasus, Moldova and Belarus at EBRD</p> <p>https://propertygeorgia.ge/en/blogs/bruno-balvanera-director-caucasus-moldova-and-belarus-ebrd</p>	<p>Property Tours tailored to private investors or group of investors to showcase top new developments.</p>  <p>Axis Towers</p> <p>https://propertygeorgia.ge/en/blogs/axis-towers-aksis-tauersi</p>	<p>Real Estate industry experts and leaders share insights and opinions to support market players with smart strategies and investment advises.</p>  <p>Real Estate Investment Outlook 2020-2021 Expert Opinion</p> <p>https://propertygeorgia.ge/en/blogs/real-estate-investment-outlook-2020-2021-expert-opinion?fbclid=IwAR0TSxRX--uE8AGcVb6iCp8c5-jvOrERFpPSG7j-FCNSU-xRuND1P6-7Qws</p>	<p>Real Estate industry experts and leaders share insights and opinions to support market players with smart strategies and investment advises.</p>  <p>What's Next in 2020? The New Year in Perspective</p> <p>https://pg-front.elenesheng.vercel.app/ge/medi/news/860-whats-next-2020-new-year-perspective</p>

Showcase your new developments or investment properties through an innovative marketing package, that gives your properties maximum exposure across target networks locally and internationally, comprising up to **20,000** real estate investors and agents, as well as occupiers, business leaders and home buyers.

There are several advertising tools you can use according to your business need:

- List your company and property on www.pg.ge
- Take advantages of advertising banners through the different sections of the web page
- Showcase your project on international investment webinars

HOME PAGE

Showcase your featured project On Home Page

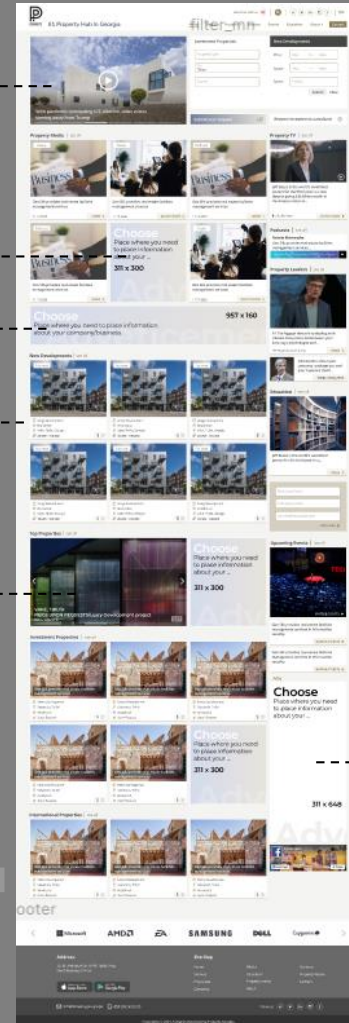
Top slider on home page

Banner in media section

Horizontal banner under media section 967X500

Position investment property or new development on home page

Top properties slider – exclusively for 5 featured properties



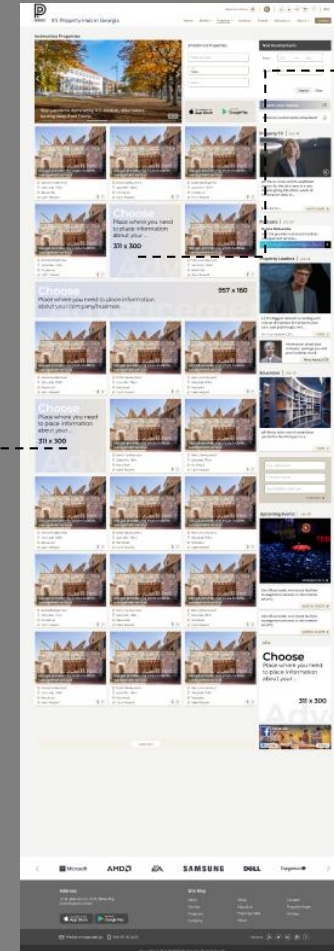
PROPERTY LISTING PAGE

(New Developments or Investment property Page)

New Developments Listing Banner 1

New Developments Listing Banner 2

Place your project among first top five developments in New developments Listing page



Create Company profile on www.pg.ge to help investors navigate through your projects or investment offers, find content linked to your name.

When its time to sell, we help our clients to prepare right project presentations, investment offers or teasers.

We can spread information among 700 broker database locally and thousands internationally.

Property Georgia can act as exclusive sales representative for selected properties!

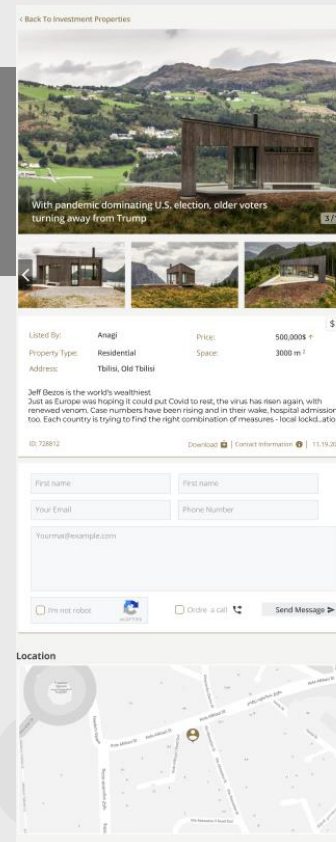
Sales commission depends on project type and contract type (exclusive or nonexclusive).

Exclusive sales representation minimum duration is one year, and includes:

- Cooperation with local and international brokers
- Editorial content about the property
- Attraction of potential leads and negotiation
- Monthly reporting about work in progress
- Advising
- other

NEW DEVELOPMENT LISTING

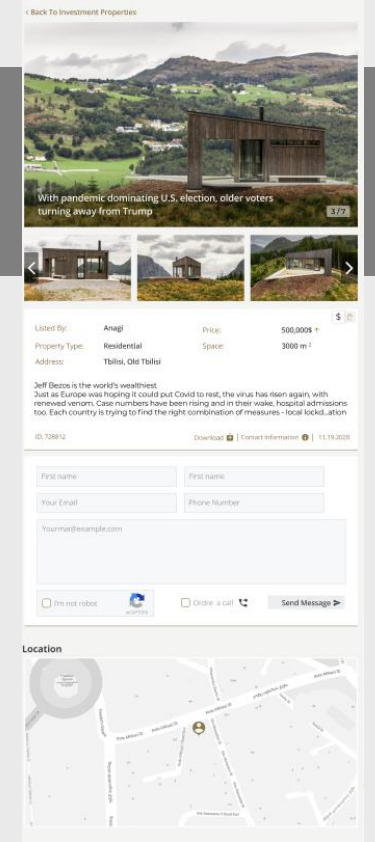
Here you can list your project and give the reader opportunity to easily find attractive info about the development, link it to your corporate profile and news on our page.



INVESTMENT PROPERTY LISTING

Here you can list your investment offer or project and attract potential investors.

We will help you design investment offers that work.



If you want to showcase your investment projects or property and reach target investors, home buyers, renters – than monthly digital editions of Top Investment Properties is right for you.

Discover the target audience for your goals through our digital edition of TOP INVESTMENT PROPERTIES and reach investors at the right moment:

- Distributed among 10,000 target audience, covering 70 countries worldwide.
- Up to 30,000 monthly web/fb visitors can download the digital edition
- International Investment Webinars where TOP Investment Projects will be showcased

Photos, page design and project descriptions should be in line with property Georgia standards:



INVESTOR CONSULTING

Uncover best investment opportunities at the #1 property hub. We identify projects that meet the market trends and recommend lucrative properties with risk-adjusted income returns and sustainable long-term appreciation potential.

We search for investment opportunities that meet your requirements upon your request, through our network of real estate agents locally and internationally.

Property Georgia offers non-resident services to help you navigate foreign real estate markets and become your trustful property guide in Georgia.

DEVELOPER CONSULTING

Maximize sales, PR and marketing impact for your new development or investment property. Our integrated marketing and sales support approach, as well as a range of digital, media, networking, local and international events, guarantee efficient ROI and targeted exposure for your campaigns with target audiences.

Our property experts have access to the best and most reliable information and market insights, allowing them to advise you at every stage of your property development.

Our main consulting services include:

- Sales & Marketing
- Product development
- PR & Media Planning
- International Markets
- International Media Outreach

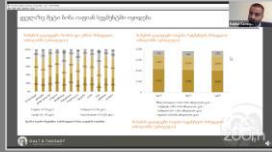




OUR CLIENTS



Property Georgia organizes real estate events, creating best platform for networking, learning and transaction supporting.

Events are organized in several formats: including physical and online exhibitions, webinars and presentations, masterclasses, forums and project awards.

Events host powerful keynote speakers, insightful panel discussions and industry presentations delivered by top experts. We bring together investors, developers, brokers, analysts, government and legal professionals, consultants and architects, other professionals.

WEBINARS	FORUMS	EXHIBITIONS & PROJECT AWARDS	PROJECT PRESENTATIONS	TRAININGS & MASTERCLASSES
<p>Hosting Keynote speakers and future proof projects. Connecting presenters with investors and brokers.</p>  <p>Overview of Real Estate Market</p> <p>https://www.facebook.com/fiabcigeorgia/videos/830704507452346</p>	<p>Real estate events gathering the most influential players from all sectors of local and international real estate industry</p>  <p>Georgia Hosts an International Forum of Real Estate and Hospitality</p> <p>https://propertygeorgia.ge/en/blogs/georgia-hosts-international-forum-real-estate-and-hospitality</p>	<p>The first National Project awards and exhibition. Co-organized in cooperation with leading exhibition centers</p>  <p>FIABCI-GEORGIA - National Prix d'Excellence Awards 2020</p> <p>https://propertygeorgia.ge/en/news/fiabc-georgia-national-prix-dexcellence-awards-2020</p>	<p>Organizing presentations for new development projects & products</p>  <p>Challenges to Healthy Construction and Solutions offered by the German Construction Material Manufacturer Sto</p> <p>https://propertygeorgia.ge/en/news/challenges-healthy-construction-and-solutions-offered-german-construction-material</p>	<p>Organizing educational trainings, masterclasses and workshops to empower knowledge sharing and capacity building in real estate sector</p>  <p>Educational training for real estate professionals REAL ESTATE 360</p> <p>https://fb.watch/2EDLtKqXYg/</p>

FIABCI-Georgia Prix d'Excellence Awards 2021

Coming soon

PRICES LIST FOR ADVERTISING SERVICES

Partnership Pack 2021



Web Products	1 Month	3 Month	6 Month	12 Month
Top slider on home page	\$ 350	\$ 300	\$ 280	\$ 250
Top properties slider	\$ 220	\$ 190	\$ 180	\$ 160
Banner in news section on home page	\$ 290	\$ 250	\$ 240	\$ 210
Horizontal banner under media section on home page	\$ 200	\$ 170	\$ 160	\$ 140
Banner on the right bottom side of the home page	\$ 210	\$ 180	\$ 170	\$ 150
Banner on New Developments or Investment properties page #1	\$ 170	\$ 150	\$ 140	\$ 120
Banner on New Developments or Investment properties page #2	\$ 120	\$ 110	\$ 100	\$ 80
Registering company and project on the page		\$ 90	\$ 80	\$ 60
Pin property/project on the home page	\$ 110	\$ 100	\$ 90	\$ 80
Pin property/project on the properties page	\$ 70	\$ 60	\$ 55	\$ 50
Listing company news on the web page	\$ 110	\$ 95	\$ 90	\$ 80
Creating and listing news on the web page in two languages	\$ 140	\$ 120	\$ 110	\$ 100
Pin the news for a week	\$ 70	\$ 60	\$ 50	\$ 45
Mentioning company in analytical news	\$ 70	\$ 60	\$ 55	\$ 50
Sending newsletter to our database	\$ 260	\$ 220	\$ 210	\$ 200
Property Leader featured story	\$ 1 000			
Property tour	Based on request type			

Content can be stimulated by:

- Sending newsletters to our targeted databases
- Using paid digital advertising tools to boost content

* Prices are given in USD excluding value added tax

DIGITAL MARKETING PACKAGES

With digital agency - Elliot

Partnership Pack 2021



Digital marketing services that we offer include most efficient ways of communication through multiple channels.

We aim to increase your brand awareness, generate relevant leads, and increase sales.

We target audience by demographics, interest, location, and sales motivation in order to attract most relevant prospective customers in accordance to your brand positioning.

We use following channels:

- **Google Display network (GDN)** – web banners on Google partner pages
- **Google Search** – paid search results according to relevant keywords
- **Google Remarketing** – ads shown to audience that visited your page in last months
- **Facebook Advertising / boost / lead generation / retargeting** – efficient use of social media in order to increase awareness and generate leads
- **Yandex Direct** – attracting audience with specific geography
- **LinkedIn Sponsored inmail Ads** – narrowcasting audience and achieving high engagement rates
- **Eskimi DSP/Rich Media Banners** – special potential for targeting and engaging content

Digital strategy is customized according to your goals and vision in cooperation

Basic - \$650	Clicks	Impressions	Reach
Google Search	167	1 600 – 3 200	
Google Display Network	1 667	270 000 – 330 000	
Remarketing	556	92 000 – 110 000	
Facebook boost			110 000
Lead Generation	40		160 000
Average results	2 430	363 600 – 443 200	270 000

Classic - \$1 200	Clicks	Impressions	Reach
Google Search	250	4 000 – 8 000	
Google Display Network	3 333	550 000 – 660 000	
Remarketing	1 111	150 000 – 300 000	
Facebook boost			250 000
Lead Generation	80		320 000
Average results	4 774	704 000 – 443 200	570 000

Premium - \$2 400	Clicks	Impressions	Reach
Google Search	750	5 800 – 11 600	
Google Display Network	9 167	580 000 – 1 160 000	
Remarketing	1 111	150 000 – 300 000	
Facebook boost			370 000
Lead Generation	160		500 000
Average results	2 430	735 800 – 1 471 600	870 000

Annual Sponsorship Packages

WWW.PG.GE

1 Year

Horizontal banner under media section on home page

Sponsorship of Top Investment Properties Quarterly edition (4 online issues)

Creating and listing 12 articles on the web page in two languages

12 Segmented Newsletters

\$ 3 900

PROPERTY TALKS

1 Year

4 Video Interviews

Segmented Newsletters

Live Streaming on social media channels: BMG, PG

4 News Posting on web pages: BMG, PG

Placement of company intro in 20 Video Talks (during year)

\$ 4 500

INTERNATIONAL WEBINARS

1 Year

Announcement of sponsor via webinar teasers

Placement of the sponsor LOGO on the webinar banner

Legal Partner other

Banner

6 article publishing over year

Invitation on two webinars as a speaker

Circulation of offers to partner real estate developers

\$ 2 900

LEGAL OR OTHER PARTNER

1 Year

Banner

6 article publishing over the year

Invitation on two webinars as a speaker

Circulation of offers to partner real estate developers

\$ 1 900

OUR Partners

For Questions Please Contact Us:

Tel: +995 595 300505

E-Mail: info@propertygeorgia.ge

Address: 71 Vazha-Pshavela Ave.

- 500+** Local and International Brokers
- 2000+** Local and International Investors
- 100+** Sectoral Associations around the World
- 10+** International Media Companies
- 10+** Real Estate Technology Companies
- 10+** Leading International Architectural Bureaus
- 5+** The Most Influential Real Estate Exhibition Centers



RESPONSIBLE PROPERTY INVESTMENT COUNCIL OF GEORGIA
by Property Georgia



GEORGIAN NATIONAL ASSOCIATION OF REAL ESTATE



PROPERTY GEORGIA

