



居外  
**Luxe**  
**SPECIALIST**

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**Juwai.com**



28%

消费者知道  
物业所处国家前已在考虑购买。

of consumers consider the property *before the country* it is in.

# 品牌代表一种生活态度。

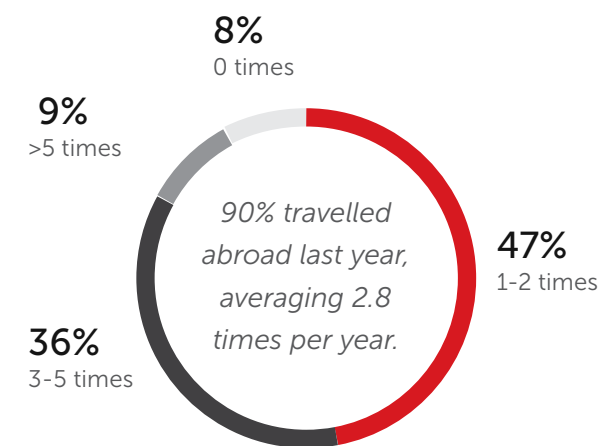
Attitudes towards brand consumption are steered by *lifestyle, individuality, and exclusivity*, requiring marketers to rethink their positioning strategies and channels.

# 独家客户端 Juwai.com Exclusive Reach

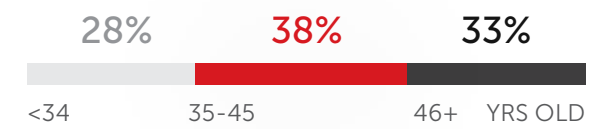
Approximately **40%** of site views are from **TOP 5 PROVINCES** where **67.5%** Chinese wealth resides.



## OVERSEAS TRAVEL



## AGE



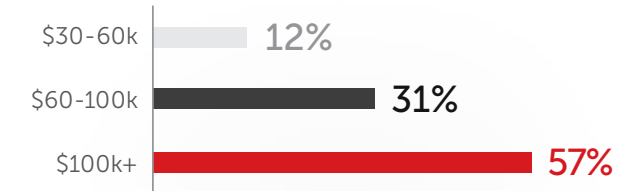
## EDUCATION



## SEX



## INCOME (USD)



## MARITAL STATUS



# 红色

## 是新的黑色

*Red is the new black.*

## 顶尖中文 房产与生活时尚频道

# The Premier Chinese Property & Lifestyle Channel

*Leveraging Juwai.com's exclusive audience*

- Each season, over **2 million** choose Juwai.com
- Robust 300% traffic growth in past 12 months

*Global Chinese Audience*

China, Hong Kong, Taiwan, Singapore, Malaysia,  
Macau, USA, Canada, UK, and South Korea





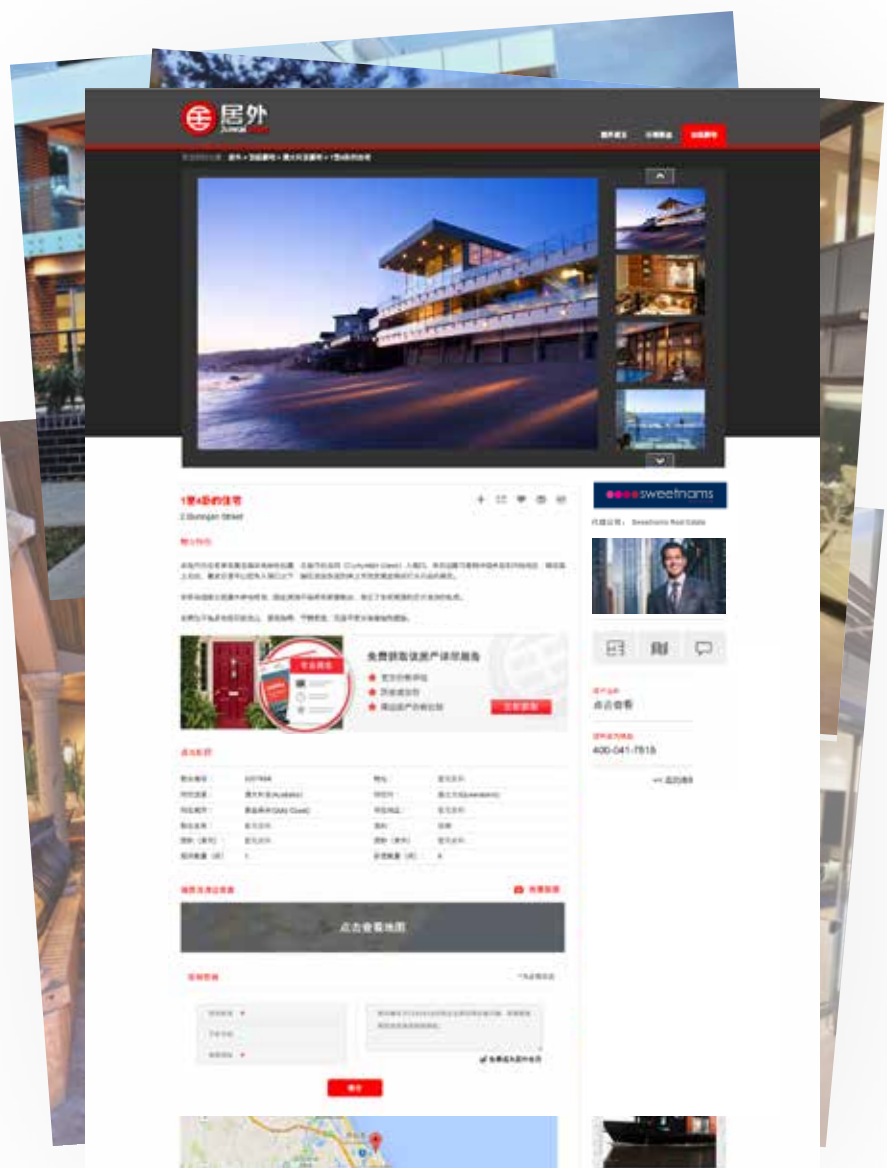
## 创新编辑媒介 和推广平台

# Innovative Editorial & Advertising

### Seasonal Content

Luxe explores the seasonal influences that impact consumers throughout the year.

Seasons play a key role in the life of a Luxe consumer. From clothing and apparel (*Desire*), to food and holidays (*Indulgence*), and lifestyle activities (*Wealth*).



## 至尊府邸和品位人生

# Lifestyle & Luxury Property

### *Luxury Properties*

Showcasing the world's leading luxury and lifestyle property in a suitably befitting environment.

Highlighting the unique elements Chinese luxury consumer search for: status, ocean views, vineyards, and more.



# 居外多元推广媒介和渠道

## Juwai.com Channels

*All the right points of access*



### 网络平台 Online

The Juwai Luxe channel is a luxury property and lifestyle platform, featuring exquisite high-end property listings and targeted editorial for wealthy Chinese consumers. This is the third and most high-end property channel Juwai has yet to offer.

### 展会推广 Events

Exclusive access to high-end luxury events and property expos in China, leveraging Juwai's extended network and years of expertise with China events.

### 流动通讯 Mobile

Integrated mobile strategy, offering this highly mobile wealthy Chinese population access to listings and relevant information wherever they go.



# Juwai.com

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## No. 1 international Chinese property portal:

Exclusive audience of high-net-worth Chinese looking to invest in international property.

### *Tailored listing packages include:*

- Hosting behind China's Great Firewall
- Professional translation & localisation
- China Consumer Support Centre (Asia business hours apply)
- On the ground account management team
- Mandarin Mapping
- Currency and metric conversions

## Your Chinese marketing partner:

Local marketing expertise to help build your brand, which is just as important as marketing a single listing.

### *Marketing services and benefits:*

- High-net-worth Chinese EDMs
- China Event Services & private invites
- Chinese & Western social media integration
- Juwai.com landing pages in China
- Latest Chinese buyer research and insights
- Integrated approach with online, mobile and events

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**New to China?** Juwai.com gets you on the ground, in the right language, in front of a Chinese audience.

**Already in China?** Use Juwai.com to control your brand, empower sales team, and track lead performance.

# Property Details Page

Juwai.com is the #1 Chinese international property portal, with over 2 million Chinese visiting each month.

## PROPERTY LISTING FEATURES

- 10 property listings
- 10 property description translations
- Your logo and contact details
- Your key property details & **Property Key Features** in Chinese
- Chinese Consumer Support Centre
- Prices in RMB & your currency
- Interior & exterior area in sq.m

### PHOTO GALLERY

Upload up to 20 expandable photos

### PROPERTY DESCRIPTION

### PROPERTY KEY FEATURES

Amenities & facilities fully translated

### FLOOR PLANS

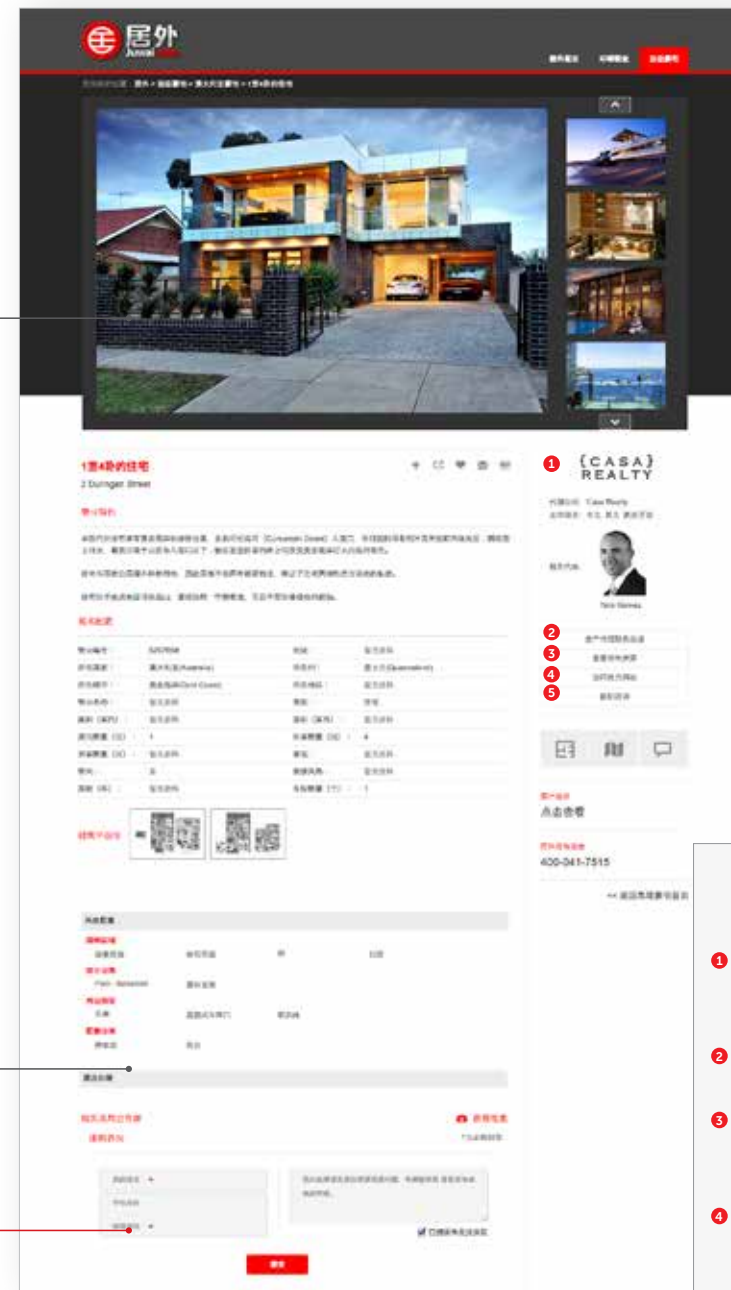
Up to 5 per property

### MANDARIN MAPPING

Highlights local amenities such as nearby schools, grocery stores, & more

### ENQUIRY FORM

All online & Chinese Consumer Support Centre enquiries will be translated & emailed to you

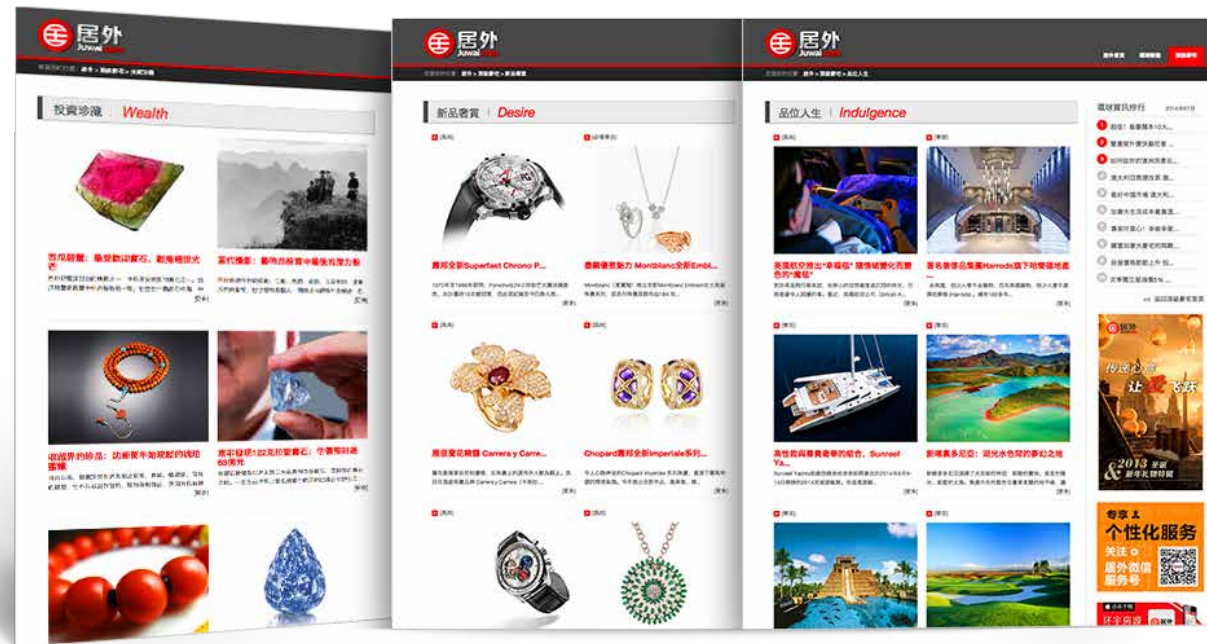


## CONTACT INFORMATION

- 1 Company logo & profile image
- 2 Telephone
- 3 Link to your Chinese Company Page
- 4 Link to your company website
- 5 Enquiry forms

# The Premier Luxury & Lifestyle News

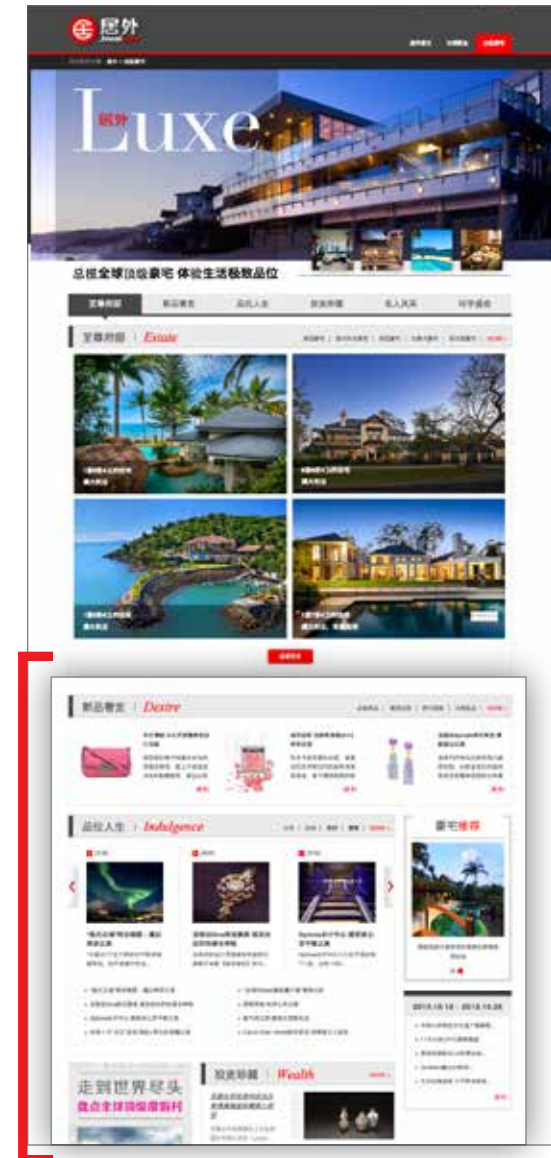
Position your editorial advertisement on our exclusive channel for luxury lifestyle properties, news, and information. We cover a selection of topics and subject areas for Chinese luxury consumers. Drive traffic from these pages to your listing.



**Wealth** – Latest investment news and information for investors in China – where some of the world’s most savvy investors reside, and are increasingly looking overseas.

**Desire** – Latest consumer goods, from luxury jewellery to the most coveted handbag of the season.

**Indulgence** – Luxury living is the new trend with China’s elite, who are looking at everything from top vacation destinations to the latest must-have gadgets to complement high-end living.





# Your Chinese Mobile Site

Your Chinese Company Page now appears both online and on mobile.

Fully optimised for mobile viewing, making your company, brand, and properties easily viewable by Chinese buyers – wherever they happen to be.



81% of Chinese internet users get online via mobile

500 million mobile internet users in China



91% of Chinese millionaires have a tablet

74% use their tablet to surf the internet



Property Listings also appear on JUWAI APP



YOUR CHINESE MOBILE SITE



Buyers can directly call our Chinese Consumer Support Centre

Your awards & recognition

Company sub-agents



SUB-AGENT'S PAGE & LISTINGS







# QR Codes & Brochure Download Tools

*Powerful tools to bring your Chinese buyers from offline to your online listing page.*



## QR Codes

- QR codes are the ideal tool to bring consumers to your listing page through mobile.
- Download a QR code, and use it in your marketing collateral and brochures.
- When Chinese buyers scan this code, they will be brought to your online listing page.

## Brochure Downloads

- Easy download of a Chinese brochure to share with buyers.
- Pulls from your listing materials and translated content on Juwai.com.
- The QR code on the brochure brings Chinese buyers to your Chinese listing page.



# 居外 Luxe

## Luxury Property Package

### *Reach Chinese luxury investors*

Market your top properties to wealthy Chinese on this premier channel – specifically targeted at Chinese luxury consumers and tailored to their unique preferences.

### All Luxe Packages offer:

- Chinese social media integration
- Behind China's Great Firewall
- International Account Management Support  
*(Asia business hours apply)*
- Chinese Consumer Support Centre
- Property Key Features translated

## LUXURY PROPERTY

*US\$1,200*

- 1 Listing / Year
- 1 Property Translation  
(300 words)
- 20 Photos / Property
- 3 Floor Plans / Property
- Your contact details
- Fully branded
- Link to your company website
- 1 Featured Property
- 1 Advertorial (800 words)

## LUXURY SPECIALIST

*US\$5,000*

- 10 Listings / Year
- 10 Property Translations  
(300 words)
- 20 Photos / Property
- 5 Floor Plans / Property
- Your contact details
- Fully branded
- Link to your company website
- 1 Featured Property
- 1 Personal Profile Translation  
(150 words)
- Chinese Company Page**  
**- PROFESSIONAL**
- Company Profile Translation  
(150 words)
- 15 Sub-Agent Profile Pages  
(150 words translated)
- Chinese Company Mobile Site
- Juwai A2A Event Discounts

\* All listings appear on Luxe & on the main Juwai.com channel. \*\*Up to 14 days buffer time to prepare materials before your listing is published live. Buffer period is effective upon completion of purchase.

\*\*\* Luxe listings are marketed until sold (1 year max. term).



# 居外 Luxe

contact us to discuss your luxury property:  
[luxury@juwai.com](mailto:luxury@juwai.com) 谢谢