



GLOBAL SALES MADE SEAMLESS

Case study: Douglas Elliman | Knight Frank

How Douglas Elliman | Knight Frank amplified their global partnership and empowered agents to move properties faster, through global access to inventory, multilingual promotional tools, personalized lead targeting, and actionable analytics



THE CHALLENGE

Douglas Elliman, headquartered in New York City, and London-based Knight Frank joined forces in 2014, with a vision to maximize international sales by leveraging partner agents who are active in overseas markets. It soon became evident that sharing properties across the firms' combined portfolio of \$87 billion was no simple task.

When agents managed to locate overseas properties in their partner network, the information wasn't in a form that international buyers could digest and use to make a purchasing decision.

A downturn in new-development sales through the latter half of 2018 only added urgency to overcome the challenge, since international buyers were key to driving growth in this sector.



FOLIO

THE SOLUTION

What DE|KF needed was a totally new sales acceleration system, one that could promote properties to buyers anywhere in the world. Collabra understood this need and worked closely with management from both firms to configure their Showcase digital marketing platform to suit DE|KF's unique business case.

FOLIO facilitates the collaborative model that underpins the entire DE|KF partnership. Referring agents bring in leads and share overseas properties with their buyers, the listing agent remains the expert on the development and the local market — and communication flows easily between the two.

WHAT'S IN A GLOBAL SALES ACCELERATION PLATFORM?



In-app translation



Real-time accuracy



Broker-focused analytics



Agent-branded collateral



Brand control



CRM integration

FOLIO

BRANDED
RESOURCES

PERSONALIZED
ASSETS

AUTOMATED
DIGITAL MARKETING

FOLIO is designed for an international enterprise, with features that make the process seamless:

Cloud-based and mobile-ready.

Agents all over the world can access DE|KF's entire inventory of new developments on any device.

Central asset management.

The Showcase platform provides all the critical data needed for a purchasing decision — video, photography, floor plans, fact sheets, pricing, availability, market reports, neighborhood guides, sales and rental comparable data, and sales team contact information.

Powerful analytics. Managing brokers and developers gain actionable insights into where buyers are coming from and which content, agent, or channel is driving sales.

Lead targeting. FOLIO acts as a marketing hub that lets agents locate properties easily and promote them efficiently, using dynamic digital collateral that is on brand and instantly shareable.

CRM integration.

New leads are captured, tracked, and fed into DE|KF's existing lead management systems.

Transaction toolkit.

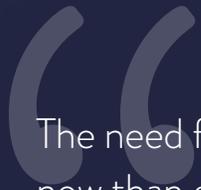
The marketing center also contains research on the most active international markets and resources for international investors on financing, tax, and legal considerations.

Instant notifications.

Data on each development, including unit availability, is updated in real time to ensure accuracy. Referring agents can also direct-message the listing agent with specific questions.

Language and currency translation.

Multilingual translation completes the platform's global utility for DE|KF. With full property details, rich visual media, and availability figures all at their fingertips, agents are empowered to instantly share properties with their clients — delivering critical content in the buyer's own language.



The need for global access into our new developments is greater now than ever before. FOLIO's centralized database of property information places the power of the transaction in the palms of agents' hands. The days of waiting for email or text responses to client's questions about availability, pricing, floor plans, and market research are over. With FOLIO, buyers' agents can instantly access the exact information their clients need, thereby increasing their chances of closing the sale."

Richard L. Jordan
Senior Vice President of Global Markets
Douglas Elliman Development Marketing

520
OFFICES

21,500
AGENTS

60
COUNTRIES

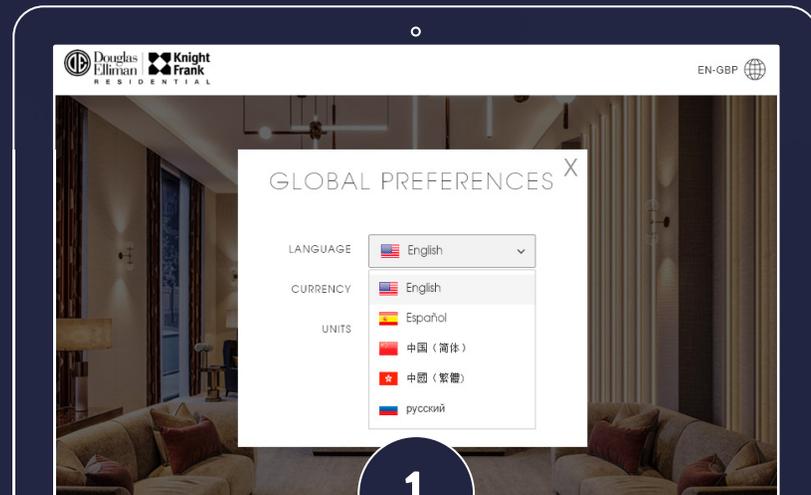
150
NEW DEVELOPMENTS
AT LAUNCH

7
LANGUAGES
AT LAUNCH

FOLIO

INSIDE FOLIO

Collabra Technology customized their global digital marketing and sales acceleration platform to meet DE | KF's enterprise needs. In this agent-driven solution, Douglas Elliman and Knight Frank agents around the world can efficiently locate and promote all new-development properties.



Multilingual platform keeps leads engaged and accelerates global transactions by presenting property details in the buyer's own language

FOLIO

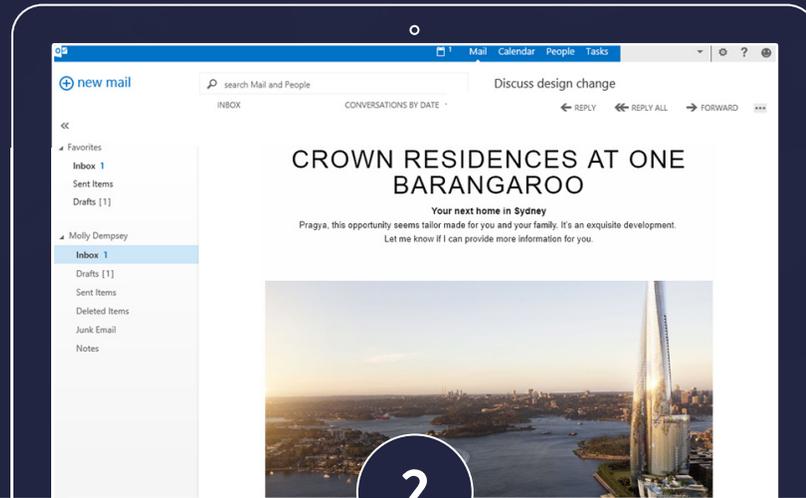


Image-rich, mobile-responsive marketing is personalized to the buyer from the referring agent



Clear dashboards and auto notifications help maximize ROI for each lead and each development



Collabra Technology is transforming real estate with collaborative sales and marketing technology that achieves global reach while leveraging local agents' expertise.

Ready to harness the power of your network?

Contact Info@CollabraTechnology.com for more information.

