

ELYSIANTS



Real Estate Meets Elysiant



THE COMMUNITY

www.elysiant.com is a global, invitation-only, social network for people who celebrate life in style. Our members enjoy life to the fullest and have the means to do this. We enable our members to connect with their peers from all over the world, share experiences and explore the world of luxury and style.

The Elysiant network has over 30,000+ members who have the financial capability to buy a second or third home, domestic or abroad.

Elysiant User profile:

- Higher level executives, CEO's, entrepreneurs, international celebrities
- 60% male, 40% female, 25-50 yrs, Internationally minded, Higher income

THE COMMUNITY

Elysiant offers selected real estate agencies the opportunity to promote their property in our real estate section. The real estate section is a guide to help our members in their search of property.

ADVERTISING

Elysiant offers advertising partners a unique opportunity to interact with this exclusive audience of high net worth individuals. Research shows that social recommendation and the wish to be involved with luxury brands play an increasingly important role in consumers' decision-making processes. With our wide range of advertising products, brands can not only reach this highly sought after group of luxury consumers, but also interact and communicate with them, turning (future) consumers into brand ambassadors.



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Real Estate Advertising Opportunities

ONLINE

The Elysians network has over 30,000+ members who have the financial capability to buy a second or third home, domestic or abroad.

Elysians offers selected real estate agencies the opportunity to promote their property in our real estate section. The real estate section is a guide to help our members in their search of property.

The services that support the real estate section include:

- Real estate Search
- Listings
- Micro-site
- News and blogs
- Banner campaign
- Newsletter

EVENTS

Next to our online advertising opportunities, Elysians offers selected real estate agencies the opportunity to endorse and/or host Elysians' regional VIP events. Since its global launch in Hong Kong, Elysians has organized launches and follow up events in several regions like Curaçao, Dubai, Beirut, Abu Dhabi, Sao Paulo, Istanbul, Buenos Aires and Miami. Thanks to extensive press coverage, appearances of international DJ's, amazing surprise acts and of course a high quality group of attendants, the Elysians events are the perfect opportunity to promote your business to a high-end audience.



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Real Estate Search Functionality

The real estate search function is accessible through the real estate tab which has a prominent location and is visible on every page of the site. The real estate search is an easy to use tool that helps our users to find properties in the city or country, price range and with the number of bedrooms, etc. of their choice.

The search results will show thumbnails and basic information of all the relevant properties. When clicked these results link to the real estate listing page of the property. Paid listings will appear high in the search results and will thus create more awareness amongst Elysians' members.

The screenshot displays the Elysians website's real estate search functionality. The top navigation bar is red with the Elysians logo and a menu including 'My Elysians', 'Hotspots', 'News', 'Blogs', 'Events', 'Forums', 'Charities', and 'Real Estate'. A language dropdown is set to 'English'. On the left, a 'MY PROFILE' sidebar for Lisette Van der Heijden shows personal stats (Engagement: 51%, Friends: 323, etc.) and blog stats. The main 'Real Estate' section features a search form with fields for 'Country' (with a dropdown), 'City', and 'Price' (with a dropdown for 'Prices in US dollars (\$):'). It also includes an 'Add/Edit Listings' button, a 'Current real estate value for sale: \$895,239,194', and an 'Advanced Search Options' link. Below the search form, three property listings are shown under the heading 'LATEST PROPERTIES': '810 OCEAN JACK BLVD. VISTA DEL MAR' in Belize City, Belize; 'AV. KENNEDY 8899 DEPTO. 172' in Santiago, Chile; and 'BRASIL DE MORA, SAN JOSE, COS' in San Jose, Costa Rica. Further down, 'PROPERTIES IN CURACAO - NI ANTILLES' are listed, including 'SPANISH WATER, JAN SOFAT CURA' in Willemstad, Curacao; 'VISTA ROYAL CURACAO' in Willemstad, Curacao; and 'PALAPA CURACAO (APARTMENT)' in Willemstad, Curacao. The bottom section, 'PROPERTIES IN MY NETWORK', shows 'MARY'S FANCY, ST. MAARTEN' in Philipsburg, St. Maarten; 'SOUTH SOUND RD.' in George Town, Cayman Islands; and 'CONEGO MANOEL VAZ - SANTANA' in Sao Paulo, Brazil. A 'FASHION' sidebar with a clothing icon is visible on the right.

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English

My Elysians Hotspots News Blogs Events Forums Charities **Real Estate**

MY PROFILE

Become Premium Now

Lisette Van der Heijden

Profile is 92.86%

PERSONAL STATS

Engagement: 51%
Friends: 323
Twitter left: unlimited
Subscriptions: 0
Profile viewed: 2525

BLOG STATS

Articles: 0
Views: 12673
Votes: 0
Rating: 0.0
Subscriptions: 2

Real Estate Beta Version

Add/Edit Listings Current real estate value for sale: \$895,239,194

Country: *
Choose country
Search by country and city. For example: United States, or United States and New York.
City:

Price
Prices in US dollars (\$):

Advanced Search Options

Search

LATEST PROPERTIES

810 OCEAN JACK BLVD. VISTA DEL MAR
Belize City, Belize
House - For sale
\$154,000

AV. KENNEDY 8899 DEPTO. 172
Santiago, Chile
Apartment - For sale
\$750,000

BRASIL DE MORA, SAN JOSE, COS
San Jose, Costa Rica
Lot - For sale
\$170,000

PROPERTIES IN CURACAO - NI ANTILLES

SPANISH WATER, JAN SOFAT CURA
Willemstad, Curacao - NL
Anti...
Villa - For sale
\$3,888,889

VISTA ROYAL CURACAO
Willemstad, Curacao - NL
Anti...
Villa - For sale
\$805,556

PALAPA CURACAO (APARTMENT)
Willemstad, Curacao - NL
Anti...
Apartment - For sale
\$435,000

PROPERTIES IN MY NETWORK

MARY'S FANCY, ST. MAARTEN
Philipsburg, St. Maarten (NL)
Villa - For sale
\$1,750,000

SOUTH SOUND RD.
George Town, Cayman Islands
Villa - For sale
\$59,500,000

CONEGO MANOEL VAZ - SANTANA
Sao Paulo, Brazil
Apartment - For sale
\$1,800,000

FASHION

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Real Estate Listing Page

Real estate companies and realtors present their properties on a 'real estate listing page'. On this page they are able to show a description, pictures and address of the property and their company contact information. It is also possible to enable potential clients to download extra information by means of a downloadable pdf. All pictures open a larger image when clicked.

Palapa Curacao (Penthouse)

Willemstad, Curacao - NL Antilles



By: [Curacao Brokerage](#)



offline

Type: Apartment

Status: For sale

Price: \$975,000

Bedrooms: 3

Bathrooms: 3

On a stretch of one and a half mile of pristine Caribbean Ocean the Palapa Curacao Beach Resort will be the first Luxury beachfront Condo Hotel in Caracasbaai Curacao.

Built in the great tradition of Mexican Architecture, Palapa Curacao Resort will offer a private village of 2 bedroom condominiums and top floor penthouses, featuring 2 and 3 bedrooms, 2 1/2 and 3 1/2 baths with Jacuzzi, large living and dining areas, a modern kitchen and great outdoor patio's with a panoramic view.

Aptm: under 500.000,- US\$

Penthouse: under 1.000.000,- US\$



[Download the Palapa Curacao brochure](#)

Curacao Brokerage B.V.

Cell (+5999) 516-5116

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info@curacaobrokerage.com

www.curacaobrokerage.com

Gallery



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[More in..](#)


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Premium Listing

The Elysians community offers brands with a small marketing budget the opportunity to advertise. A premium listing package consists of a dedicated page where your logo will appear with information and contact details about the company. Fifteen of your real estate listings will be added to this page. Through the premium listings, the Elysians members also have the chance to connect with your brand.

Côte d'Azur LUXURY REAL ESTATE



Carlton International



At the beginning of the 20th century, the French Riviera was chosen as a destination by aristocracy from around the world discovering, what is undoubtedly, the most beautiful Mediterranean coastline. Enjoying a heritage of sumptuous palaces, dating mainly from the Belle Epoque era, the Riviera is today only two hours flight from most European capitals and, thanks to the Cannes International Film Festival and the visits of endless celebrities, has become the most sought after glamorous destination.










Carlton International
Today, with offices near the coast in Antibes, in the countryside behind Cannes and in St Tropez, Carlton International is known as an emblematic figure in the world of luxury real estate on the French Riviera, offering its services to a sophisticated clientele from around the world, seeking to purchase or rent prestigious and exceptional properties.

The company's team of multilingual consultants is discrete and professional, dedicated to satisfying the needs of discerning clients. Service, is the cornerstone on which Carlton International has been built.




Carlton International
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2721 Chemin Saint-Claude
Le Saint-Claude
06600 Antibes
France

Phone. +33 (0)4 93 95 11 11
Fax. +33 (0)4 93 74 40 75


Properties Of This Agency (32)

 Cannes	 Roquebr...	 Cap d'A...
 Villefr...	 Golfe-J...	 Mougins
 Ramatou...	 Saint-P...	 Cannes

Members Who Love This Agency (3)

 Vincent	 Arthur	 Damian
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Delete From My Agencies



ELYSIANTS



Real Estate Micro-Site

The Elysians community features dedicated domains where real estate companies and realtors can communicate and interact with potential buyers. The advertiser can integrate its complete database of properties in this domain, called a micro-site. Members can indicate that they like a certain company. The company logo will then also appear on this member's personal profile page among its favorite brands.

The featured company can also show its (sales) employees on this page with a link to their personal profile pages. This enables members to for example contact the sales person in their specific country.

The screenshot displays the Elysians website interface. At the top, the 'ELYSIANTS' logo is prominent, with a navigation bar including 'My Elysians', 'Hotspots', 'News', 'Blogs', 'Events', 'Forums', and 'Charities'. A language dropdown menu is set to 'English'.

The main content area is divided into several sections:

- MY PROFILE:** Features a user profile for 'Lisette Van der Heijden' with a 'Become Premium Now' button. It includes a progress bar for 'Profile is 86%' and '92.86%'. Below this are 'PERSONAL STATS' (Engagement: 51%, Friends: 314, Invites left: unlimited, Subscriptions: 0, Profile viewed: 2463) and 'BLOG STATS' (Articles: 0, Views: 12511, Votes: 0, Rating: 0.0, Subscriptions: 2).
- ABOUT US:** A section for 'International Fine Living' describing it as Curacao's leading provider of exclusive real estate advisory services.
- ADVISORY:** A section stating that International Fine Living can help with every issue in a real estate project.
- SEARCH PROPERTIES:** A section with the tagline 'We believe that people who live interesting lives should live in extraordinary places.'
- FAQ:** A section asking 'Do you still have some questions?'.

The 'International Fine Living' section is further detailed with a list of services: Project management, Investments, Advisory services (Interior design, Contract validation, Legal advice, Feasibility studies, Mortgages, Insurances), Office Curacao Ocean Resort (Open Monday till Friday between 9 am en 6 pm), and Office Curacao Beach Resort (Open every day between 10 am en 5 pm). It also provides the website 'www.internationalfineliving.com' and the Twitter handle 'www.twitter.com/curacaomakelaar'.

Below the services list, there is a 'POST NEW COMMENT' section with a text input field and a 'Post comment' button.

On the right side, there is a 'Properties Of This Agency' section showing a grid of property images with labels like 'Spanish...', 'Beautif...', 'Jongblo...', 'Curacao...', 'Jan Sof...', 'Curacao...', 'Vista R...', 'Jan Thi...', and 'Santa B...'. Below this is a 'Members Who Love This Agency' section showing a grid of member photos with names like Vincent, Muna, Lisette, Marlow, Ronald, Arthur, Ruud, Fleur, and Vincent. A 'I Love This Agency' button is also present.

At the bottom right, there is a 'On My Mind' section with the text '„Find your dreamhouse!“' and a note '(Posted 22 days ago)'.

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News and Blogs

Articles about and blogs written by real estate advertisers are published within the regular Elysians news and blog section. These articles and blogs are pushed to the Elysians members based on their personal interests. This ensures very relevant and non-intrusive brand communication and improves the performance of the campaign by driving traffic to the Real Estate Micro site, event pages and other relevant pages or sites.

The Plans For The World's Largest Residential Tower

REAL ESTATE - Wed, 06/09/2010 - 11:19



Want to live at the top of the world? You're going to have to move to Mumbai, India. That's where Lodha Developers Ltd. is about to start construction on World One, a stack of luxury residences that will stretch over 450 meters (over 1,470 feet) into the sky.

The tower will reportedly cost around \$450 million to build and units are already being sold at prices from around \$1.5 million all the way up to more than \$12 million. The developer told the Wall Street Journal that the building will go green by recycling its water, harvesting rain water and using

solar power.

Given the recent opening of the Burj Khalifa amid Dubai's real estate implosion, the building of such a monumental new skyscraper seems risky at best but according to Abhishek Lodha, managing director of Lodha Developers, there is enough economic growth in India to support the project and enough rich people to live there.

The oval shaped building, designed by Pei Cobb Freed & Partners and Leslie E. Robertson Associates, provides a balcony for each unit. The units on the higher floors don't only have better views but they will have balconies.

Click the real estate page of Remax



ELYSIANTS

My Elysians | Hotspots | News | Blogs | Events | Forums | Charities

MY PROFILE

Become Premium Now

Vincent Zagger

100.00%

PERSONAL STATS

Programs	52%
Phone	154
Website	76
Subscribers	0
My Listings	382

BLOG STATS

Views	237
Comments	0
Subscribers	0

MESSAGES STATS

10 new private messages

Coral Estate ●●●●●

Coral Estate is a unique resort located on the southwest coast of Curacao in a beautiful and historical part of the island, about half an hour's drive from Hato airport and Willemstad. At Coral Estate you will feel completely at home in a friendly community which seamlessly combines both luxury and natural Caribbean beauty. With a 3km coastline, the project is 350 hectares in total but only 30% will be developed. Due to the natural difference in elevations, there is a completely unobstructed and amazing view of The Caribbean Sea from all lots standing on ownership land.

There are several building possibilities: they range from comfortable second homes

Curacao - NL Antilles
Willemstad
Tel: (+ 599 9) 888 5555
Fax: (+ 599 9) 888 2727
http://www.coral-estate.com/

Friends Of This Hotspot (7)

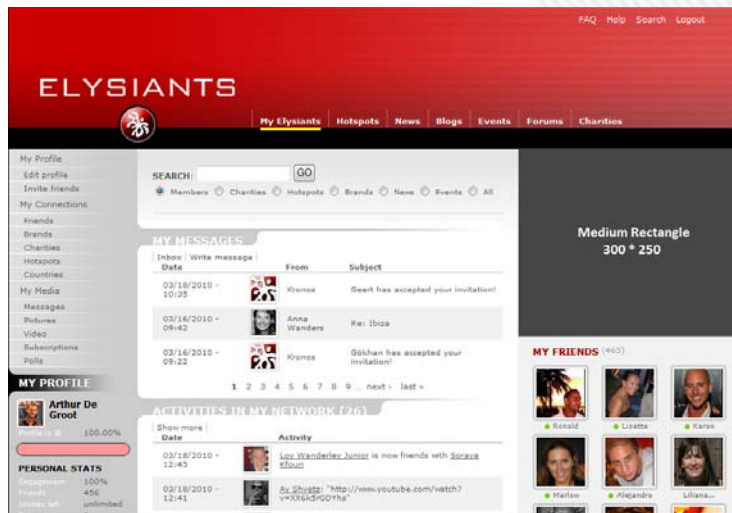
Ronald D.,
Algenide,
Sandra L.,
Yvonne E.,
Vincent Z.,
Real Estate,

ELYSIANTS



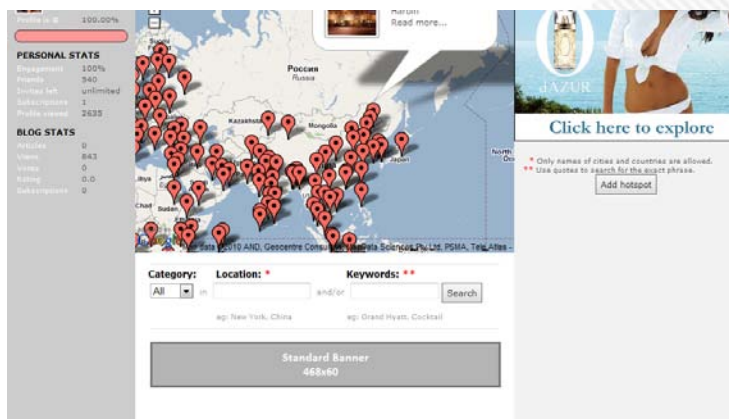
Banner campaign

Elysians currently has 3 banner positions available to create extra visibility for your brand. Our banners have a very high click rate and we're able to display static, flash and video banners.



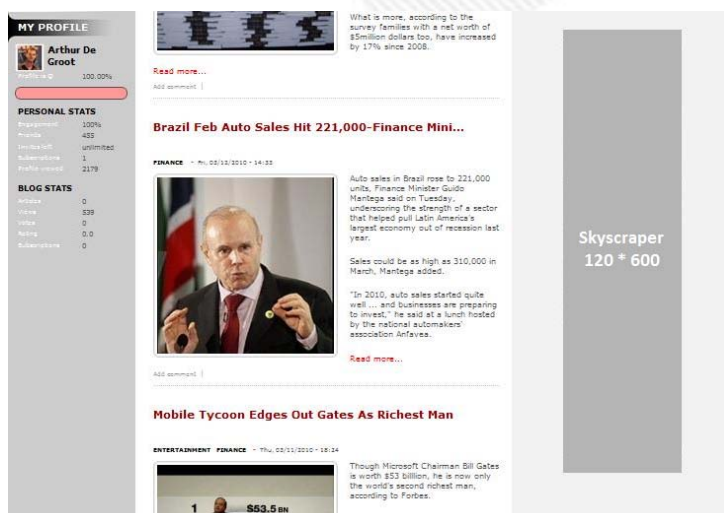
Medium Rectangle: 300x250

Pages: My Elysians, Hotspots, News, Blogs.



Standard Banner: 468x60

Pages: My Elysians, Hotspots



Standard Banner: 120x600 or 160x600

Pages: All pages except homepage

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Events

In addition to the Elysians online advertising opportunities, Elysians offers selected brands the opportunity to create awareness amongst the members by endorsing proprietary Elysians' regional events.

Elysians' event partners can choose to be the sole sponsor of an event. These custom produced events offer the advertiser the possibility of being the title sponsor and therefore claiming the event. These events have a maximum of 5 sponsors and all sponsors have industry exclusivity during the event.

Dedicated events

- Custom produced event
- Title sponsor of the event
- Mentions in the press as exclusive partner of Elysians
- Logo placement on event invitation
- Elysians will promote the event
- Elysians will promote the event through its regional ambassadors
- Brand representatives and/or hostesses present at the venue
- Brand information and promotional material at the venue
- Private tables for clients
- Elysians is open to other creative ways of promoting your brand

Event sponsor

- Mentions in the press as partner of Elysians
- Logo placement on event invitation
- Brand representatives and/or hostesses present at the venue
- Brand information and promotional material at the venue
- Private tables for clients



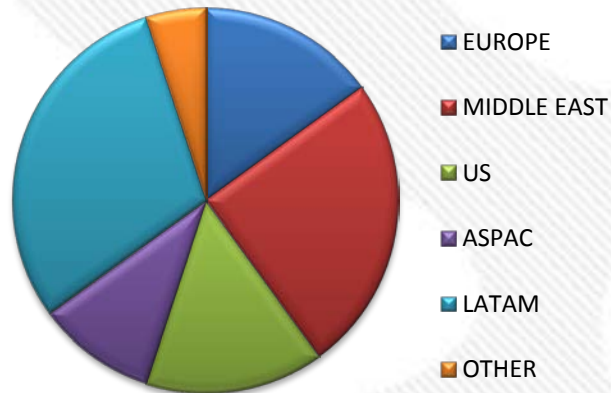
ELYSIANTS



Member Demographics

MEMBERS

- Higher level executives
- Successful entrepreneurs.
- 50% male, 50% female
- 25-45 yrs
- International
- Higher income
- Highly educated
- Multilingual
- Fashion/tech/luxury savvy
- Interested in luxury brands



Members per region

FINANCE

- 95% of Elysians members have an annual income of over \$150,000
- 65% has an annual income of over \$250,000
- 30% has an annual income of over \$1,000,000
- 5% is worth more than \$100 million USD

STATISTICS

- | | |
|--|-----------|
| - Total number of members: | 30,000+ |
| - Monthly unique visits: | 40,000 |
| - Number of pages per visit: | 25 |
| - Average time spent during one visit: | 8 minutes |
| - Average number of impressions (p/m): | 1,000,000 |

BRANDS

- | | |
|--|-----|
| - Luxury brands in the community | 750 |
| - Average reads per news article about a brand | 250 |
| - Average reads per blog about a brand | 400 |
| - Average friend connections of a paying brand | 525 |
| - Average connections of non-partner brands | 50 |
| - Average number of RSVP's to brand events | 200 |

ELYSIANTS



Press

Elysians has received significant press coverage around the world. Below a selection:

HONG KONG



BRASIL



ARGENTINA



EUROPE



U.A.E



CARIBBEAN



ELYSIANTS



Our Partners



VERSACE



GLENMORANGIE



ELYSIANTS

