



Juwai.com

国际房产搜索引擎

Where Chinese find international property

Berkshire Hathaway HomeServices

Your China Marketing Preferred Supplier

Who are we at Juwai.com?

- What does “Juwai” mean? – Home Abroad
- China’s largest international property marketing platform.
- Visited by more than 2 million monthly unique Chinese buyers who are looking for opportunities to invest in global properties outside of China.
- Juwai is a Chinese company, which allows us to marketing your properties to all of China, behind the Chinese internet firewall.
- Juwai is a Chinese platform based in Shanghai. Our website, Juwai.com, operates behind the Chinese firewall, giving international real estate professionals, real estate brokers and developers the opportunity to market to and connect to Chinese buyers searching for overseas properties.
- As the leading platform targeted specifically at Chinese buyers looking for properties overseas, Juwai has access to unique market data on Chinese consumer interest and demand in international property markets.
- We are a trusted brand partner and preferred supplier in real estate marketing.

Juwai is the Largest Chinese International Property Platform

2 million

Chinese consumers coming to
Juwai.com each month

Chinese consumers from
**165 countries &
403 cities in China**

2.5 million
property listings from
89 countries



* 2014 direct consumer inquiry based on property price through Juwai Call Centre and measured information provided online

Market Leader

Juwai.com has the largest number of international property listings, in Chinese, in China

SITES	INTERNATIONAL LISTINGS (May 2016)
Juwai.com	2,500,000
Soufun	137,000
Anjuke	3,700
Leju	5,600
Homelink	<1,000
Hougarden (NZ)	38,000
Myfun (REA group)	39,000

#1

Juwai.com is ranked #1 by China internet ranking firm CNZZ



Baidu ranks Juwai as a Premier trusted site for consumers with a high V2 ranking



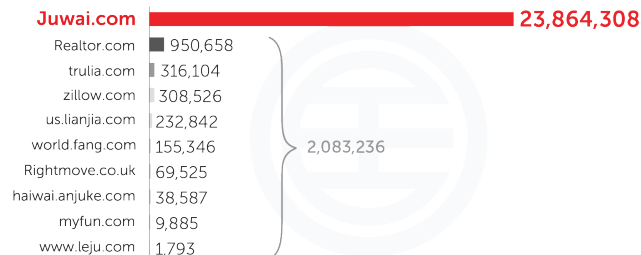
China E-Commerce Association Awards:

- 2014 "Most Influential Overseas Property Portal"
- 2015 "Most Exciting International Portal to Watch"

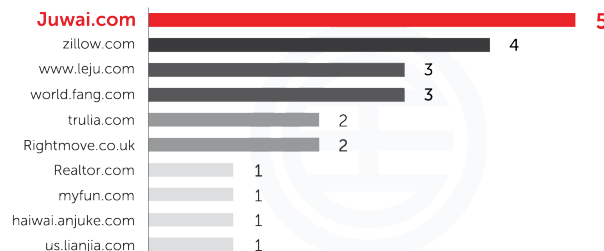


"Top 100 Asia 2015" Award for most innovative technology companies

BAIDU INDEXED PAGES



BAIDU PAGE RANK



Baidu.com is China's version of Google. With 71% market share of Chinese online search, Baidu is the most trusted ranking source.

Baidu ranks Juwai.com higher than all other overseas real estate websites combined.

MEANING

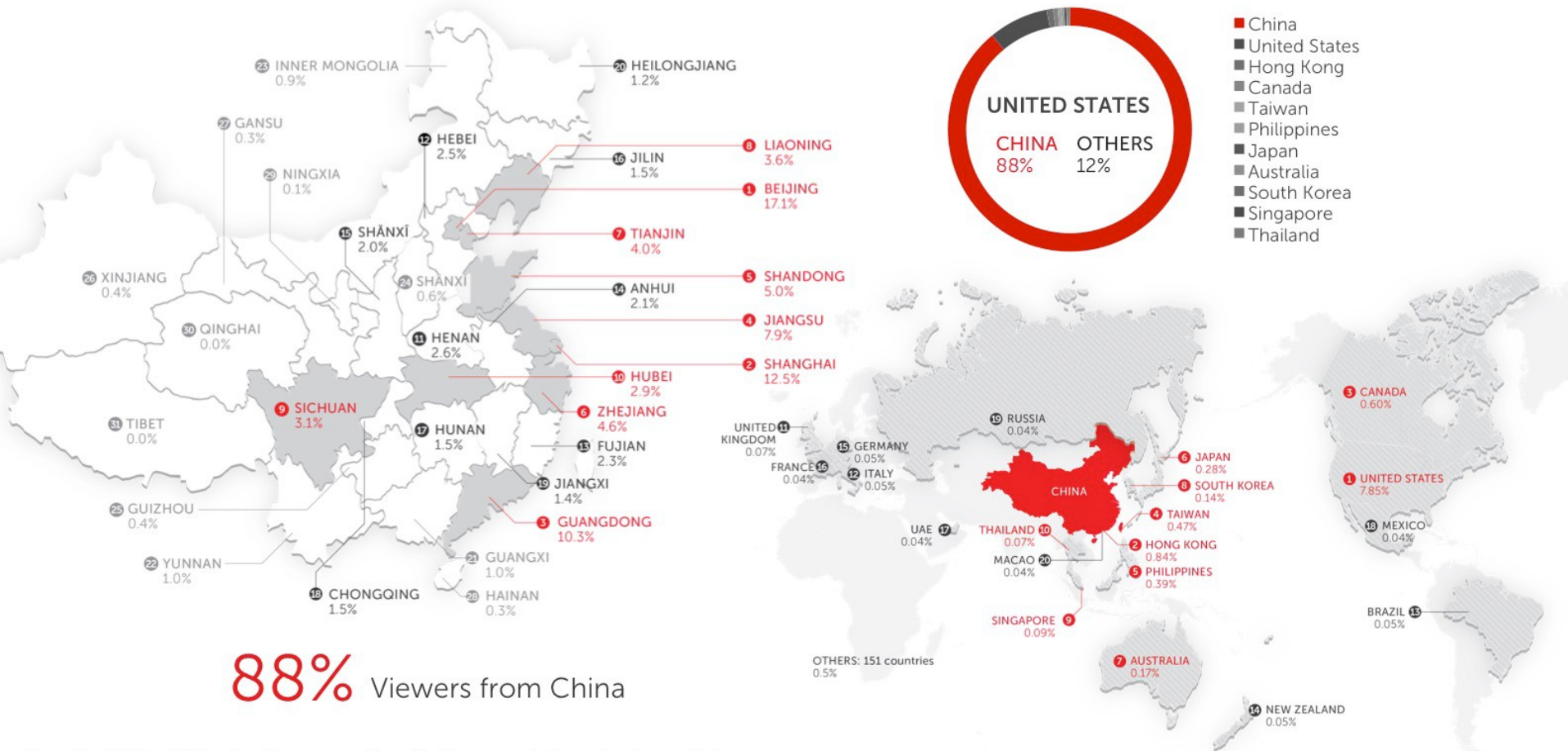
- Higher positions in search results
- More consumer visits
- More enquiries for agents

Who are our customers at Juwai.com?

- Juwai markets properties to the China market, which means Chinese consumers located in China, Chinese consumers located internationally and U.S. domestic Chinese consumers looking for properties in the United States.
- Juwai promotes properties in Simplified Chinese. This is the written script of Chinese that is used by Mandarin speaking Chinese (the majority of China).
- Average consumer budget for property is \$700,000 USD.
- Rise of China's second- and third-tier city markets.

Home Towns of Chinese Looking for U.S. Property

ACCESSING UNITED STATES THROUGHOUT CHINA – BY PROVINCE



88% Viewers from China

Source: Juwai IQ data, 2016 Juwai.com Consumer views & enquiries (Consumer motivations are based on enquiries)

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Juwai.com

What is motivating Chinese investment into the United States?

- Investment into properties so that their children may attend high school or post secondary studies in the U.S.
- Wealth preservation and diversification of assets.
- Immigration to the U.S.
- The general affordability of U.S. property.

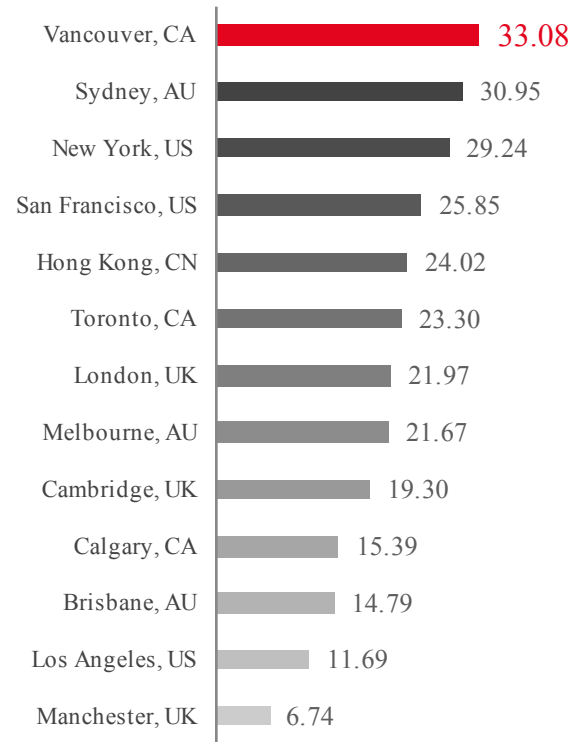
Expensive Domestic China Market

$$\text{AFFORDABILITY RATIO} = \frac{\text{HOUSE PRICE}}{\text{ANNUAL HOUSEHOLD DISPOSAL INCOME}}$$



Source: China International Capital Corporation (CICC). Data for most cities based on secondary transactions in February 2015. Primary transaction prices are used if secondary transaction prices are not available. Data for Beijing, Shanghai, Shenzhen, Guangzhou, Hangzhou, Nanjing, and Tianjin are average prices for city core areas (assumed house sizes to be 90 sq.m.) Household disposable income = city's disposable income per capita, as of 2015.

Property Affordability Ratio in Rest of world



Sources: OECD; Trulia; Real Estate Institute of Australia; Living in Canada; Hometrack "UK Cities House Price Index 2016"

What are the top markets for Chinese consumer interest in the United States?

- Not surprisingly, top markets in the U.S. for Chinese consumer interest correlate directly to top markets for interest by domestic U.S. residents.
- New York, Los Angeles, San Francisco, Seattle, Houston, Orlando, Boston.
- Interestingly, Orlando has recently come out on top of search results for Chinese consumer interest. We call it the “Disney Effect.”
- Chinese consumers invest in places they know.
- Chinese consumers invest in communities with strong economies, great schools and attractions that are sure to keep the economy as stable as possible.

Top Countries Inquired About

WHERE CHINESE ARE INQUIRING FOR OVERSEAS PROPERTY

TOP COUNTRIES BY INQUIRY

1	United States
2	Australia
3	Canada
4	New Zealand
5	United Kingdom
6	Thailand
7	Spain
8	Germany
9	Japan
10	France



Based on 2015 Juwai.com data, consumer inquiries

What are the top markets for Chinese buyers in the U.S.?

Chinese spent \$27.3 billion
on U.S. residential property last year¹

\$14.7B^(USD) Chinese Consumer Inquiry Value
through Juwai.com in 2016

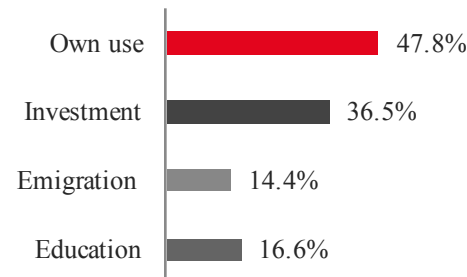
Top Inquired cities by Chinese on Juwai.com



Top 10 States – By Inquiries

1. California	6. Massachusetts
2. Florida	7. New Jersey
3. Texas	8. Hawaii
4. New York	9. Illinois
5. Washington	10. Pennsylvania

What are Chinese buyers' top motivations for
buying property in the US?

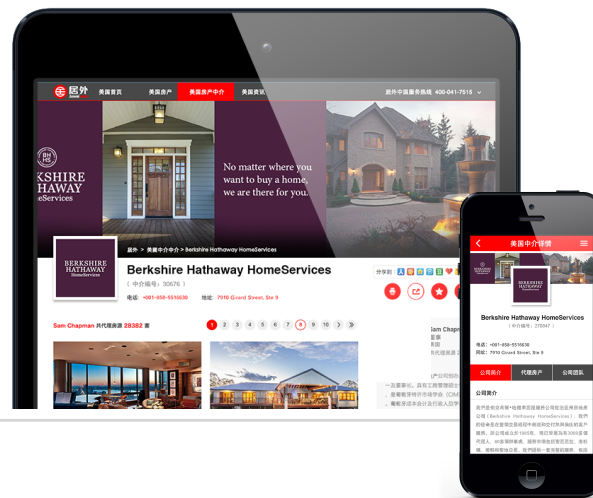


What is Berkshire Hathaway HomeServices
doing at a high level for you in China?

What is Berkshire Hathaway HomeServices doing at a high level for you in China?

Berkshire Hathaway HomeServices is working with Juwai to get you exposure and access to the Chinese property buyer market.

- **BRAND BUILDING** - This relationship will build trust for the **Berkshire Hathaway HomeServices** brand in China.
- **LISTING PROMOTION** - **Berkshire Hathaway HomeServices** listings will appear on Juwai.com through corporate feed (machine-translated descriptions).
- **LISTING PRESENTATION** - A unique Chinese market listing presentation to show sellers you offer a strong international marketing plan that covers the Chinese buyer market.
- **CHINA DESK SUPPORT** - Juwai China Desk will assist Berkshire Hathaway HomeServices affiliates in English, and follow up in Mandarin / Simplified Chinese with buyers inquiring on Berkshire Hathaway HomeServices listings.
- **EXCLUSIVE UPGRADES** - Special \$11 per listing pricing to upgrade your listings for higher ranking and professional translation to maximize exposure and engagement for your listings and brand.



Listing Promotion

- Your listings are sent via Berkshire Hathaway HomeServices feed, and are promoted in Click-to-Translate listing placement on Juwai.com. That means your listings appear with property description in English with functionality for consumers to click a button to view the listing description machine translated into Simplified Chinese.
- For the initial 90 days, from April 17-July 16, 2017, all leads generated from promotion of Berkshire Hathaway HomeServices listings will be sent to network members complimentary as part of this relationship.
 - Charges will apply following the initial 90-day period (after July 16, 2017).
 - Listings will continue to be promoted in the Click to Translate placement following the 90-day period , however, after July 16th leads generated from Click-to-Translate listings that have not been upgraded to China Pro by the listing agent or broker will no longer be distributed to the listing agent.
 - Leads that are generated from Click-to-Translate listings after the 90 day period will be sold to partnering regional brokers that are paying a fee for Chinese consumer leads.

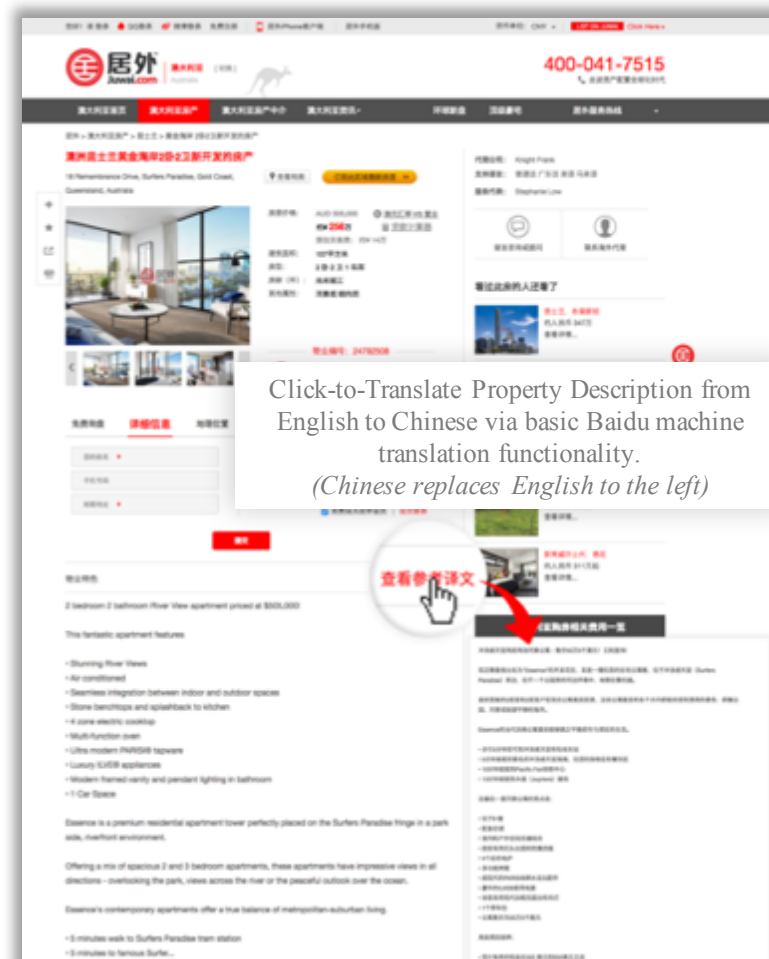
Property Details Page – *CLICK-TO-TRANSLATE LISTING*

The Click-to-Translate listing gives you basic exposure so consumers can access your property information.

Comes with a more competitive search ranking so you appear higher in search results on Juwai.com.

PROPERTY LISTING FEATURES

- Your logo and contact details
- Your key property details and Property Key Features in Chinese
- Chinese Consumer Support Centre
- Price is provided in RMB (Chinese Renminbi currency) and your currency
- Interior and exterior area in square meters
- *Click-to-Translate tool to see machine translated description information*



Click-to-Translate Property Description from English to Chinese via basic Baidu machine translation functionality.
(Chinese replaces English to the left)

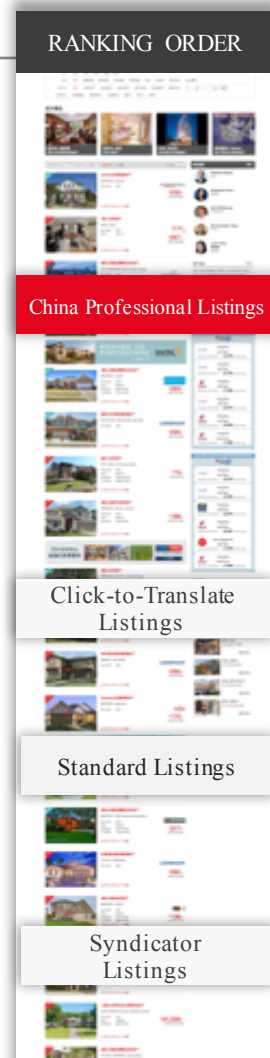
How do I get more exposure for my listings?

Upgrade your listing(s) to China Pro status

The opportunity to upgrade your listings to a higher “China Professional” placement for **only \$11 USD per listing /12 months.**

- **Continue to receive all leads generated from our upgraded listings will continue to be sent to you at no additional cost.**
- Elevated placement, getting your listing placed higher in search results and in front of more consumers.
- All upgraded listings will be professionally translated into Simplified Chinese.
- Upgrading your listings will provide you with access to your listing performance statistics for your listings on Juwai.com.

Important Note: If listings are not upgraded by the end of the 90 days (July 16th), the listing agent will no longer receive the leads generated from those listings following that date. In order to continue to receive Chinese consumer leads directly, listings will need to be upgraded to China Pro status.



HOW TO GET STARTED

Juwai Per Listing Program

Opt-in to this program and upgrade to China Pro Listings for only \$11 per listing

— How do you find the Juwai upgrade opt-in on the the Berkshire Hathaway HomeServices Resource Center?

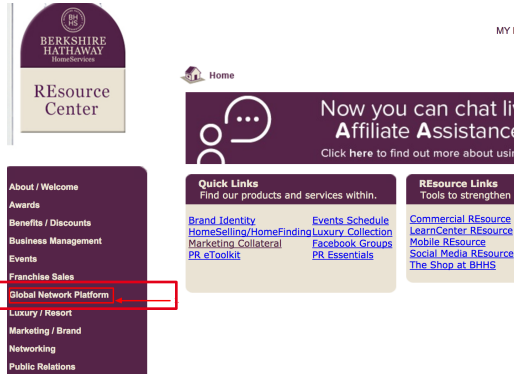
Login to the Berkshire Hathaway HomeServices Resource Center.

1. Go to the Global Network Platform tab
2. Click on Program Overview until **Global Listing Syndication**
3. Click on the **Click Here** hyperlink to access the offering opt-in.
4. Click the red **Get Started** button

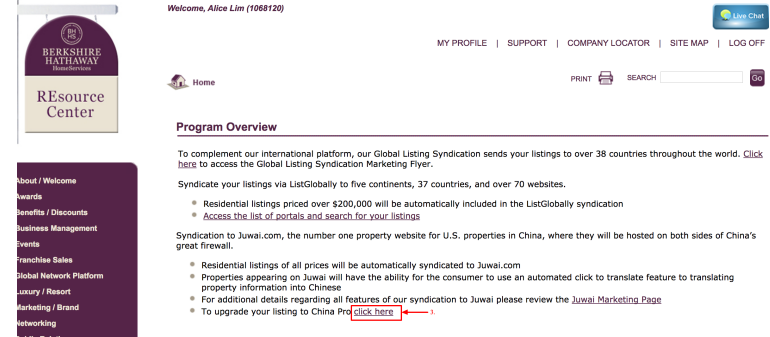
The screenshot displays the Berkshire Hathaway HomeServices (BHHS) Supplier Catalog website. The left sidebar contains a list of categories, with 'Juwai (2 pages)' highlighted in red. The main content area features a large banner for 'Reach Chinese Buyers with Juwai.com' and a section titled 'Get enhanced exposure for only \$11 per listing'. This section includes a description of the 'China Pro Listing' upgrade, which offers higher search results, professional translation, and more visibility to Chinese buyers. A 'GET STARTED' button is prominently displayed in red. Below the main content, there is a section titled 'IT'S SIMPLE TO JOIN THE PROGRAM' with a four-step process: 1. Click the button below to activate your account, 2. Opt in to the Pay Per Listing Program, 3. Select listings you want to upgrade, and 4. Submit for upgrade - and you're finished. A red arrow points to the 'GET STARTED' button in the 'China Pro Listing' box.

Steps to Access Juwai through the Berkshire Hathaway HomeServices Resource Center?

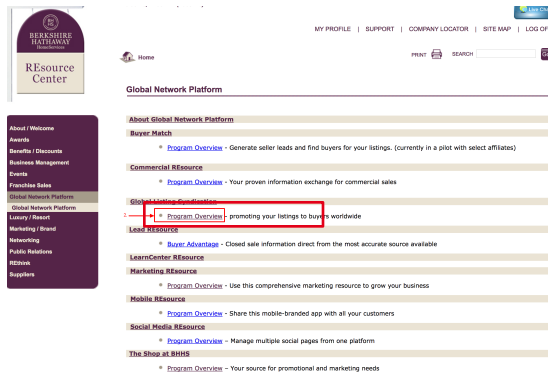
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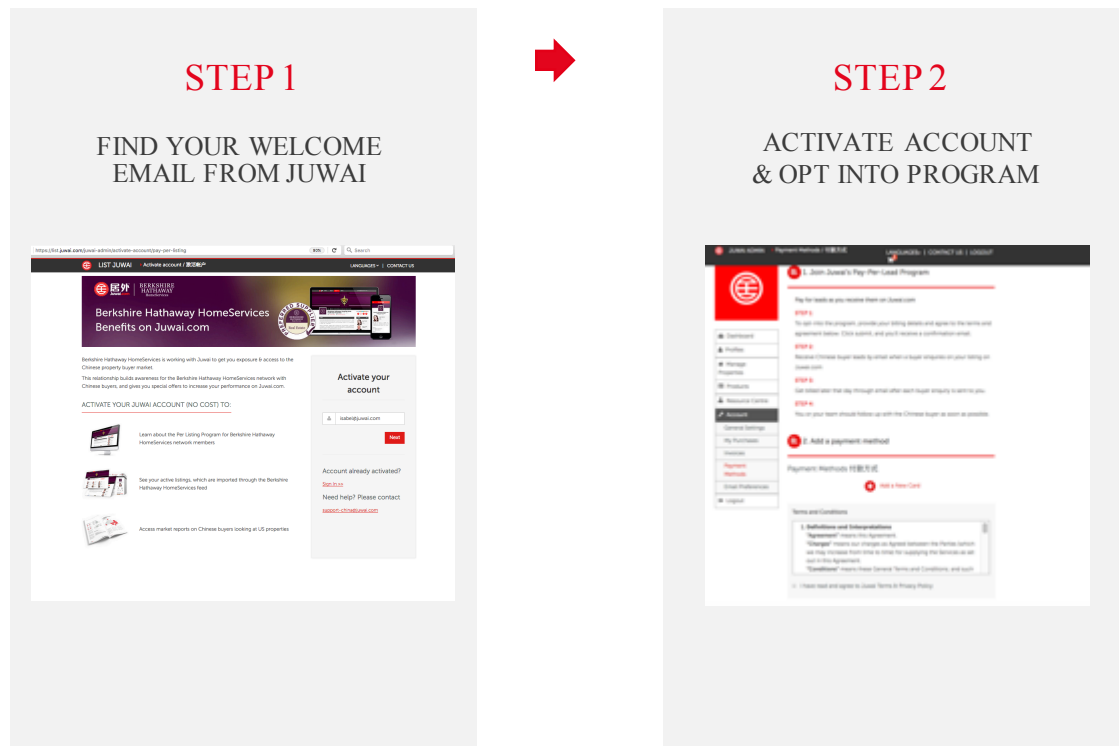


4



Agent: China Pro Listing Upgrade - Per Listing Program

- Access your Juwai account to upgrade your listings to China Pro Listings @ US\$11/listing
- Access Juwai Preferred Supplier site in <http://bhhssuppliercatalog.com/default.asp> to start your upgrade
- Check your email inbox for the relationship **Welcome Email**.



FOR NETWORK MEMBERS READY TO UPGRADE, CONTACT SAMANTHA.TINO@JUWAI.COM

Source: Juwai IQ data, 2016 Juwai.com Consumer views & inquiries (Consumer motivations are based on inquiries)

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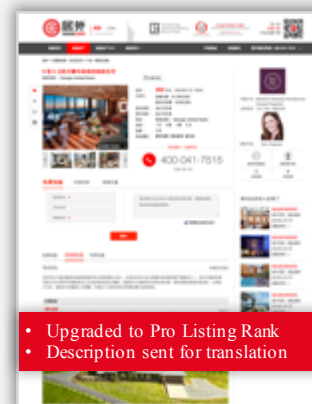
STEP 3

SELECT & SUBMIT
LISTINGS FOR UPGRADE



STEP 4

UPGRADE COMPLETE,
RECEIPT EMAILED TO YOU



FOR NETWORK MEMBERS READY TO UPGRADE, CONTACT SAMANTHA.TINO@JUWAI.COM

Source: Juwai IQ data, 2016 Juwai.com Consumer views & inquiries (Consumer motivations are based on inquiries)

Contact Juwai Anytime

Please note that due to differences in time zones, please allow up to 15 hours for a Juwai Representative to respond in the event that they are located in China.

Network Broker/Office Upgrade

Samantha Tino

Email: samantha.tino@juwai.com

Phone #: 503.348.2413

Network Agent Upgrades

Juwai Support

Email: Support-China@juwai.com

China Desk Support

Juwai China Desk

Email: Support-ChinaDesk@juwai.com

General Inquiry

Name: Alice Lim

Email: Alice@juwai.com

Question and Answer Period

We would be pleased to answer any and all questions about the Preferred Supplier relationship with Berkshire Hathaway HomeServices or general questions about the China market and Chinese consumer interest in the United States.

谢谢

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Thank you!

Questions? – Contact Juwai at support_china@juwai.com