

Leader Luxury – First Time EBACE Exhibitor

Provider of e-marketing services offers more than 375 aircraft listings to clients worldwide



The Leader Luxury EBACE Team (L to R)

*Gaby Houseman, Manager, Sales & Marketing; Finola Hogan, President;
Aaron, Corbin, Manager, Finance & Administration; Alina Rusu, Manager, Client Services*

Montreal, May 10, 2017 – Leader Luxury, a provider of innovative e-marketing services for the business aviation and yachting markets, today announced that it will attend the European Business Aviation Convention and Exhibition (EBACE), May 22-24 in Geneva, for the first time. The Leader Luxury team will be in booth V37.

Leader Luxury successfully accelerates the sales cycle of business aircraft transactions by providing dynamic online tools, including: a portal for aircraft sales, direct access to pre-qualified buyers and sellers, and a central destination for resellers and brokers. Today, Leader Luxury offers more than 375 business aircraft listings.

Leader Luxury services include:

eBroadcasts: E-mail campaigns customized to client branding guidelines with daily-reviewed subscriber lists to ensure that listings reach the right people immediately.

Web Listings: The Leader Luxury team uses search engine optimization, key word analytics and push marketing to drive listings with maximum efficiency.

Mobile Apps: Easy access to listings on any iOS or Android device.

Social Media Marketing: Leader Luxury uses the most extensive social media campaigns in its market segments and incorporates the latest technology to expand reach.

Virtual Tours: Comprehensive photography packages and virtual tours effectively showcase listings on any platform.

Services start at just \$150 USD per eBroadcast, including: design, Web listing, mobile app listing and social media promotion. Discounts are available with the purchase of three, or more, eBroadcasts.

Leader Luxury clients benefit from:

- Powerful user engagement
- Proprietary lists of international buyers and sellers
- Instant access to real time updates
- Extensive market research
- E-mail distribution segmented by individual preferences
- Concise reporting on lead-generation

“We are very pleased to be exhibiting at EBACE for the first time,” says Finola Hogan, President, Leader Luxury. “We are committed to providing the industry’s most powerful suite of e-marketing services in order to guarantee an optimized digital experience to all members of the business aviation community. We look forward to meeting people from across Europe and around the world at EBACE and invite all interested parties to visit us on the show floor.”

About Leader Luxury

Headquartered in Montreal, Canada, Leader Luxury provides innovative e-marketing solutions and an optimized digital experience for buyers, sellers, and service providers in the business aviation and yachting markets. For more information, please visit <http://www.leaderluxury.com>.

Note to Editors: Leader Luxury will exhibit at EBACE, May 22 – 24 in Geneva, in booth V37. To schedule an interview, please contact Mark Lowe, PRagmatic Communications mark.lowe@pragcom.com / (514) 499-9632 / (514) 576-2519