



## Let Your Luxury Listing Shine—Apply to Win Exclusive Exposure

San Diego's most elegant listings deserve to be in the spotlight. If you represent a breathtaking estate, this is your opportunity to be featured in **Holiday House 2025**—a signature event from the San Diego Association of REALTORS® (SDAR), designed to showcase the best of San Diego luxury real estate during the holiday season.

If selected, your listing will be promoted across **SDAR's extensive marketing network**, receive **potential media coverage**, and appear in **advertising placements** in the San Diego Union-Tribune. SDAR will provide **professional signage, branding, and on-site support**, ensuring your listing receives unmatched visibility.

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### What SDAR Will Do for You:

- Market your listing on **SDAR-owned media**: website, social, email, and print
- Promote your listing with **potential PR and earned media opportunities**
- Advertise the home in the **San Diego Union-Tribune**
- Provide **professional event signage and promotion materials**
- Ensure visibility to **qualified luxury buyers and brokers**
- **Provide event-day insurance** to cover any unexpected damage during the event

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### Eligibility Requirements:

- REALTOR® must be an active SDAR member
  - Property must be valued at \$3 Million or more
  - Minimum 3,000 sq. ft. of living space
  - Coastal locations preferred
  - Ample on-site or nearby parking required (valet setup space is acceptable)
  - Application Deadline: October 1, 2025
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### Application Form

REALTOR® Name: \_\_\_\_\_

Brokerage Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Property Address: \_\_\_\_\_

MLS Listing Number: \_\_\_\_\_

Property Value (est.): \_\_\_\_\_

Square Footage: \_\_\_\_\_

Is the property coastal? ☐ Yes ☐ No

Valet or ample parking available? ☐ Yes ☐ No

What makes this home worthy of being SDAR's Holiday House?

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### Homeowner Acknowledgment and Approval

By signing below, the homeowner consents to have the property considered for SDAR's 2025 Holiday House event and authorizes SDAR to host the event at the home if selected. SDAR agrees to provide insurance coverage for the duration of the event to protect against any unforeseen property damage.

Homeowner Name (Printed): \_\_\_\_\_

Homeowner Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please submit application to [jmorrow@sdar.com](mailto:jmorrow@sdar.com)**