



Jaryn Hart <jaryn.hart@vdigitalservices.com>

Fwd: Bylined Opportunity with WatchPro

1 message

Dewey Burke <dburke@luxuryassetcapital.com>

Fri, Jun 1, 2018 at 7:57 AM

To: jaryn.hart@vdigitalservices.com, Heather Lowe <heather.lowe@westword.com>

Morning - please post

Dewey Burke
President & CEO
720-458-6789
luxuryassetcapital.com

Begin forwarded message:

From: Solomon Benaderet <sbenaderet@keatingco.com>
Date: June 1, 2018 at 6:54:41 AM PDT
To: Dewey Burke <dburke@luxuryassetcapital.com>
Cc: rick keating <rkeating@keatingco.com>, Bill Fallon <bfallon@keatingco.com>
Subject: Re: Bylined Opportunity with WatchPro


Hi Dewey,

The story ran this morning! Here is the link: <http://usa.watchpro.com/expert-view-secret-affluent-watch-collectors-can-fund-next-big-purchase/>

It's also the lead story on their homepage. I've included a screenshot below.

Best,
Solomon

2 NEW ARTICLES TODAY ▼	NEWS ▼	GALLERIES	FEATURES	OPINION	VIDEO	NEW PRODUCTS	HOT 100 ▼	EXHIBITIONS
HOT TOPICS Swatch Group top of the pops when it comes to consumer reputation - 23 hours ago								

LEAD STORY


EXPERT VIEW: The secret of how affluent watch collectors are funding their next big purchase

Dewey Burke says that watch collectors are turning to online luxury pawn shops for finance

On May 31, 2018, at 11:46 AM, Solomon Benaderet <sbenaderet@keatingco.com> wrote:

They have a strong US base too. The publication has a US affiliate website, which houses their US focused stories: <http://usa.watchpro.com/>. It's likely the story would run on both the US and UK sites, as they share content.

On May 31, 2018, at 11:15 AM, Dewey Burke <dburke@luxuryassetcapital.com> wrote:

What is the dominant location of their readership? We can't do UK loans right now, only US...

Dewey Burke
 President & CEO
 720-458-6789
luxuryassetcapital.com

On May 31, 2018, at 8:08 AM, Solomon Benaderet <sbenaderet@keatingco.com> wrote:

Good morning Dewey,

[WatchPro](#), a UK-based watch magazine and website dedicated to the business of making, marketing and selling watches, is interested in having us submit a bylined article on how watch collectors can use collateral lenders/luxury pawn shops to grow their collection. The magazine and website provide the latest global watch trends; expert business advice from retailers, wholesalers and brands; and facts and figures on the state of the industry.

Attached is the article we would submit for this opportunity. If you approve, we will send it to them.

Please let me know if you have any questions.

Best,
Solomon

<Lux Exchange_WatchPro Bylined Article.pdf>

"what you think, what you say, and what they hear"

keating
strategic messaging | brand expression

solomon benaderet
account director

m. 248.943.0698
sbenaderet@keatingco.com

new york city + san francisco

"what you think, what you say, and what they hear"

keating
strategic messaging | brand expression

solomon benaderet
account director

m. 248.943.0698
sbenaderet@keatingco.com

new york city + san francisco

"what you think, what you say, and what they hear"

keating
strategic messaging | brand expression

solomon benaderet
account director

m. 248.943.0698
sbenaderet@keatingco.com

new york city + san francisco