

THE LUXURY MARKET – OUR ADVANTAGE

Listing and selling luxury property requires a unique and creative approach.

Leading Real Estate Companies of the World™

- Largest network of independently owned real estate companies in the world
 - > 650 members / 5,500 offices
 - > 160,000 associates worldwide
 - > Representing over 34 countries

The Luxury Portfolio Fine Property Collection™

- The luxury face of Leading Real Estate Companies of the World™
- More firms, agents and offices than Sotheby's, Christie's and Board of Regents
 - > Over 200 members with 15 international brokerages
- More top listings in the 50 states than any other franchise organization or luxury network
- The 2006 Ultimate Homes Edition, published by Unique Homes, ranked Luxury Portfolio members as having 25% of the top 1,000 most expensive homes in the US - more than any other real estate organization
- Development program, 10+ units, 20% over \$1 Million

luxuryportfolio.com

- More \$1M+ listings displayed than either Christie's or Sotheby's real estate websites
- Consistently displays every home with a multi-photo slide show and complete property details
- Total inventory of properties exceeds \$20 billion
- Only luxury real estate website that is translated into eight languages and can show prices in 23 currencies
- Traffic to the site regularly comes from 33 countries
- Scores in the top 10 on many search engines; ratings on both Google and Yahoo continue to climb
- Frank Howard Allen is listed in the *Fine Broker Collection* with contact information and links to our listings

Targeted Brand Advertising

- In addition to the website, Luxury Portfolio listings are showcased to high net worth clientele through unprecedented exposure both nationally and internationally in publications such as *Departures*, *ForbesLife*, *Town & Country*, *Veranda*, *Villae International* and more
- Luxury Portfolio also attracts luxury consumers through striking property advertisements in publications such as the Wall Street Journal, Unique Homes Magazine, and duPont Registry of Fine Homes

LuxeTrends and Luxe Chatter

- Luxe Trends: Consumer newsletter that is available as a printed newsletter or an automated e-newsletter
- Luxe Chatter: Sales associate e-newsletter filled with Luxury Portfolio news and new listing information

