

Luxury Portfolio Checklist

PRIOR TO MEETING WITH THE CLIENT:

Send your client a Luxe Introductions Letter.

- This informs them of the benefits they'll receive from Luxury Portfolio
- You can also gift your customer a free subscription to Luxury Portfolio International® magazine. Limit: 25 per associate annually.
- You can also gift your customer a discounted subscription to Luxe Interiors + Design magazine. (\$5 / Annual Subscription).

Order a Luxury Portfolio Listing Presentation Box (\$85 + shipping).

- An elegant and sophisticated way to tell the Luxury Portfolio story

Order a Luxury Portfolio Custom Agent Listing Presentation (\$40 + shipping).

- An elegant way to introduce yourself, your company, and your Luxury Portfolio affiliation to your client.

Memorize what Luxury Portfolio is:

- Luxury Portfolio International® is the luxury face of Leading Real Estate Companies of the World® which is the largest global network of premier locally branded companies dominated by many of the world's most powerful independent luxury brokerages.
- The 200-plus luxury affiliates represent the luxury component of the LeadingRE organization which encompasses over 565 companies, 4,000 offices, and 130,000 sales associates producing \$368 billion in annual home sales in over 70 countries.
- A powerful luxury property program designed to:
 - Deliver national/international exposure to your \$1M+ property listings
 - Attract out of area buyers to our high end listings
 - Give you access to additional marketing resources at significant savings
 - Connect the most powerful luxury firms and associates





ONCE YOU'VE OBTAINED A LUXURY LISTING ABOVE \$1 MILLION:

Check your listing on LuxuryPortfolio.com for errors and accuracy.

Purchase a LuxeTour for \$30 (properties above \$5M receive a complimentary tour).

Submit your property with outstanding photography for:

- Consideration on the LuxuryPortfolio.com homepage.
 - The homepage receives 10 times the additional exposure of a typical property (pool or dusk shots are encouraged)
- A potential feature in our LookBook on Pinterest.

Send your client their property from the LuxuryPortfolio.com website via the "share" feature.

"Share" or "Like" your property on Facebook for additional exposure.

Tap into Luxury Portfolio communications resources. If your listing is unique or has an interesting story, submit your ideas by using the Additional Exposure forms in LuxeXchange for consideration for:

- A feature in the Luxury Portfolio blog
- Submission through our exceptional property PR program
- A potential editorial feature in the Luxury Portfolio Magazine

Advertise your property in Luxury Portfolio Magazine.

- Annual distribution of 200,000

Advertise your property in the Wall Street Journal which reaches:

- National Edition - 1,356,291 affluent consumers
- European Edition - 65,611 affluent consumers
 - Asian Edition - 78,883 affluent consumers

Advertise your property in Unique Homes and Unique Homes China.

- Reaches 100,000 affluent consumers

Advertise your property in affluent LUXE Interiors + Design (quarterly).

- Circulates to 515,000 luxury consumers

Advertise your property in Country Life International.

- Reaches 53,132 consumers

Advertise your property in Velocity.

- Reaches 208,000 affluent passengers each issue

Advertise your property in Unique Homes China

- Reaches 10,000 affluent consumers

Send your client their customized seller report from LuxeAnalytics.

- This shows who is viewing their listing, how often, and where they are coming from (Via LuxeXchange)



HOW TO USE LUXURY PORTFOLIO TO ATTRACT LUXURY BUYERS:

Send your clientele Luxe Trends.

- An exclusive monthly e-newsletter with the latest in luxury living, culture and destinations (Via LuxeXchange)

Send your prospects a copy of the Luxury Portfolio Magazine.

Create a My Luxury Portfolio account for your clients.

- This allows you to customize preferences for customers so they can automatically receive an email whenever properties become available that meet their criteria or price reductions

Brand yourself as a luxury agent with the Luxury Portfolio logos on your website and marketing pieces.