

# Listing Presentation Sheets

Our Luxury Portfolio listing presentation sheets are a great way to help quickly communicate the elements of the Luxury Portfolio program to your clients. Choose between 6 different options which can be used separately or together during a listing presentation. These great marketing tools can be co-branded and are also available in both text and cover weight. Prices start at .85¢ each; a discount applies for larger orders.



**LUXURY PORTFOLIO:  
A NETWORK OF FINE  
PROPERTY EXPERTS**

We deliver access, insight and sophisticated guidance to discerning clients around the world.

As the Luxury Division of Leading Real Estate Companies of the World® we have a direct relationship with the very best independent property brokerage and the most well-connected and successful top agents in cities around the globe. Over \$24 billion dollars in property sales are handled by members of our network who are among the top 500 U.S. firms.

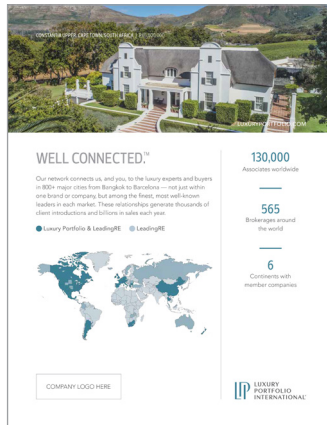
532 BILLION MORE  
U.S. HOME SALES THAN OUR  
CLOSEST COMPETITOR  
AMONG THE TOP 500 FIRMS

Volume shown in billions of dollars

COMPANY LOGO HERE



**A NETWORK OF FINE  
PROPERTY EXPERTS**



**WELL CONNECTED™**

Our network connects us, and you, to the luxury experts and buyers in 800+ major cities from Bangkok to Barcelona — and just within one brand or company, but among the finest, most well-known leaders in each market. These relationships generate thousands of client introductions and billions in sales each year.


● Luxury Portfolio & LeadingRE ● LeadingRE

130,000  
Associated worldwide

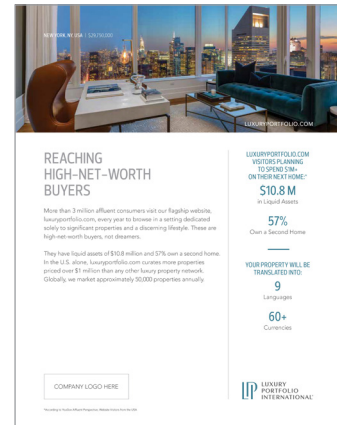
565  
Brokerages around  
the world

6  
Countries with  
member companies

COMPANY LOGO HERE



**WELL CONNECTED™**



**REACHING  
HIGH-NET-WORTH  
BUYERS**

More than 3 million affluent consumers visit our flagship website, luxuryportfolio.com, every year to browse in a setting dedicated solely to significant properties and a discerning lifestyle. These are high-net-worth buyers, not dreamers.


They have liquid assets of \$10 million and 57% own a second home. In the U.S. alone, luxuryportfolio.com curates more properties priced over \$1 million than any other luxury property network. Globally, we market approximately 20,000 properties annually.

LUXURYPORTFOLIO.COM  
VISITORS PLANNING  
TO SPEND \$1M  
ON THEIR NEXT HOME:  
\$10.8 M  
in total assets

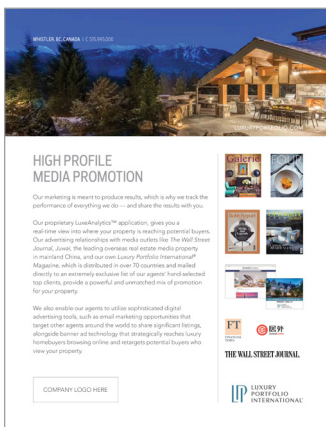
57%  
Own a Second Home

YOUR PROPERTY WILL BE  
TRANSLATED INTO:  
9  
Languages  
60+  
Countries

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**REACHING  
HIGH-NET-WORTH BUYERS**




**HIGH PROFILE  
MEDIA PROMOTION**

Our marketing is meant to produce results, which is why we track the performance of everything we do — and share the results with you.

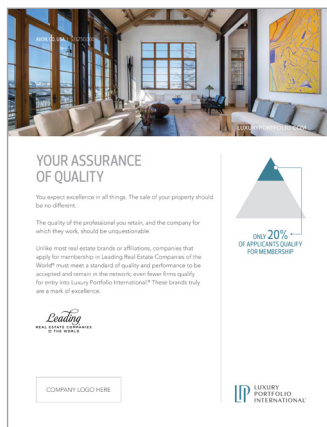
Our proprietary LeadMindful™ application, gives you a real time view into where your property is reaching potential buyers. Our advertising relationships with media outlets like The Wall Street Journal, Jumeirah, the leading consumer real estate media property in mainland China, and our own Luxury Portfolio International Magazine, which is distributed in over 70 countries and mailed directly to an extremely exclusive list of our agent's hand-selected top clients, provide a powerful and unmatched mix of promotion for your property.

We also enable our agents to utilize sophisticated digital advertising tools, such as email marketing opportunities that target other agents around the world to share significant listings, alongside banner and technology that strategically reaches luxury homebuyers browsing online and targets potential buyers who view your property.

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**HIGH PROFILE  
MEDIA PROMOTION**



**YOUR ASSURANCE  
OF QUALITY**


You expect excellence in all things. The sale of your property should be no different.

The quality of the professional you retain, and the company for which they work, should be unsurpassable.

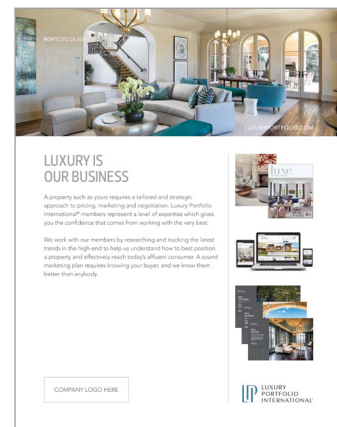
Unlike most real estate brands or affiliations, companies that apply for membership in joining Real Estate Companies of the World® must meet a standard of quality and performance to be accepted and remain in the network, with those firms qualifying for entry into Luxury Portfolio International®. These brands truly are a mark of excellence.

ONLY 20%  
OF APPLICANTS QUALIFY  
FOR MEMBERSHIP

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**YOUR ASSURANCE  
OF QUALITY**




**LUXURY IS  
OUR BUSINESS**

A property such as yours requires a tailored and strategic approach to pricing, marketing and negotiation. Luxury Portfolio International® members represent a level of expertise which gives you the confidence that comes from working with the very best.

We work with our members for researching and tracking the latest trends in the high-end to help us understand how to best position a property and effectively reach today's affluent consumer. A sound marketing plan requires knowing your buyer, and we know them better than anybody.

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**LUXURY IS OUR BUSINESS**

To start your order, visit the "Toolbox" in LuxeXchange at [xchange.luxuryportfolio.com](http://xchange.luxuryportfolio.com)  
Questions? Please email [support@luxuryportfolio.com](mailto:support@luxuryportfolio.com)