LATEST STATISTICS
LUXURY PORTFOLIO MISSION

• Give listings exposure to the largest audience possible outside of the local market
• Increase the likelihood national and global buyers will find you
• Provide tangible marketing results at the best value
• Share the latest about today’s luxury consumer
• Connect our agents with the finest, most reputable and powerful group of brokers in the industry
GLOBAL REACH

130,000
Associates worldwide

565
Brokerages around the world

6
Continents with member companies
**LISTING INVENTORY**

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Inventory</td>
<td>$61 Billion</td>
</tr>
<tr>
<td>Average Property</td>
<td>$2.7 Million</td>
</tr>
<tr>
<td>Many renowned, celebrity homes and sold listings</td>
<td></td>
</tr>
</tbody>
</table>

**NUMBER OF TOP LISTINGS**

<table>
<thead>
<tr>
<th>Price Range</th>
<th>Number</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1 Million+</td>
<td>19,915</td>
<td>4.8%</td>
</tr>
<tr>
<td>$5 Million+</td>
<td>2,075</td>
<td>10.9%</td>
</tr>
<tr>
<td>$10 Million+</td>
<td>670</td>
<td>19.6%</td>
</tr>
</tbody>
</table>
$55 Billion More Home Sales Than Our Closest Competitor

Volume shown in billions of dollars

For informational purposes only. Based on available data for average sales units per agent and average sales prices per firm. In compiling this report, LeadingRE relies on third party sources including REAL Trends National Network 2018 Totals Final Report and REALTOR® Magazine 2017 Franchise Report. LeadingRE is not responsible for the accuracy of third party data.
TOTAL U.S. PROPERTIES

Luxury Portfolio has more listings over $1 million

Source: Mintel International Website Survey Q1 2018
LUXURY PORTFOLIO IS TRULY LUXURY

87% of listings are priced at $1M and/or above.

Source: Mintel International Website Survey Q1 2018
66% of listings are priced at $1M and/or above.

Source: Mintel International Website Survey Q1 2018
46% of listings are priced at $1M and/or above.

Source: Mintel International Website Survey Q1 2018
28% of listings are priced at $1M and/or above.

Source: Mintel International Website Survey Q1 2018
WEBSITE STATS
luxuryportfolio.com

- Average 3 million high-net-worth visitors annually
- 57,000+ homes marketed last year
- Listings in almost all states and more than 50 countries
- Traffic from 200 countries/regions per month
- Listings can be translated into 9 languages and 60 currencies
- 50% of traffic is from mobile devices
WEBSITE VISITORS planning to spend $1M+ on their next home

<table>
<thead>
<tr>
<th>Homeowners: 95%</th>
<th>Liquid Assets: $10.8 Million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Age: 36</td>
<td>Avg. Household Income: $372,000</td>
</tr>
<tr>
<td>66%: Male</td>
<td>Primary Home (Mean Value): $2.4 Million</td>
</tr>
<tr>
<td>34%: Female</td>
<td>Second-Home Owner: 57%</td>
</tr>
<tr>
<td>College Graduates: 97%</td>
<td></td>
</tr>
</tbody>
</table>

Source: YouGov Affluent Perspective, Website Visitors from the USA
ADDITIONAL ONLINE LISTING EXPOSURE

- **wsj.com**: Reaches 43 million digital readers per month
- **mansionglobal.com**: Receives 15 million pageviews per month
- **countrylife.co.uk**: 80% of pageviews are property related
- **juwai.com**: #1 Chinese property portal with 2 million visitors per month
- **leadingre.com**: Website for Leading Real Estate Companies of the World®
- **youtube.com**: Custom property tours created by Luxury Portfolio
LEARN MORE

Visit Program Information in LuxeXchange for additional materials and resources at xchange.luxuryportfolio.com

Bookmark and incorporate the Luxury Portfolio Digital Listing Presentation at luxurylistingpresentation.com