

Top Ten Luxury Portfolio Tools to Know

- 1. Website Exposure** – Because your company is a member of our exclusive program, your listings priced at or above the luxury threshold in your market are displayed on LuxuryPortfolio.com. Our unique website attracts over 3 million high-net-worth consumers annually, from over 200 countries/territories each month, giving your listing(s) unprecedented exposure to a global audience that may not have found it on your local website. The website, combined with the additional online and offline marketing and branding tools available to you through this program, enable you to more efficiently and effectively market your luxury listings to a targeted, high-net-worth audience.
- 2. LuxeAnalytics™** – LuxeAnalytics™ gives you valuable insight into the luxury consumer that is looking at your listings. Through LuxeAnalytics™ you have the ability to learn how often consumers are viewing a property, what country they are coming from, what language they speak and more. And you can communicate that information directly to your seller in an easy-to-customize, print-ready flyer, right from the site.
- 3. LuxeIntroductions™ Letters** – Let us assist you in introducing the Luxury Portfolio International® program to a potential buyer, seller or recent lister. Simply sign your customer up in LuxeXchange and we will send a personal letter via mail or email, telling the client more about the program (limit 25/year).
- 4. Luxury Portfolio International® Magazine Gift Subscription** – Gift your top customers a free 1-year subscription (two issues) to our own Luxury Portfolio International® Magazine. This magazine features tons of luxury content, property features, design trends and more, and has significant US and International distribution (limit 25/year).
- 5. LuxeTrends®** – Our regular e-newsletter highlights the latest items to know in all facets of the luxury world. Sales associates may sign into LuxeXchange and automatically send a personalized copy to current, past or even prospective customers.
- 6. Luxury Portfolio Blog** – The goal of the blog is to uncover the luxury world's uncommon and unusual and help identify them as, or even before, they become trends. As a result, we are recognized by Elite Choice as having one of the top 125 luxury blogs, and are regularly mentioned on CNNmoney.com. Does your property have a story? Something unique, interesting and different to share? Simply email us at Support@LuxuryPortfolio.com with the story and suggestions. If it's something we can cover we will post the information on your behalf – giving you, your company, your market and even your listings an even greater amount of exposure.
- 7. Luxury Portfolio Custom Agent Listing Presentation** – An elegant way to introduce yourself, your company, and your Luxury Portfolio affiliation to your client.
- 8. Public Relations** – Luxury Portfolio is always looking for interesting pitches to promote you and our network. Have you noticed an interesting trend in the market, and do you have examples? For instance, has a client sold a home and donated the proceeds to charity, and do you believe this is becoming a more frequent phenomenon that would make for a great press release? If so, send an email with the subject line "Public Relations Story" to Communications@LuxuryPortfolio.com.
- 9. Luxury Portfolio Mobile** – The affluent consumer is driving the adoption of new technology, so it is critical to ensure your listings are reaching this audience of tech-savvy potential buyers. Through Luxury Portfolio, consumers can find your listings and browse no matter where they are or what device they're using.
- 10. Social Networking** – For the latest news from the luxury marketplace, new Luxury Portfolio initiatives, photos from our events, and to hear what other members are up to, we invite you to "like" our Facebook page (www.Facebook.com/LuxuryPortfolio), follow us on Twitter (@luxuryportfolio), follow us on Pinterest (@LuxuryPortfolio), join our exclusive member's only group on LinkedIn and follow us on Instagram (LuxuryPortfolio).