

What To Say When Competing For A Listing

When speaking to a prospect about a potential client relationship remember that they have probably also talked to your competition!

As such, you need to be able to communicate that in addition to your strength in your local market and your brokerage reputation, you are also affiliated with Luxury Portfolio International® - a powerful differentiator in the luxury space. Whenever you are up against a national franchise and any other luxury affiliation, work the following into your conversation:

Luxury Portfolio is the boutique group of luxury firms that represent more listings and more sales than any franchise or luxury organization.

- We are truly an international program with listings in over 70 countries, and an award-winning website in 9 languages and multiple currencies, with monthly traffic from all 200+ countries and territories. Be sure to download a comprehensive LuxeAnalytics™ report to show how you can report on individual property exposure details.
- Our aggressive online AND print strategy is demonstrated by our extensive global advertising in places such as Country Life International, Luxe Interiors + Design, Unique Homes, Unique Homes China, The Wall Street Journal and many more.

TALKING POINTS WHEN COMPETING AGAINST A NATIONAL FRANCHISE:

(Coldwell Banker, Berkshire Hathaway, Remax, Century 21, Keller Williams, ERA, etc):

- The strength of Luxury Portfolio International® is the strength of each individual brokerage firm. Our firms don't simply "pay for" a franchise brand name – they must earn the designation of Leading Real Estate Companies of the World®. The LeadingRE network is the largest network of independently branded real estate companies in the world with 565 members, 4,000 offices and 130,000 associates in 70+ countries. Last year our group was involved in more than one million transactions resulting in over \$372 billion in annual home sales.
- Additionally, each LeadingRE firm goes through a rigorous application process with stringent market share and performance requirements. LeadingRE was not created for firms that need the assistance of a national brand to gain market share, our locally branded firms are already dominant players in their markets. Luxury Portfolio International® is the boutique group of luxury brokerages within LeadingRE.

TALKING POINTS WHEN COMPETING AGAINST A SOTHEBY'S FIRM:

- Our network is made up of many of the original Sotheby's firms; the companies that established the Sotheby's name in real estate from the mid 1980's to 2003 when the Sotheby's Auction House sold their name to Cendant (the mega-franchise conglomerate that was also parent to Budget Rent-a-Car, Super8 Motels, Ramada Inn and Days Inn, among others).
- Cendant (now Realogy) then re-made Sotheby's into a standard franchise brand model for properties of all price points (which includes mobile homes & hot dog stands) and is now home to more homes below \$1M than luxury properties – a complete reversal from its original incarnation.
- The reality is that this once powerful luxury brand no longer controls the majority of luxury real estate, and the lion's share of their original affiliates chose to join Luxury Portfolio when it was launched in 2005.



TALKING POINTS WHEN COMPETING AGAINST ANOTHER LUXURY AFFILIATION:

We have great respect for our competition. However, we also know that numbers don't lie. Typically the reason to list with a luxury organization is two-fold: 1) exposure to more buyers within the network and 2) more exposure through network marketing efforts.

- Luxury Portfolio is the only luxury affiliation where the members are contractually bound to refer business to each other. We are the organization which is responsible for more broker-to-broker referrals than any other group.
- Luxury Portfolio generates more exposure for your listing than the competition through its award-winning internationally-focused website, and provides the most access to affluent buyers through its unprecedented global print advertising program.
- Many other luxury affiliations are really just marketing affiliations, magazine publishers or websites. LeadingRE has the best network when it comes to delivering more buyers because our network not only generates more referral business (and therefore more buyers), but we have a referral closing ratio that is the envy of the industry. Therefore, by listing with us you increase your chances of attracting a qualified buyer.