



Luxury Portfolio International® at a Glance

WHAT IS LUXURY PORTFOLIO INTERNATIONAL® (LPI)?

A powerful luxury property program designed to:

- Deliver national and international exposure to your \$1 million+ property listings
- Attract out-of-area buyers to your firm
- Give you access to additional marketing resources at significant savings
- Connect the most powerful luxury firms and sales associates
- Share the latest information about today's luxury consumer

WHO MAKES UP LPI?

The firms that make up Luxury Portfolio are some of the most powerful independent brokerage firms and members of Leading Real Estate Companies of the World®. Of the 565 firms in LeadingRE, over 200 participate in this network.

Many of these firms are previous Sotheby's firms, prior to the sale to Cendant and the creation of a franchise brand that is no longer exclusive to luxury properties. In addition, some Luxury Portfolio firms are also Christie's affiliates and some also participate in Who's Who in Luxury Real Estate.

HOW IS LPI DIFFERENT?

- This is a powerful collection of firms that consistently receives many accolades. Sources such as Unique Homes magazine, The Wall Street Journal and REAL Trends have ranked Luxury Portfolio as listing the most expensive properties, having the best sales associates, being comprised of the most influential leaders in luxury real estate, and more.
- Our membership includes more than 240 real estate firms - 60+ of which are from outside the United States. This international expansion spurred us to become the only luxury real estate website that is translated into nine languages and displays property values in multiple currencies. Our attention to the international luxury real estate consumer has paid off: traffic to the site comes from over 200+ countries/territories per month.
- Our award-winning website marketed over 57,000+ listings last year and featured more \$1M+ properties than competitor sites such as Sotheby's. We continue to selectively add members globally that drive those numbers even higher. LuxuryPortfolio.com elegantly showcases properties with a unique photo gallery to over 3 million high-net-worth consumers annually. In addition, luxury lifestyle trends and editorial content on our consumer-facing blog.
- We promote our website with aggressive print and digital advertising campaigns directly to affluent consumers and provide you with targeted promotional opportunities through publications such as The Wall Street Journal, Unique Homes, Luxe Interiors + Design, Mansion Global, Country Life, Unique Homes China, Galerie Magazine and more, all at significantly reduced rates.