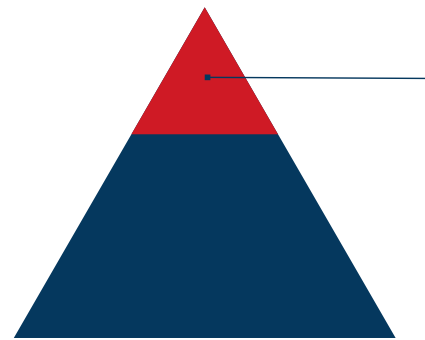




*Leading*  
REAL ESTATE COMPANIES  
OF THE WORLD



ONLY 20%  
of applicants  
qualify for membership

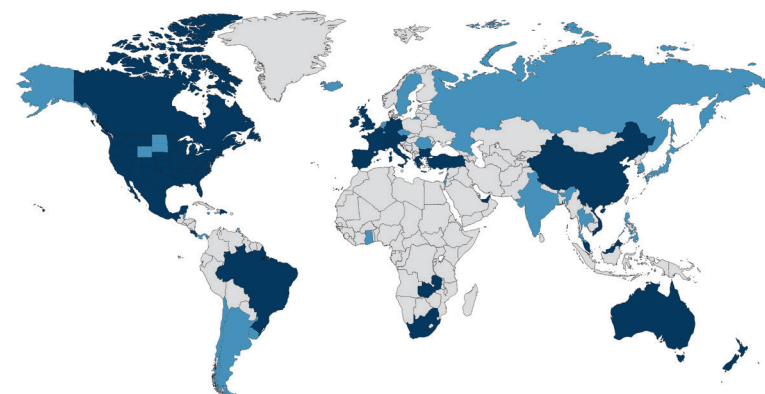
## YOUR ASSURANCE OF QUALITY

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 unquestionable.

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

## WELL CONNECTED.™

Our network connects us, and you, to luxury experts and buyers in 800+ major cities from Bangkok to Barcelona — not 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

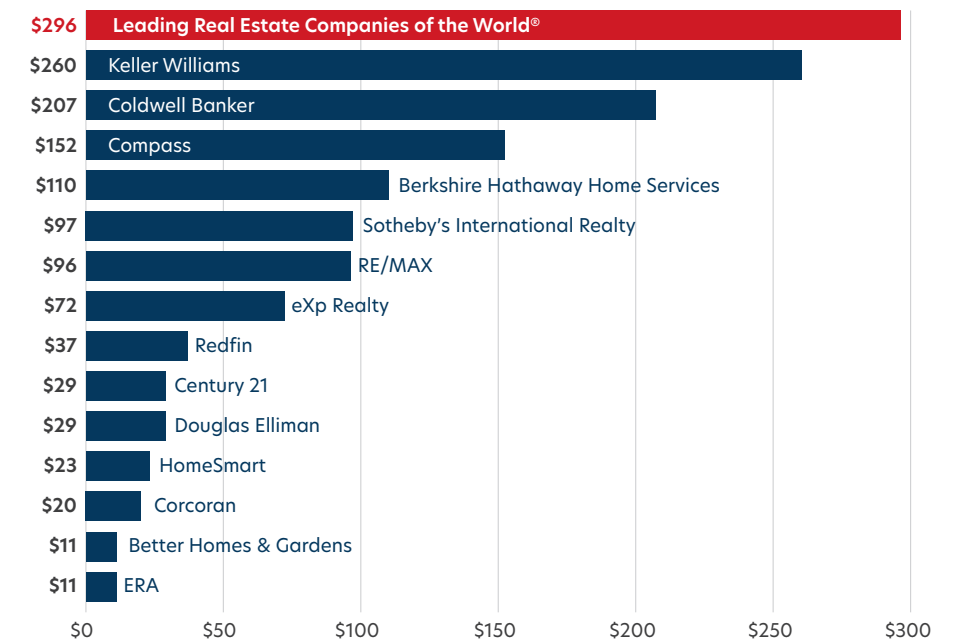
## A NETWORK OF FINE PROPERTY EXPERTS

**MORE U.S. HOME SALES VOLUME THAN ANY OTHER REAL ESTATE NETWORK, FRANCHISE OR BROKERAGE BRAND**

VOLUME SHOWN IN BILLIONS OF DOLLARS

We deliver access, insights 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 top independent property brokerages along with the most well connected and successful agents in on in U.S. home sales volume, more than other real estate network, franchise or brokerage brand.



This bar chart is sourced from REAL Trends 500 for 2020, realtrends.com.

**LP** LUXURY PORTFOLIO INTERNATIONAL®

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luxuryportfolio.com

MOSMAN, AUSTRALIA | PRICE UPON REQUEST



luxuryportfolio.com

HAENA, HAWAII, USA | \$8,950,000

LUXURYPORTFOLIO.COM  
VISITORS PLAN TO SPEND  
\$1M+ ON THEIR NEXT HOME:\*

 **\$10.3 M**  
Liquid Assets

 **69%**  
Own a Second Home

YOUR PROPERTY WILL  
BE TRANSLATED INTO:

 **9**  
Languages

 **60+**  
Currencies

## REACHING HIGH-NET-WORTH BUYERS

Every year, millions of affluent consumers visit our website, luxuryportfolio.com, to browse in a setting dedicated solely to significant properties and a discerning lifestyle. These are high-net-worth buyers, not dreamers.

Globally, they have liquid assets of \$10.3 million and 69% 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 50,000 properties annually. Our proprietary LuxeAnalytics application gives you a real-time view into where your property is reaching potential buyers.

## 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 by 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.

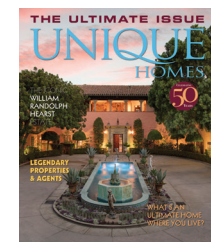
## HIGH PROFILE MEDIA PROMOTION



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 LuxeAnalytics™ 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*, *Juwai*, the leading overseas real estate media property website in mainland China, and our own magazine, which is distributed in 70 countries and mailed directly to an extremely exclusive list of our agents' 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, including email marketing opportunities that target other agents around the world to share significant listings, and banner ad technology that strategically reaches luxury homebuyers browsing online.



**FT**  
FINANCIAL  
TIMES

 **居外**  
Juwai.com

**THE WALL STREET JOURNAL.**

\*According to YouGov Affluent Perspective; Global respondents in the market for a primary personal residence over \$1 million in the next three years.