

LATEST STATISTICS

LUXURY PORTFOLIO MISSION

LUXURY PORTFOLIO
INTERNATIONAL®

- 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

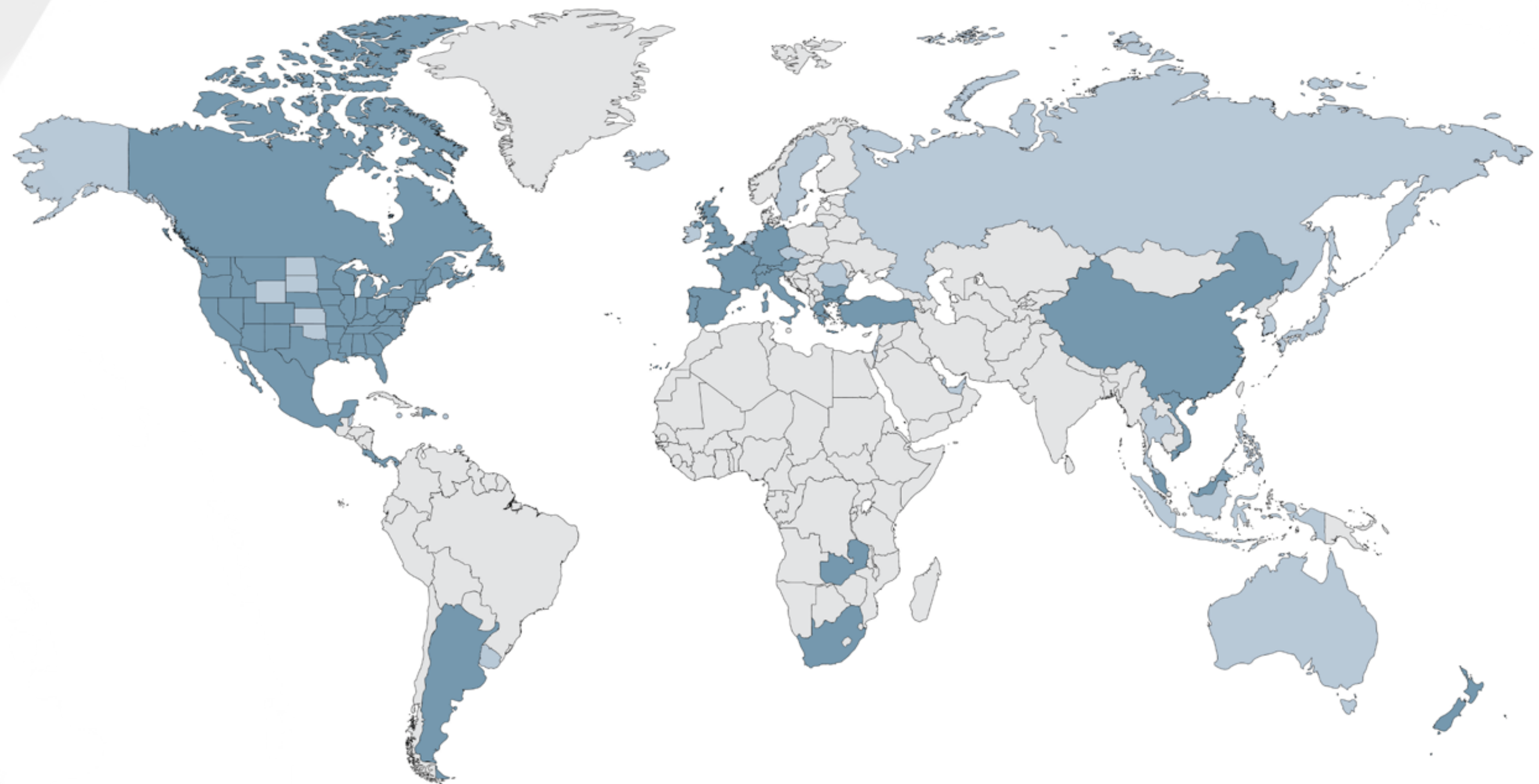
Leading
REAL ESTATE COMPANIES
OF THE WORLD

LUXURY PORTFOLIO
INTERNATIONAL®

130,000
Associates worldwide

565
Brokerages around
the world

6
Continents with
member companies



● Luxury Portfolio & LeadingRE ● LeadingRE

THE COMPANY YOU KEEP

LUXURY PORTFOLIO
INTERNATIONAL®

LISTING INVENTORY

Total Inventory	\$61 Billion
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Average Property	\$2.7 Million
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Many renowned, celebrity homes and sold listings

NUMBER OF TOP LISTINGS

\$1 Million+	19,915	▲ 4.8%
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\$5 Million+	2,075	▲ 10.9%
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\$10 Million+	670	▲ 19.6%
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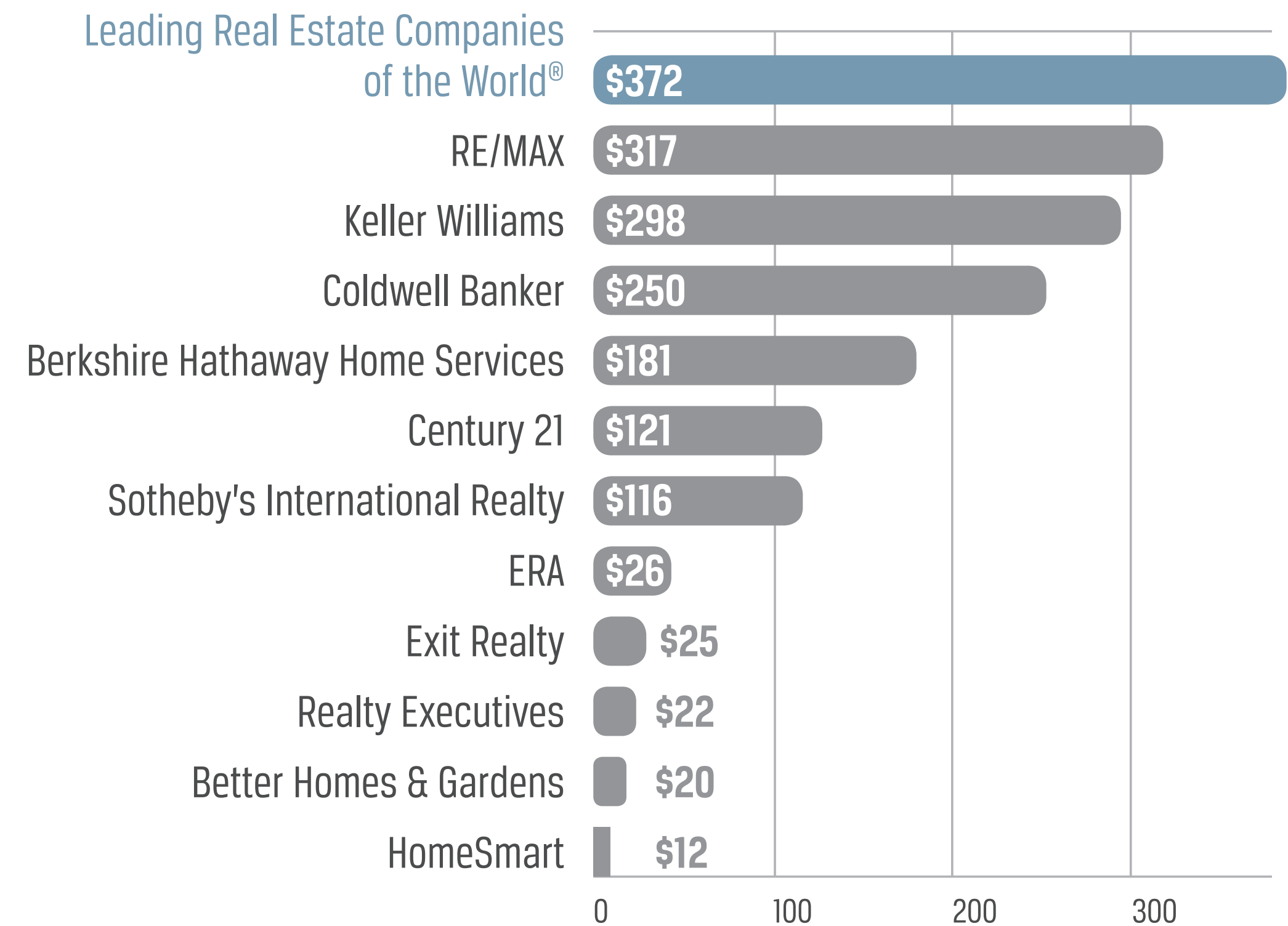
PARADISE VALLEY, ARIZONA | \$10,490,000

NETWORK WITH THE MOST SALES

\$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.



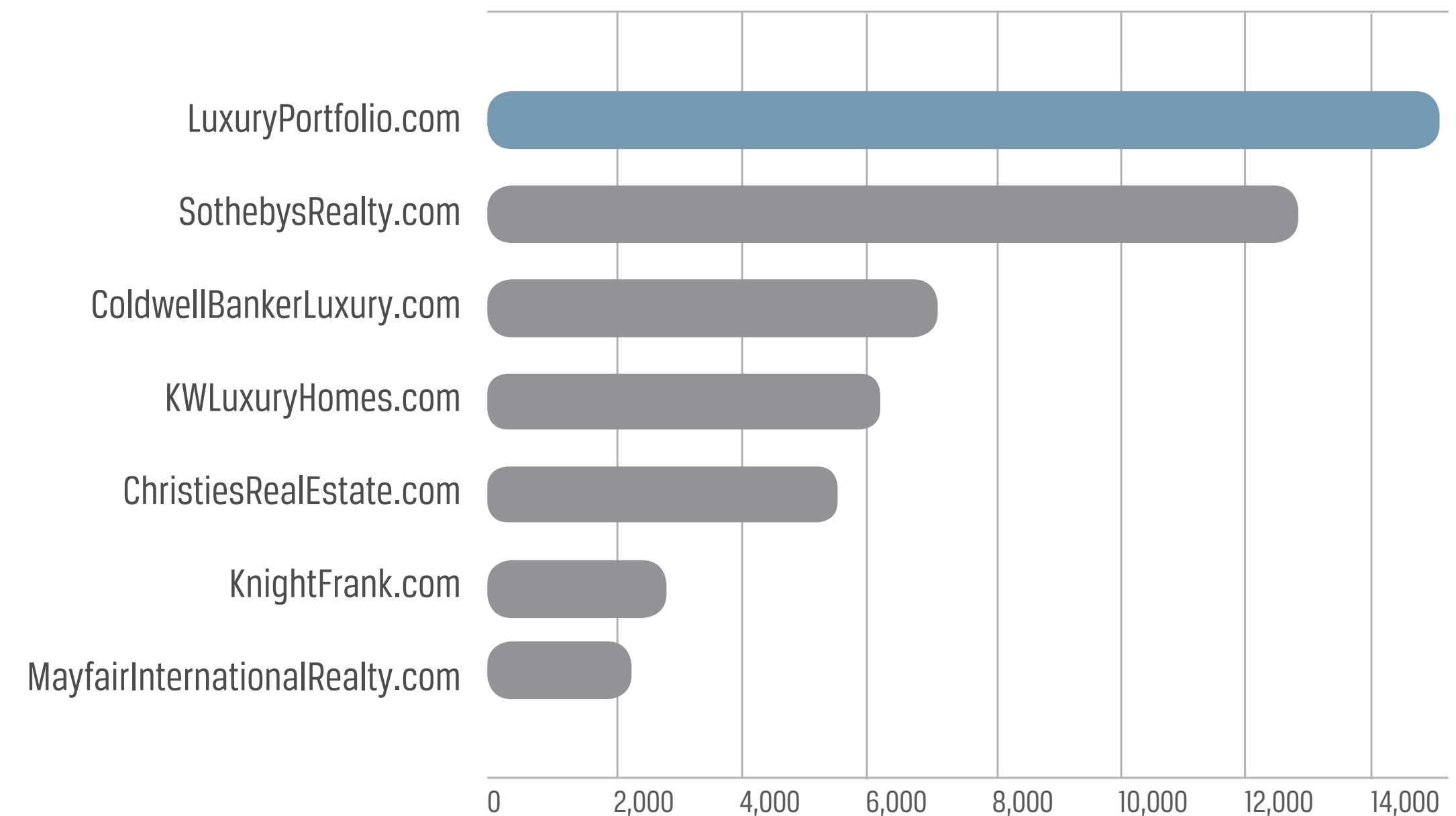
TOTAL U.S. PROPERTIES

Luxury Portfolio has more
listings over \$1 million

■ luxuryportfolio.com

Source: Mintel International Website Survey Q1 2018

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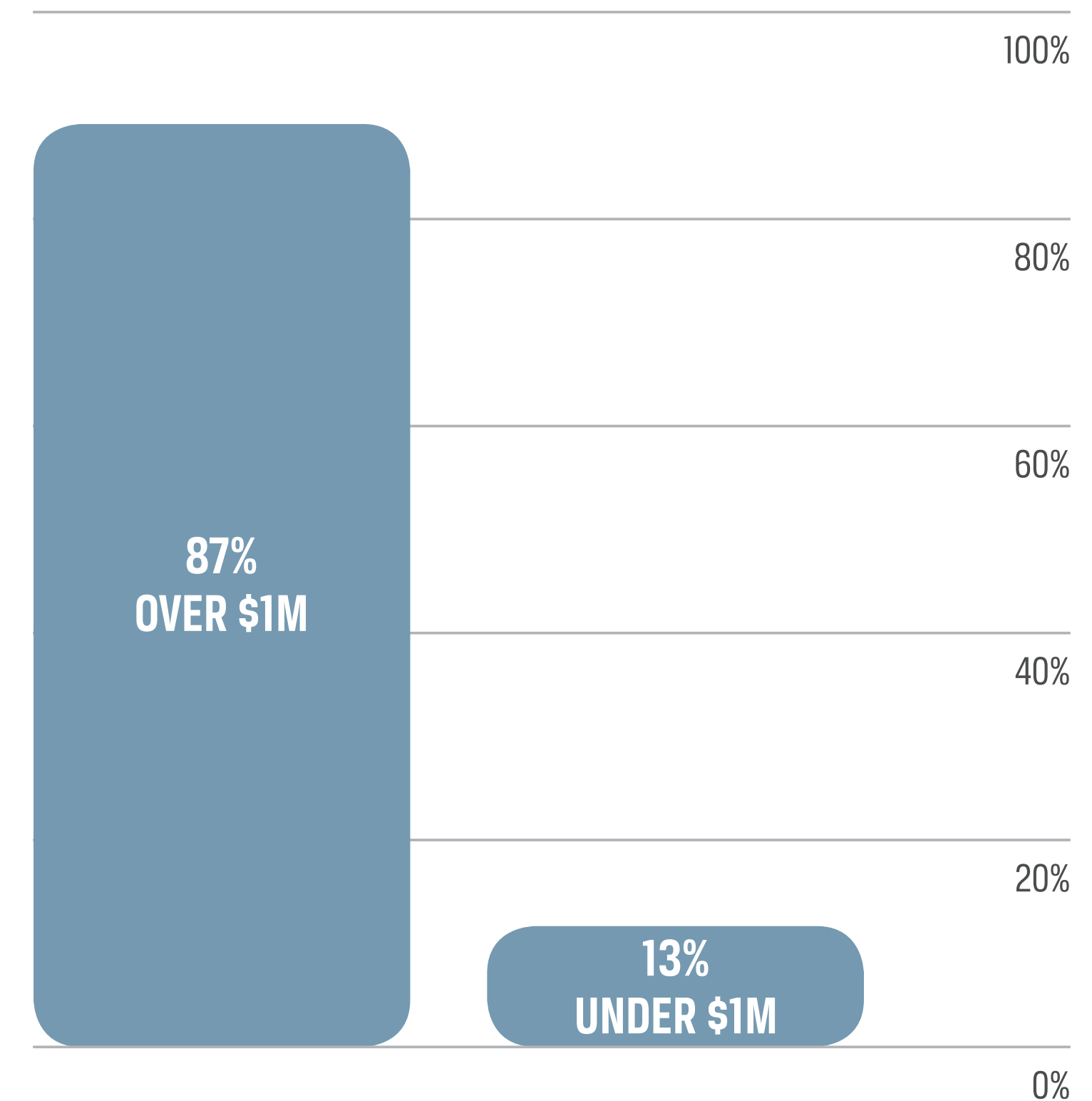
LUXURY PORTFOLIO IS TRULY LUXURY

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

■ luxuryportfolio.com

Source: Mintel International Website Survey Q1 2018

LUXURY PORTFOLIO
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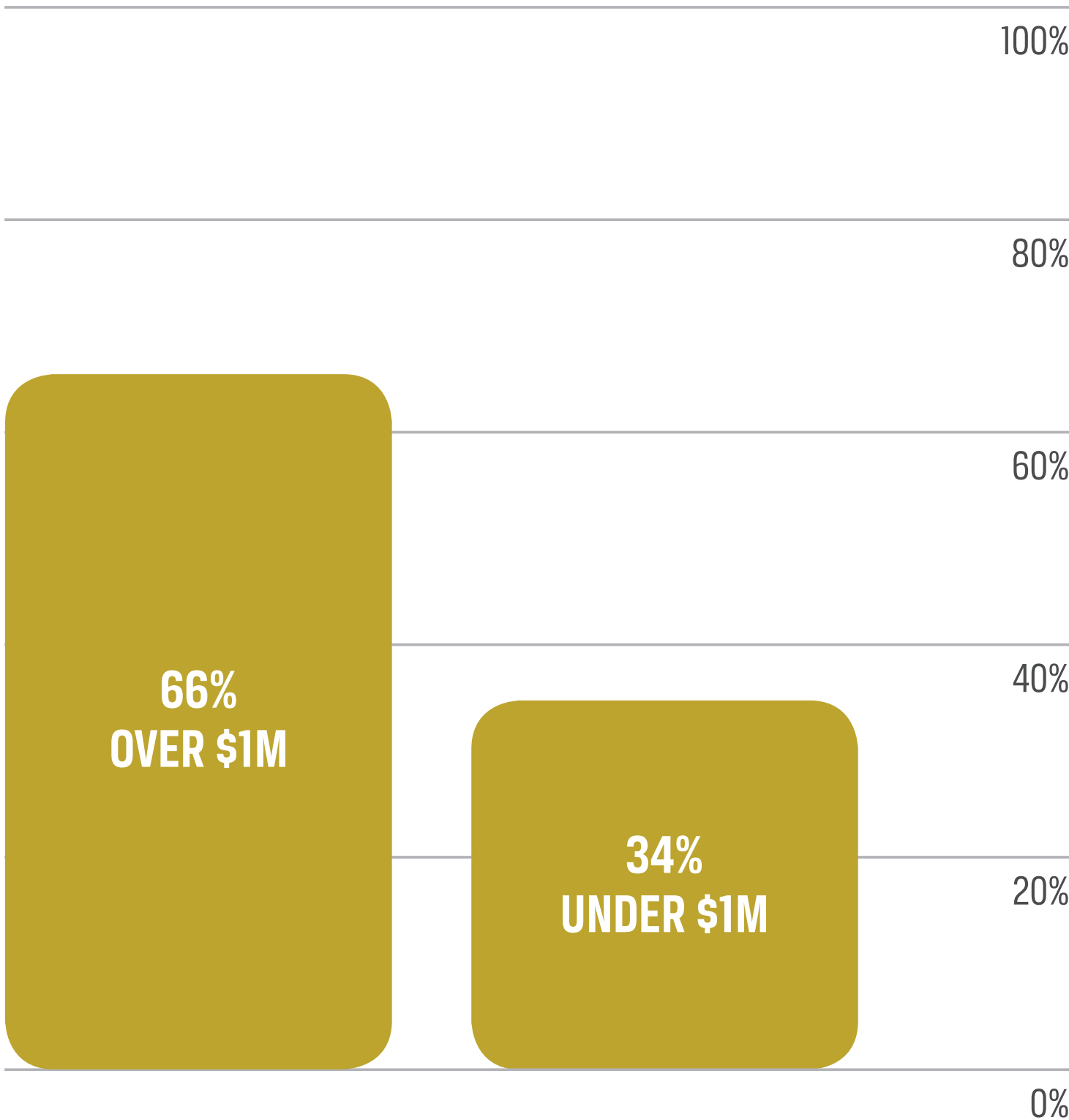
vs COLDWELL BANKER GLOBAL LUXURYSM

66% of listings are priced at \$1M and/or above.

 coldwellbankerluxury.com

Source: Mintel International Website Survey Q1 2018

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vs SOTHEBY'S

46% of listings are priced at \$1M and/or above.

 sothebysrealty.com

Source: Mintel International Website Survey Q1 2018

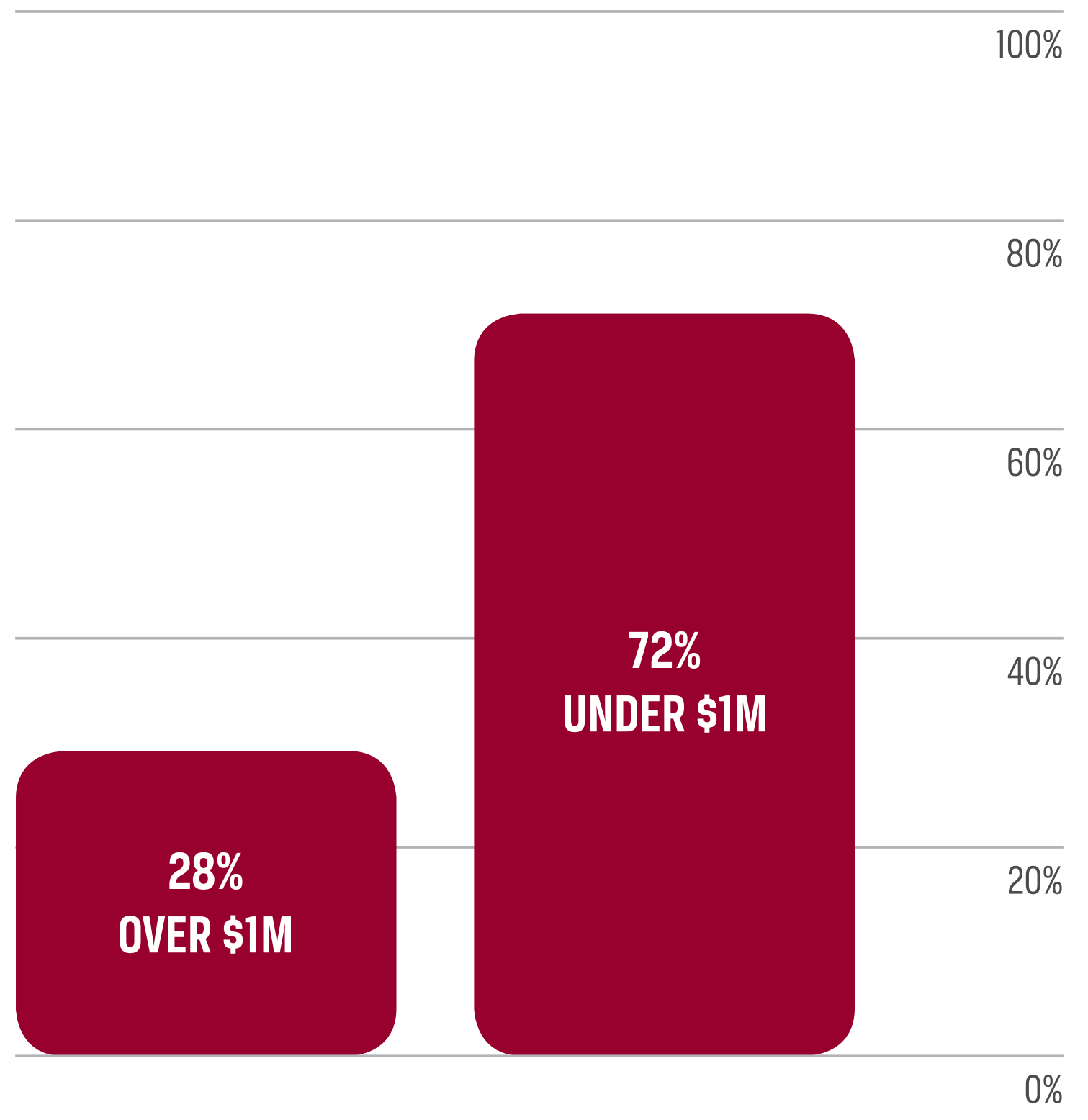


vs KELLER WILLIAMS LUXURY HOMES

28% of listings are priced at \$1M and/or above.

 kwluxuryhomes.com

Source: Mintel International Website Survey Q1 2018



WEBSITE STATS

luxuryportfolio.com

LUXURY PORTFOLIO
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- 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

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Homeowners: 95%

Liquid Assets: \$10.8 Million

Average Age: 36

Avg. Household Income: \$372,000

66%: Male | 34%: Female

Primary Home (Mean Value): \$2.4 Million

College Graduates: 97%

Second-Home Owner: 57%

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

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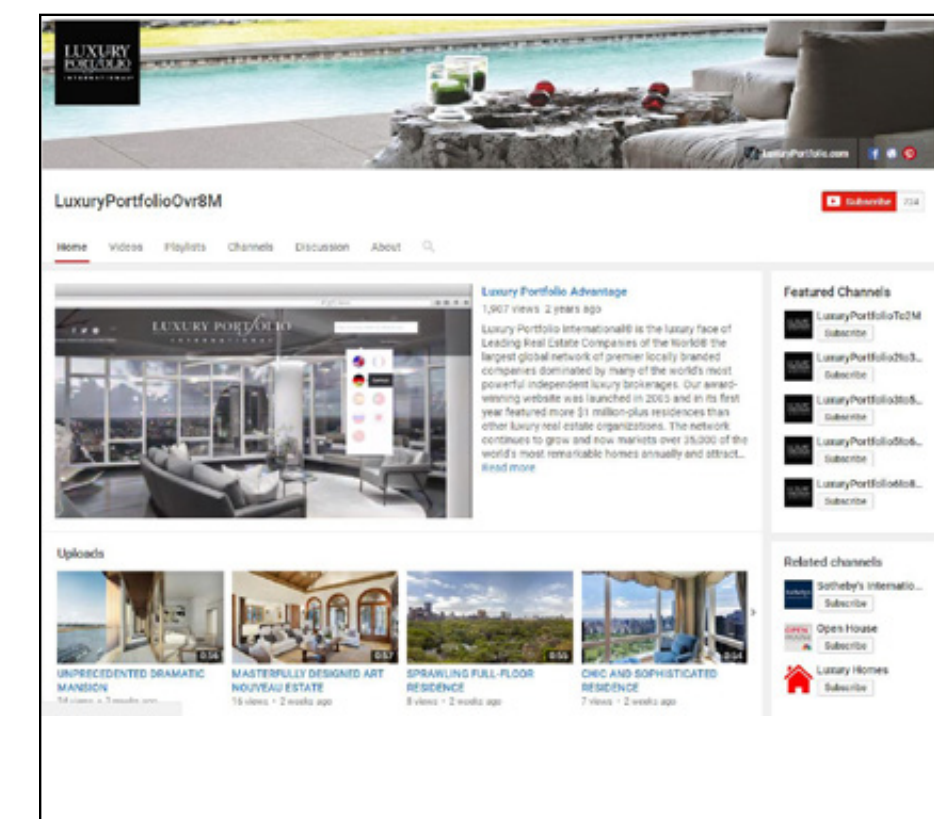
THE WALL STREET JOURNAL.

COUNTRY LIFE
INTERNATIONAL



MANSION GLOBAL

Leading
REAL ESTATE COMPANIES
OF THE WORLD





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