

THE LPI DIFFERENCE:
Your Competitive
Advantage



Luxury Portfolio International® is the luxury marketing division of Leading Real Estate Companies of the World®



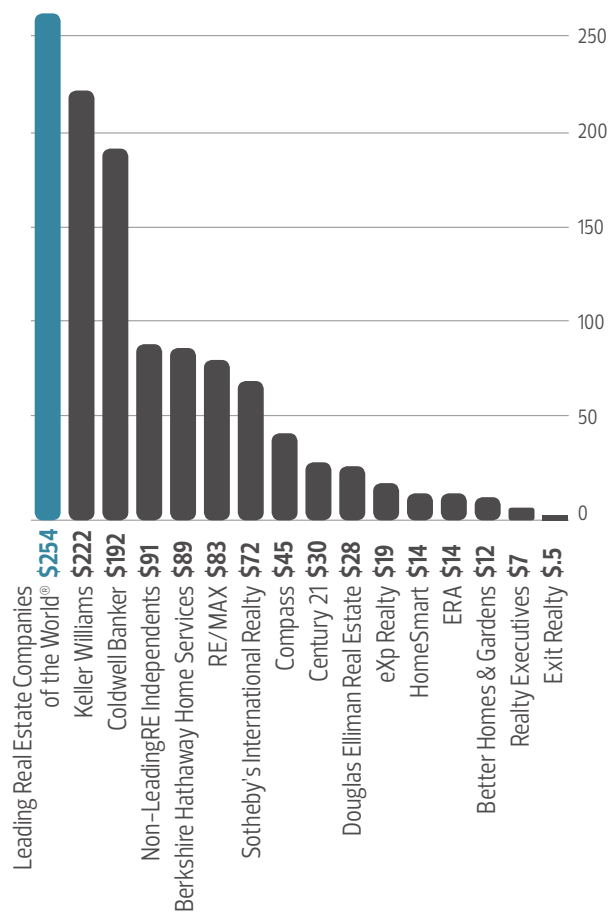
LEADINGRE QUICK FACTS:

- Largest global network of locally branded brokerages
- Invitation-only membership
- 1.1 million global transactions (\$254 billion in volume)
- 565 companies, 70 countries, 130,000 associates
- Market leaders in over 40 world capitals
- 10 of the top 25 U.S. brokers are LeadingRE affiliates
- 40% of top 125 U.S. markets LeadingRE affiliate is #1
- Referral is placed every 15 minutes
- Industry-leading conversion rate of nearly 60%
- Average price \$400,000
- 120 client introductions made daily worldwide
- 30,000 broker-to-broker referrals each year

\$32 BILLION MORE U.S. HOME SALES THAN OUR CLOSEST COMPETITOR

AMONG THE TOP 500 FIRMS

Volume shown in billions of dollars



This bar chart is sourced from REAL Trends Top 500 for 2018, realtrends.com. Companies shown represent networks and national brands.



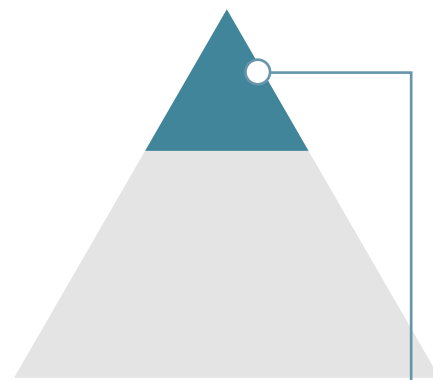
AT A GLANCE

Only a select group of members within the Leading Real Estate Companies of the World® network are also invited to participate in Luxury Portfolio International® (LPI).

To further qualify for LPI, LeadingRE members must have significant luxury market share and be committed to the high-end.

LPI is a powerful program designed to:

- Ensure you win more luxury business and grow your luxury market share
- 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



ONLY 20%
OF APPLICANTS QUALIFY
FOR MEMBERSHIP
in LeadingRE and
even less for LPI

WE CATER TO THE NEEDS OF A UNIQUE AND SOPHISTICATED AUDIENCE



THE LPI DIFFERENCE

Luxury is our business. LPI delivers access, insights and sophisticated guidance to discerning clients around the world.

A Network of Fine Property Experts

We have a direct relationship with the very best independent real estate companies and the most successful top agents around the globe. This powerful collection of firms consistently receives accolades, with sources such as *Unique Homes*, *The Wall Street Journal* and REAL Trends ranking LPI as listing the most expensive properties, having the best sales associates, being comprised of the most influential leaders in luxury real estate and more.

Well Connected.™

Our global membership connects us, and you, to the luxury experts and buyers in 800+ major cities from Bangkok to Barcelona, Lake Tahoe to Lake Geneva — not just within one brand or company, but among the finest, most well-known leaders in each market.

Reaching High-Net-Worth Buyers

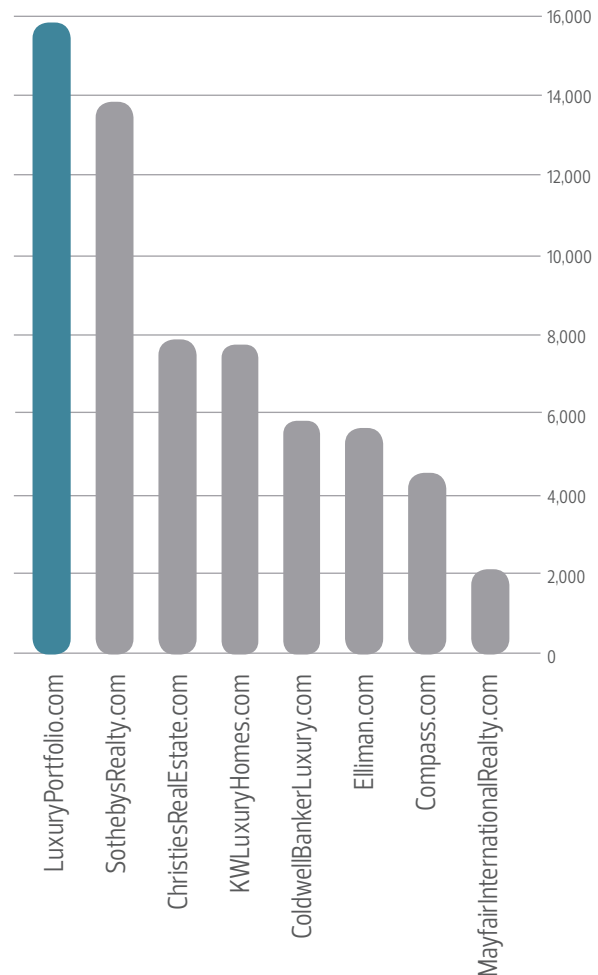
More than 3 million affluent consumers visit our website, luxuryportfolio.com, every year to browse in a setting dedicated solely to significant properties and a discerning lifestyle. These are high-net-worth buyers, not dreamers. We market over 50,000 listings annually and feature more \$1 million+ properties in the U.S. than other luxury network, brand or franchise sites that focuses on the high-end.

High Profile Media Promotion

With aggressive print and digital advertising campaigns, we promote our brand and your properties directly to affluent consumers. You have exclusive access to targeted advertising opportunities through publications and outlets such as *The Wall Street Journal*, *Financial Times*, *Luxe Interiors + Design*, *Mansion Global*, *Juwai*, *Galerie* and more, all at significantly reduced rates.

Total U.S. Properties

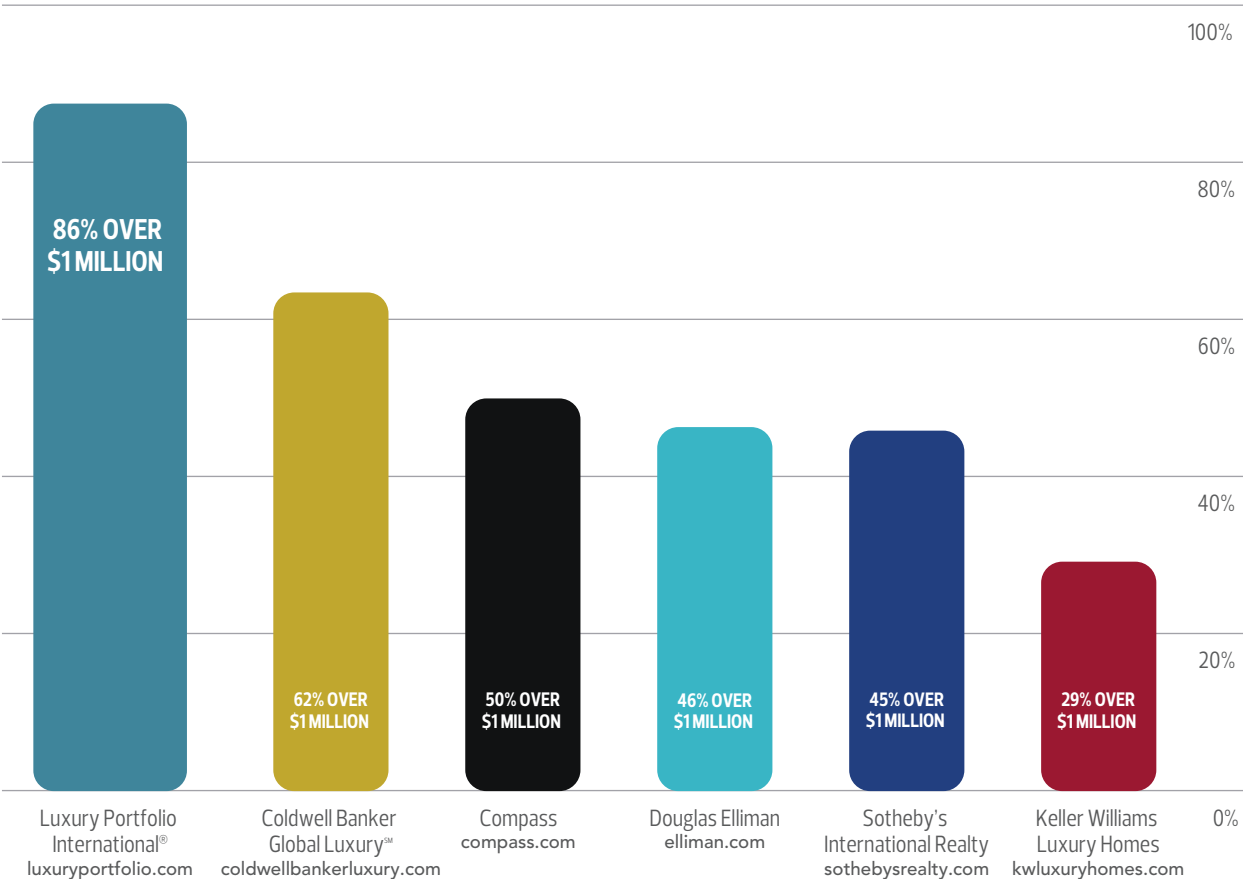
Total Over \$1 Million



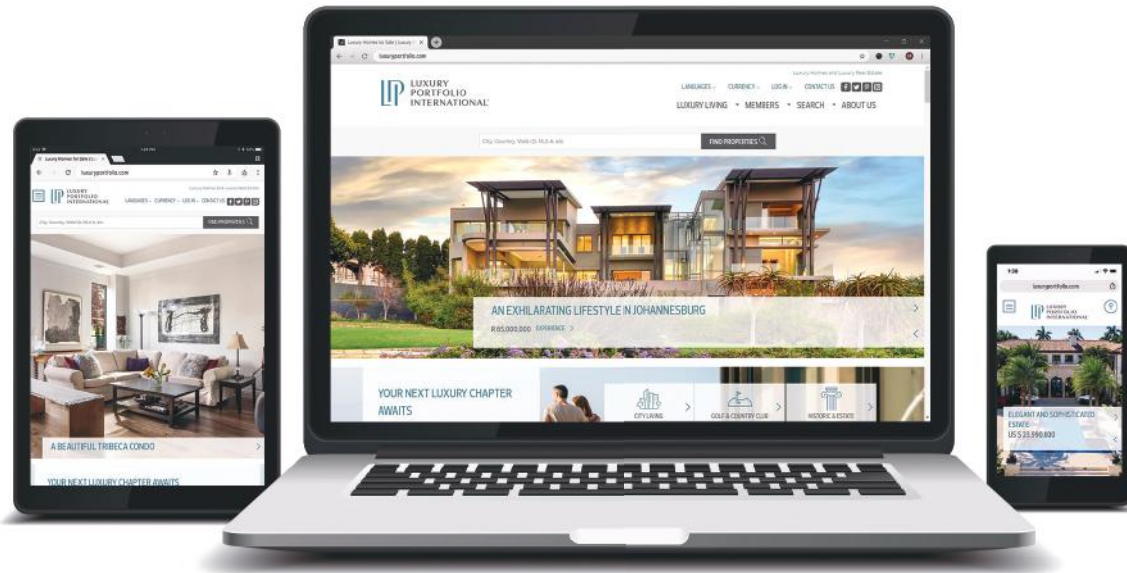
Source: Mintel International Website Survey May 2019.

LUXURY IS OUR BUSINESS

86% of the listings on luxuryportfolio.com are priced at \$1 million and/or above



*Percentages above/below \$1 million for luxuryportfolio.com and christiesrealestate.com are the statistically similar
 Source: Mintel International Website Survey May 2019



COMPETING FOR A LISTING OR AGAINST ANOTHER AFFILIATION

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.

Work the following into your conversation:

- Luxury Portfolio is the invitation-only group of luxury firms that represent more listings and more sales than any franchise or luxury organization.
- Luxury Portfolio International® 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. LeadingRE's, referral closing ratio is the envy of the industry. Therefore, by listing with us you increase your chances of attracting a qualified buyer.
- In order to be part of LPI, members must qualify based on marketshare and a commitment to luxury. This is not a group to which a firm can gain entry simply by writing a check. Only the best independent brokerages are invited into the network.
- We are truly an international network with members in over 70 countries and an award-winning website, which can translate listings into nine (9) languages and 60+ currencies, with monthly traffic from 200+ countries and territories. Prepare 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*, *Financial Times*, *Unique Homes China*, *The Wall Street Journal* and many more.

Well Connected.™

Michael Saunders & Company®



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