

Luxury Marketing



Long & Foster | Selling your Luxury Home

LONG & FOSTER®
— REAL ESTATE —

Forbes
GLOBAL PROPERTIES



LUXURY
PORTFOLIO
INTERNATIONAL®

Leading®

REAL ESTATE
COMPANIES
OF THE WORLD

LONG & FOSTER®
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Luxury Portfolio International is the face of LEADING REAL ESTATE COMPANIES OF THE WORLD.

Leading[®]
REAL ESTATE
COMPANIES
OF THE WORLD

It is the largest global network of premier locally branded companies dominated by many of the world's most powerful independent luxury brokerages. With over 220+ luxury affiliates, Leading Real Estate Companies of the World represents its luxury component.

500 Companies

4,600 Offices

150,000 Sales Associates

70+ Countries

\$296+ billion in US Home Sales

| Benefits

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 550 firms in LeadingRE, over 220 participate in this network.

National exposure to your \$1,000,000+ property

Attract out of area buyers to Long & Foster

Marketing resources at significant savings

Connect powerful luxury firms & sales associates

Analytics about today's powerful consumer



ELEMENTS OF THE PROGRAM

01

Luxury Portfolio
International
Magazine Ads

02

Print Medium
Advertising

03

Listing
Presentations

04

Access to
LuxeXchange

05

My Luxury
Portfolio

07

Luxe Trends

08

Luxe
Introduction
Letter

09

Magazine Gift
Subscription

10

Luxe Analytics
Report

11

iPad Listing
Presentation

12

Print & Direct
Mail

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LP LUXURY
PORTFOLIO
INTERNATIONAL®

LONG & FOSTER®
REAL ESTATE

LP LUXURY
PORTFOLIO
INTERNATIONAL

LUXURY PORTFOLIO INTERNATIONAL AT A GLANCE

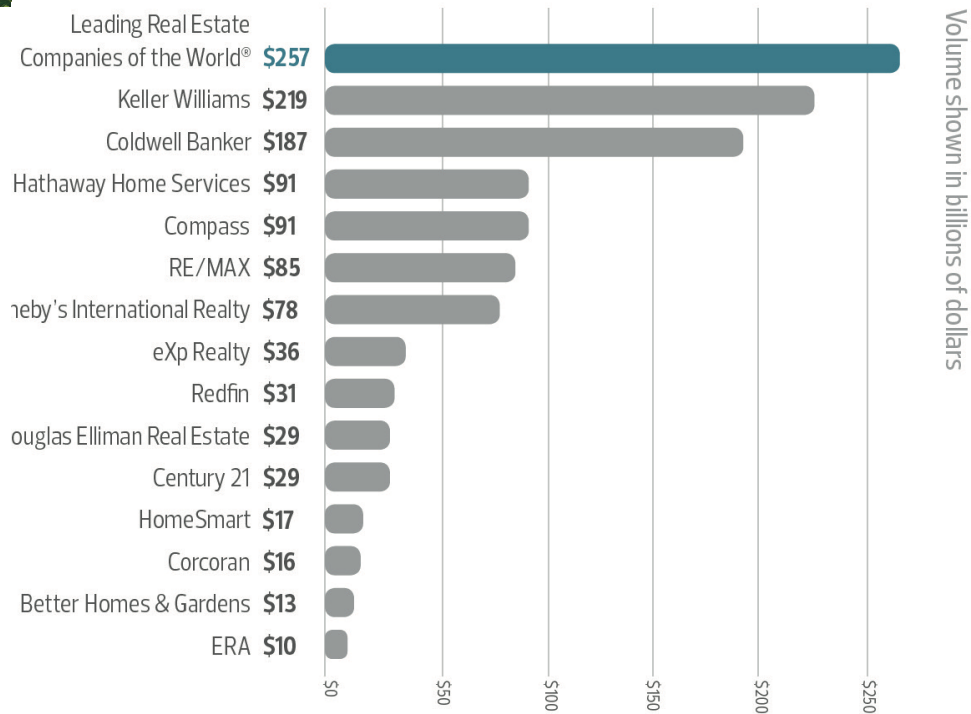
LEADINGRE QUICK FACTS:

- Largest global network of locally branded brokerages
- Invitation-only membership
- 1.1 million global transactions (\$257 billion in volume)
- 550 companies, 70 countries, 135,000 associates
- Market leaders in over 40 world capitals
- Leaders in 50 of the top 125 U.S. markets
- 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, with an industry leading conversion rate of 56% and average price point over \$400,000
- 120 client introductions made daily worldwide
- 30,000 affiliate-to-affiliate referrals each year

Leading
REAL ESTATE
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LUXURY PORTFOLIO INTERNATIONAL IS THE
LUXURY MARKETING DIVISION OF LEADING
REAL ESTATE COMPANIES OF THE WORLD®

More U.S. home sales volume than any other real estate
network, franchise or brokerage brand



WEB ADVANTAGE



All listings are showcased on elaborate & exclusive websites.

- ✦ Our award-winning website markets over 50,000+ listings annually and features 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, FOUR, Yachts International, and more, all at significantly reduced rates.

see page 4/5 Luxury Portfolio International FAQ.pdf

Special Signage available:





LuxeXchange

LuxeXchange is the extranet site for LuxuryPortfolio.com. It allows administrators to add new properties, modify existing ones, control leads and information displayed with the properties, reserve space in print advertising subscribe agents and clients to Luxe Trends and more.

- luxuryportfolio.com produces a LuxeTour™ for all properties on the site over US \$5 million automatically and at no cost to you.
- These professionally voiced guided tours can also be purchased for any property priced under US \$5 million for only \$30.00 directly through the backend of our site, LuxeXchange.
- Automatically showcase LuxeTour in the Luxury Portfolio channels on YouTube – the second most popular search engine after Google. NO COST
- Use of our Luxurious Listing Presentation Box ordered via LuxeXchange
- Custom Agent Listing Presentation w/ welcome letter, bio & luxury wrap
- Subscribe Clients for: My Luxury Portfolio, LuxeTrends, LuxeIntroductions & Magazine
- Public Relations: Pitch Luxury Portfolio to promote you and our network

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“An unparalleled suite of innovative marketing services to reach affluent homebuyers”



FORBES GLOBAL PROPERTIES

Established in 2020 as a consumer marketplace and a membership network, Forbes Global Properties is the exclusive worldwide residential real estate partner of Forbes. Leveraging Forbes' audience and reach, Forbes Global Properties introduces discerning buyers, sellers, and real estate aficionados to a curated collection of coveted homes from more than 100 locations around the globe.

Membership in this invitation-only network is reserved for the most distinguished real estate brokerage firms. Only exclusive members can offer Forbes Global Properties programs and services to buyers and sellers in their local markets.

No other luxury real estate platform has the global reach or media power of Forbes, one of the world's most trusted media brands - and one that luxury buyers respect.

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FORBES FOCUSES on 6 CORE SEGMENTS:

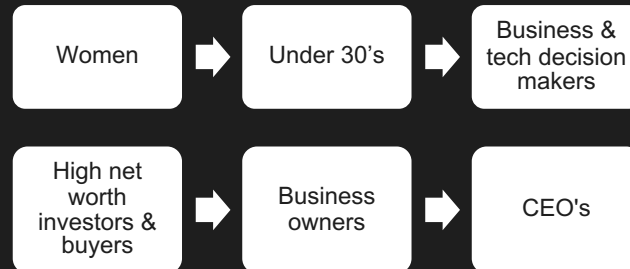
What is Forbes?

Forbes is a global media company focusing on business, investing, technology, entrepreneurship, leadership, and lifestyle.

Forbes [MAGAZINE] is owned by Forbes, Inc. Published bi-weekly, featuring original articles on finance, industry, investing, and marketing topics.

Forbes [MAGAZINE] is notably recognized for its ranked lists of billionaires, top 30 individuals under 30, colleges, entertainers, and self-made woman to name a few.

Forbes [MAGAZINE] is an international behemoth with a readerships primarily comprised of affluent decision-makers, millennials, and business owners, which reaches more than 140 million people worldwide-spread across its online and print media platforms.





What is **Forbes Global Properties**?

A natural extension of the time-honored Forbes brand, **Forbes Global Properties** is a curated consumer marketplace and exclusive network of the top real estate brokerages around the world—like Long & Foster, which connects discerning buyers directly to the world's finest homes and the elite agents that represent them.

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FORBES BENEFIT TO AGENTS:

Long & Foster and its agents benefit from Forbes' engaged audience of more than 100 million monthly global visitors, to connect, inspire and inform affluent potential homebuyers and sellers about the finest properties for sale around the world.

BENEFIT DETAILS

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Luxurious Website

- Curated showcase of approximately US\$8 billion of the world's finest homes at forbesglobalproperties.com.

Landing Page on Forbes.com

- High-impact page on forbes.com where homes are presented to Forbes readers alongside engaging editorial and unique insights.

Newsletters & Social Media

- Engaging newsletters and curated social media content promote important properties.

Property Marketing Collateral

- Elegant digital and print branding tools under the Forbes Global Properties brand help to present and position homes to potential affluent homebuyers.

Targeted Advertising

- Premier advertising opportunities in Forbes digital and print publications, strategically targeted to reach qualified prospects.

Powerful Tools to Target Buyers

- Powerful consumer analytics and tools that help agents to pinpoint, engage, and target prospective home buyers.

Editorial Opportunities

- Curated articles written by top Forbes contributors on forbesglobalproperties.com and forbes.com tell the unique stories behind important homes for sale.

QUALIFYING LISTINGS ELIGIBLE FOR:

- Full-page listing display on Forbes Global Properties website
- Features on Forbes Global Properties social channels
- Carousel listing displays on Forbes Global Properties website

PERKS FOR ALL AGENTS:

- Use stories from Forbes Global Properties in their own marketing
- Request to have a personalized letter, signed by the CEO Forbes Global Properties, mailed to their listing prospects
- Purchase print ads in Forbes magazine at a greatly discounted rate

\$2 MILLION LISTINGS

Long & Foster's qualifying \$2M+ listings are showcased on forbesglobalproperties.com, a curated collection of high-value homes for sale worldwide, and presented across Forbes Global Properties print, digital, and social media channels with expert commentary, timely market data, and top-tier editorial.



Exclusive Membership – NO COST to AGENTS!

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BRANDING



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LOGO

- Our brand remains Long & Foster Real Estate, and you can refer to our company as Long & Foster Real Estate or simply Long & Foster.
- When speaking about Forbes Global Properties, you can share that Long & Foster is a **MEMBER** of the exclusive Forbes Global Properties network and leverages all the benefits of the Forbes brand and network as a result.
- You should **NOT** refer to the company as Long & Foster | Forbes Global Properties, as we had done with past affiliates.
- The Forbes Global Properties logo can never be used on its own and it **must always be used with the Long & Foster Real Estate logo** in the approved lock-up design.



SIGNS

- We will **NOT CO-BRAND** our signage, but riders will be available in the coming weeks to display our relationship with Forbes Global Properties.
- **BLUE SIGN** for MILLION and UP ↑
- **RED SIGN** for MILLION and BELOW ↓
- **LUXURY PORTFOLIO RIDERS** may be used for **1 MILLION** and above
- **FORBES RIDERS** may be used for **2 MILLION** and above

GENERAL MARKETING & MATERIALS

When marketing Long & Foster's relationship with Forbes Global Properties, you can share that Long & Foster is a member of the Forbes Global Properties network, and as a member of this exclusive network, Long & Foster benefits from Forbes' engaged audience of more than 100 million monthly global visitors to connect, inspire, and inform affluent potential homebuyers and sellers about the finest properties for sale around the world. *Please note you should not refer to it as a partnership, but as a **MEMBERSHIP**.*

[View and/or Share Our YouTube](#)

In the Coming Weeks...
Additional Marketing:

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- Marketing materials will be available on the CAFÉ MARKETING GALLERY
- Copies of the FORBES MAGAZINE will be available in our offices
- Forbes Global Properties will provide Long & Foster with exclusive training on how to integrate their narrative into your luxury listing presentations. This training will be available on the Hub in the coming weeks.
- Forbes Global Properties also hosts networking events for its members at a variety of industry conferences and meetings, and Long & Foster will share details on those events as they are planned.
- Some UNIQUE properties, (historic, famous owners etc.) may be approved by Forbes for marketing

GLOBAL IMPACT



FORBES GLOBAL IMPACT

6M

6 million magazine readership

70

70 countries

132

132 million monthly visitors

58

58 most popular websites 2020

40

40 global editions

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#1

#1 most trusted magazine in America

100+

100 years+ in business

27

27 different languages

50M

50 million social media followers

100+

100+ Forbes live events

➤ Forbes luxurious website of curated showcase has approx. USD \$8 Billion of the world's finest homes

➤ Powerful consumer analytics and tools that help agents to pinpoint & engage prospective home buyers

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