

Luxury Portfolio Checklist

PRIOR TO MEETING WITH THE CLIENT:

Send your client a LuxeIntroduction™ Letter

- This informs them of the benefits they'll receive from Luxury Portfolio (25 complimentary / \$1.00 per letter thereafter)
- You can also gift your customer a subscription to Luxury Portfolio International® magazine (10 complimentary / \$5.00 per one year subscription thereafter), or a discounted subscription to Luxe Interiors + Design magazine (\$10 per one year subscription).

Order a Luxury Portfolio Listing Presentation Box (\$85 + shipping)

- An elegant and sophisticated way to tell the Luxury Portfolio story

Order a Luxury Portfolio Custom Agent Listing Presentation (\$40 + shipping)

- A refined way to introduce yourself, your company, and your Luxury Portfolio affiliation to your client

Memorize what Luxury Portfolio is:

- Luxury Portfolio International® is the luxury face of Leading Real Estate Companies of the World® which is the largest global network of premier locally branded companies dominated by many of the world's most powerful independent luxury brokerages.
- The 220+ luxury affiliates represent the luxury component of the LeadingRE organization which encompasses over 550 companies, 4,600 offices, and 150,000 sales associates in 70 countries, producing \$296 billion in U.S. home sales volume, more U.S. home sales volume than any other real estate network, franchise or brokerage brand.
- A powerful luxury property program designed to:
 - Deliver national/international exposure to your \$1M+ property listings
 - Attract out of area buyers to our high end listings
 - Give you access to additional marketing resources at significant savings
 - Connect the most powerful luxury firms and associates





ONCE YOU'VE OBTAINED A LUXURY LISTING ABOVE \$1 MILLION:

Check your listing on LuxuryPortfolio.com for any inconsistencies

Purchase a LuxeTour for \$30 (properties above \$5M receive a complimentary LuxeTour)

Send your client their property from the LuxuryPortfolio.com website via the "share" feature

"Share" or "Like" your property on Facebook for additional exposure

Tap into the Luxury Portfolio communications resources. If your listing is unique or has an interesting story, submit your property by using the Additional Exposure forms in LuxeXchange for consideration for:

- A feature in the Luxury Portfolio blog
- Submission through our exceptional property PR program
- A potential editorial feature in the Luxury Portfolio Magazine

Advertise your property in:

- Luxury Portfolio Magazine: Annual distribution of 200,000
- The Wall Street Journal: National Edition - 1,417,466 affluent consumers
- Financial Times: Reaches 435,000 readers through print and ePaper worldwide
- FOUR Magazine: Readership of 500,000+ around the globe
- Unique Homes: Reaches 100,000 affluent consumers
- Luxe Interiors + Design: Circulates to 515,000 luxury consumers
- Yachts International: Distributed at major yacht/boat shows and 15,000+ subscribers

Send your client their customized seller report from LuxeAnalytics

- This shows who is viewing their listing, how often, and where they are coming from (Via LuxeXchange)

HOW TO USE LUXURY PORTFOLIO TO ATTRACT LUXURY BUYERS:

Subscribe your clientele to LuxeTrends

- An exclusive monthly e-newsletter with the latest in luxury living, culture and destinations (via LuxeXchange)

Send your prospects a copy of the Luxury Portfolio Magazine or Luxe Interiors + Design Magazine

Brand yourself as a luxury agent with the Luxury Portfolio logos on your website and marketing pieces