



LONG & FOSTER®  
REAL ESTATE

LP LUXURY  
PORTFOLIO  
INTERNATIONAL®

## LUXURY PORTFOLIO INTERNATIONAL AT A GLANCE

### WHAT IS LUXURY PORTFOLIO INTERNATIONAL (LPI)?

#### A powerful luxury property program designed to:

- 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

### WHO MAKES UP LPI?

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.

### HOW IS LPI DIFFERENT?

- This is a powerful collection of firms that consistently receives many accolades. Sources such as Unique Homes magazine, The Wall Street Journal, and REAL Trends have ranked Luxury Portfolio as listing the most expensive properties, having the best sales associates, being comprised of the most influential leaders in luxury real estate, and more.
- Our membership includes more than 220 real estate firms, 60+ of which are from outside the United States. This international expansion spurred us to become the only luxury real estate website that is translated into nine languages and displays property values in multiple currencies. Our attention to the international luxury real estate consumer has paid off: traffic to the site comes from over 200+ countries/territories per month.
- 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 consumerfacing 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.

*Leading*

REAL ESTATE COMPANIES  
OF THE WORLD

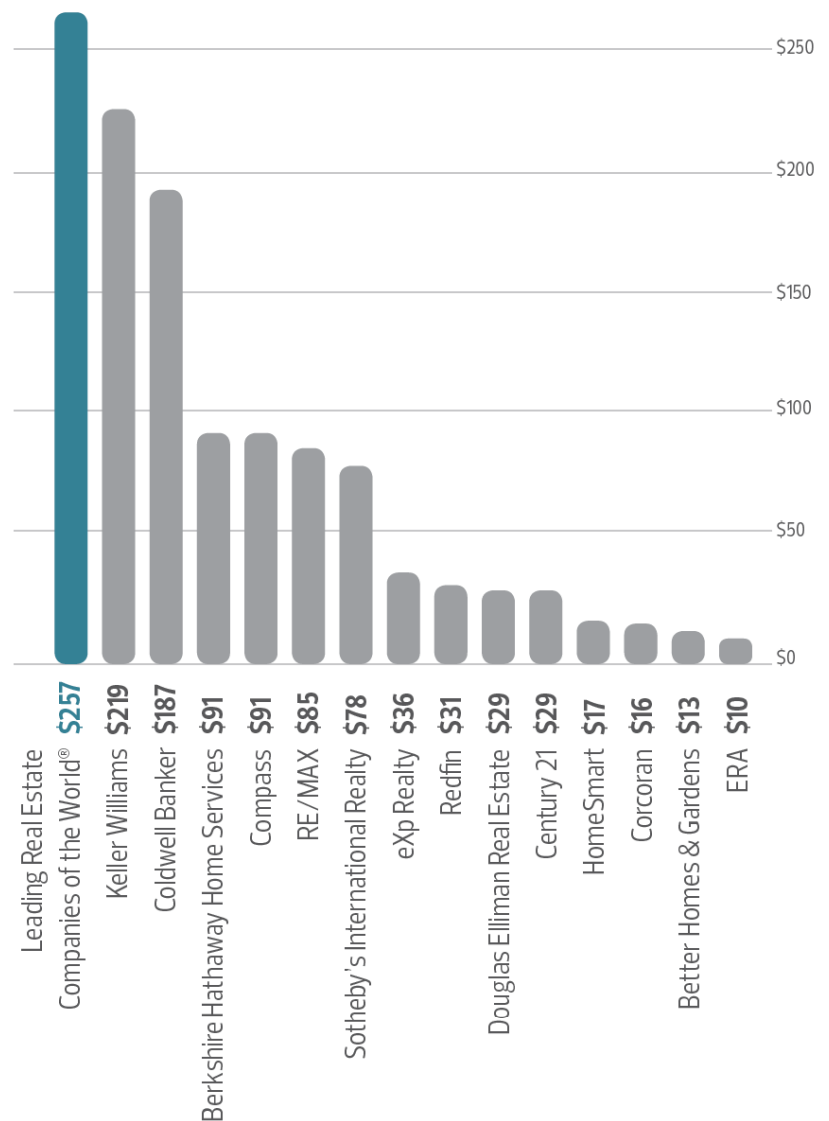
## LEADINGRE QUICK FACTS:

- Largest global network of locally branded brokerages
- Invitation-only membership
- 1.1 million global transactions (\$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

## 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

Volume shown in billions of dollars



This bar chart is sourced from REAL Trends 500 for 2019, realtrends.com.