

# Program Features and Benefits For Agents

## USING LUXURY PORTFOLIO TO SELL MY LISTINGS

Here are some specifics on how you can apply our tools directly to getting your listings sold.

### Website Exposure

Because your company is a member of our exclusive program, your listings priced at or above US \$1million (unless modified by special exception for your market) are displayed on luxuryportfolio.com. Our unique website attracts over 3 million high-net-worth consumers annually, from over 200+ countries and territories each month, giving your listings unprecedented exposure to a global audience that may not have found it on your local website. The website, combined with the additional online and offline marketing and branding tools available to you through this program, enable you to more efficiently and effectively market your luxury listings to a targeted, high-net-worth audience.

### You Will Receive Automatic Exposure on our Partner Websites

We automatically include every property listed on luxuryportfolio.com on The Wall Street Journal website whether or not it is advertised in the print edition. This is something we are able to offer, at no additional cost to you, due to our relationship with the venerable publication. Your listings on luxuryportfolio.com will also be displayed on our partner websites including:

- wsj.com (The Wall Street Journal)
- juwai.com (The #1 property portal for Chinese buyers)
- mansionglobal.com (Mansion Global)
- marketwatch.com (MarketWatch)
- youtube.com (LuxeTours™)
- leadingre.com (Leading Real Estate Companies of the World®)
- WeChat (Mansion Global mirror site)
- barrons.com/penta (Barron's and Penta Online)

### Online Banner Ad Program

Advertise your listings online in an elegant, co-branded banner ad and ensure your listing is in front of people in your local market, wherever they are browsing online. Luxury Portfolio International® has partnered with Adwerx to bring you the latest online advertising technology - utilizing retargeting. These inexpensive, online ads run for 3 weeks at a time and are designed to target people in the market for real estate in your area.

### LuxeTour™ & YouTube

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. A LuxeTour™ is just one more way to differentiate your spectacular property for very little financial investment. The process takes approximately 3 business days and is completely automated - you simply order and pay for the tour and we use your existing photos and description to create and complete it for you. It is that easy!



In addition to displaying your LuxeTour™ on luxryportfolio.com we also automatically showcase them in the Luxury Portfolio channels on YouTube – the second most popular search engine after Google. This valuable feature, available to you at no additional charge, instantly gives your properties incredibly high exposure and leverages the traffic power of YouTube, while keeping your exclusive property in a branded, luxury environment.

### **Luxury Portfolio Blog**

Simply login in to your LuxeXchange account and you will see “Additional Exposure” on the left hand side and then you can click “Additional Exposure Request” and fill out the form which will be submitted for consideration. If you have any questions please don’t hesitate to ask.

### **USING LUXURY PORTFOLIO TO GROW MY BUSINESS**

We are the perfect partner for marketing your listings, but we can help you get more business too! Use these tools to stay in touch with past customers, keep abreast of the latest trends, and grow with revenue sources like referrals.

#### **The Listing Presentation Box**

Incorporate us into your listing presentation with our elegant and sophisticated Listing Presentation Box. The box and its contents tell the story of the Luxury Portfolio International® brand and ensure an incorporated and impressive presentation for the most discerning client. The box is made of a modern linen material with secure magnetic closure. Open the box to reveal your company’s logo prominently displayed on the interior, a customized welcome letter for your seller, our brand brochure that outlines the Luxury Portfolio program benefits for your client, the current issue of Luxury Portfolio magazine as well as other samples magazines in which you have the opportunity to advertise.

Individual boxes are available for \$85.00 + shipping & handling. The Listing Presentation Box can be ordered via LuxeXchange. In some cases, this program may be managed through your marketing department directly.

#### **Agent Listing Presentation**

The Custom Agent Listing Presentation is a personal way to present Luxury Portfolio International® to your prospective client in an elegant and cost effective way. An elegant Luxury Portfolio branded wrap opens to reveal a customized welcome letter for your seller from the Luxury Portfolio President, customized agent biography page with your photo and contact information and our brand brochure that outlines the Luxury Portfolio program benefits for your client.

Individual custom presentations are available for \$40.00 + shipping & handling. In addition, there is a one time set up fee (per agent) of \$25.00 for custom agent presentations.



## LuxeXchange: My Contacts

Through LuxeXchange you can subscribe your clients for the following:

- **My Luxury Portfolio** - An interactive way to sign up your clients to receive search results based on their preferences. Your clients will receive automatic email updates on their searches including new additions and price changes.
- **LuxeTrends®** - Our regular e-newsletter highlights the latest items to know in all facets of the luxury world. Sales associates may sign into LuxeXchange and automatically send a personalized copy to current, past or even prospective customers.
- **LuxeIntroductions™** - This tool allows us to assist you in introducing the Luxury Portfolio International® program to a potential seller, recent lister, or potential buyer. Simply sign your customer up in LuxeXchange and we will send a personal letter via mail or email, telling the client more about the program.
- **Magazine Subscriptions** - This tool will introduce your clients to just a few of the publications our listings are featured in. You have the opportunity to send unlimited one year gift subscription to Luxury Portfolio International® (10 Free/\$1.00 each thereafter) and/or 25 subscriptions per year of Luxe Interiors + Design magazine (\$10.00/Subscription).

## Public Relations

Luxury Portfolio is always looking for interesting pitches to promote you and our network. Have you noticed an interesting trend in the market, and do you have examples? For instance, has a client sold a home and donated the proceeds to charity, and do you believe this is becoming a more frequent phenomenon that would make for a great press release? If so, send an email with the subject line "Public Relations Story" to [pr@luxuryportfolio.com](mailto:pr@luxuryportfolio.com).

## Social Networking: Find us on these Channels

- **Facebook®** - [facebook.com/luxuryportfolio](https://facebook.com/luxuryportfolio)
- **LinkedIn®** - [linkedin.com/company/luxury-portfolio-leading-real-estate-companies-of-the-world](https://linkedin.com/company/luxury-portfolio-leading-real-estate-companies-of-the-world)
- **Twitter** - [twitter.com/luxuryportfolio](https://twitter.com/luxuryportfolio) | @luxuryportfolio
- **Pinterest** - [pinterest.com/luxuryportfolio](https://pinterest.com/luxuryportfolio)
- **Instagram** - [instagram.com/luxuryportfolio](https://instagram.com/luxuryportfolio) | @luxuryportfolio