LATEST STATISTICS

Well Connected™ | luxuryportfolio.com
OUR MISSION

Reach
the largest audience possible outside of your local market

Exposure
for your high-end listings to national and global buyers

Targeted
marketing to the high-net-worth and tangible results at the best value

Education
and the latest research about today’s luxury consumer

Connections
to the finest, most reputable and powerful companies in the industry
More than 50,000 listings are marketed by LPI each year

WEBSITE QUICK FACTS:
→ Targeted to the high-net-worth individuals
→ 9 languages
→ 60+ currencies
→ Responsive to all devices
The Company You Keep

TOTAL INVENTORY: $52.8 BILLION

AVERAGE PRICE: $2.5 MILLION

Many renowned, celebrity homes and exclusive listings
Top Listings Snapshot

UP TO $4,999,999:

20,000+
PROPERTIES

$5,000,000–$9,999,999:

1,200+
PROPERTIES

$10,000,000 AND ABOVE:

500+
PROPERTIES

Data as of 07/01/22
More U.S. home sales volume than any other real estate network, franchise or brokerage brand*

*Sourced from REAL Trends 500 for 2020, realtrends.com.
This bar chart is sourced from REAL Trends 500 for 2021, realestate.com.

U.S. Home Sales — Volume Shown in Billions of Dollars

Leading Real Estate Companies of the World

- Keller Williams: $405
- Coldwell Banker: $353
- Compass: $317
- Berkshire Hathaway Home Services: $251
- eXp Realty: $139
- Sotheby's International Realty: $132
- RE/MAX: $115
- Century 21: $113
- HomeSmart International: $39
- Better Homes & Gardens: $35
- United Real Estate: $17
- ERA: $14
- Corcoran: $13

This bar chart is sourced from REAL Trends 500 for 2021, realestate.com.
### Total U.S. Properties — Over $1 Million

<table>
<thead>
<tr>
<th>Brand</th>
<th>Properties</th>
</tr>
</thead>
<tbody>
<tr>
<td>luxuryportfolio.com</td>
<td>12,260</td>
</tr>
<tr>
<td>sothebysrealty.com</td>
<td>9,403</td>
</tr>
<tr>
<td>compass.com</td>
<td>5,311</td>
</tr>
<tr>
<td>coldwellbankerluxury.com</td>
<td>4,727</td>
</tr>
<tr>
<td>christiesrealestate.com</td>
<td>3,005</td>
</tr>
<tr>
<td>elliman.com</td>
<td>2,528</td>
</tr>
<tr>
<td>engelvoelkers.com</td>
<td>1,317</td>
</tr>
<tr>
<td>kwluxuryhomes.com</td>
<td>871</td>
</tr>
<tr>
<td>theagencyre.com</td>
<td>353</td>
</tr>
</tbody>
</table>

Source: Scott Business Consulting June 2022. Chart compares brands with luxury positioning and a dedicated website with the ability to determine the difference between company exclusive properties and IDX listings.
Truly Global Luxury

85% OF THE LISTINGS ON LUXURYPORTFOLIO.COM ARE PRICED AT $1 MILLION AND/OR ABOVE

<table>
<thead>
<tr>
<th>Brand</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>luxuryportfolio.com</td>
<td>84.60%</td>
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<tr>
<td>christiesrealestate.com</td>
<td>79.28%</td>
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<tr>
<td>coldwellbankerluxury.com</td>
<td>53.81%</td>
</tr>
<tr>
<td>compass.com</td>
<td>53.55%</td>
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<tr>
<td>sothebysrealty.com</td>
<td>53.14%</td>
</tr>
<tr>
<td>elliman.com</td>
<td>47.67%</td>
</tr>
<tr>
<td>theagencyre.com</td>
<td>42.74%</td>
</tr>
<tr>
<td>engelvoelkers.com</td>
<td>33.23%</td>
</tr>
<tr>
<td>kwluxuryhomes.com</td>
<td>24.85%</td>
</tr>
</tbody>
</table>

Source: Scott Business Consulting June 2022. Chart compares brands with luxury positioning and a dedicated website with the ability to determine the difference between company exclusive properties and IDX listings.
The home of prime property: propertylistings.ft.co

THROUGH OUR BRAND AND CO-OP CAMPAIGNS:

LPI Brand Reach — Print & Digital Advertising

39 MILLION IMPRESSIONS

(January-June 2022)
OUR SYNDICATION PARTNERS HAVE RECEIVED MORE THAN 2.3 BILLION PAGEVIEWS IN JUST 6 MONTHS COMBINED (January–June 2022)
LPI Brand Reach — Press & Social Media

THROUGH OUR LISTING COVERAGE AND THOUGHT LEADERSHIP:

3.1 BILLION IMPRESSIONS* IN JUST 6 MONTHS (January–June 2022)

*These numbers are garnered chiefly through the CISION Communications Cloud®, a global platform which features a suite of metrics and automated analyses that translate press activities and earned media coverage into important insights and verifiable return-on-investment.
Global Connections

1.2 MILLION
GLOBAL TRANSACTIONS

136,000
SALES ASSOCIATES

550
MEMBER COMPANIES

70+
COUNTRIES
LuxeXchange: Member Portal
Visit “Program Information” for additional materials and resources at xchange.luxuryportfolio.com

Digital Listing Presentation
Need more details or talking points about LPI? Check out luxurylistingpresentation.com