



LUXURY PORTFOLIO INTERNATIONAL®

WELL CONNECTED™

LUXURY PORTFOLIO:

A NETWORK OF FINE PROPERTY EXPERTS

IN 1997, 50 of the largest brokerage firms in the United States left a major industry network in order to launch what later became Leading Real Estate Companies of the World® with the goal of controlling their own destiny and creating a network comprised of only the best locally- and regionally-branded firms focused on raising the bar in real estate.

IN 2005, Luxury Portfolio International® was created as the luxury division of Leading Real Estate Companies of the World. Unlike most real estate brands or affiliations, companies that apply for membership in Leading Real Estate Companies of the World must meet a standard of quality and performance to be accepted and remain in the network; even fewer firms qualify for entry into Luxury Portfolio International. These brands are truly a mark of excellence.

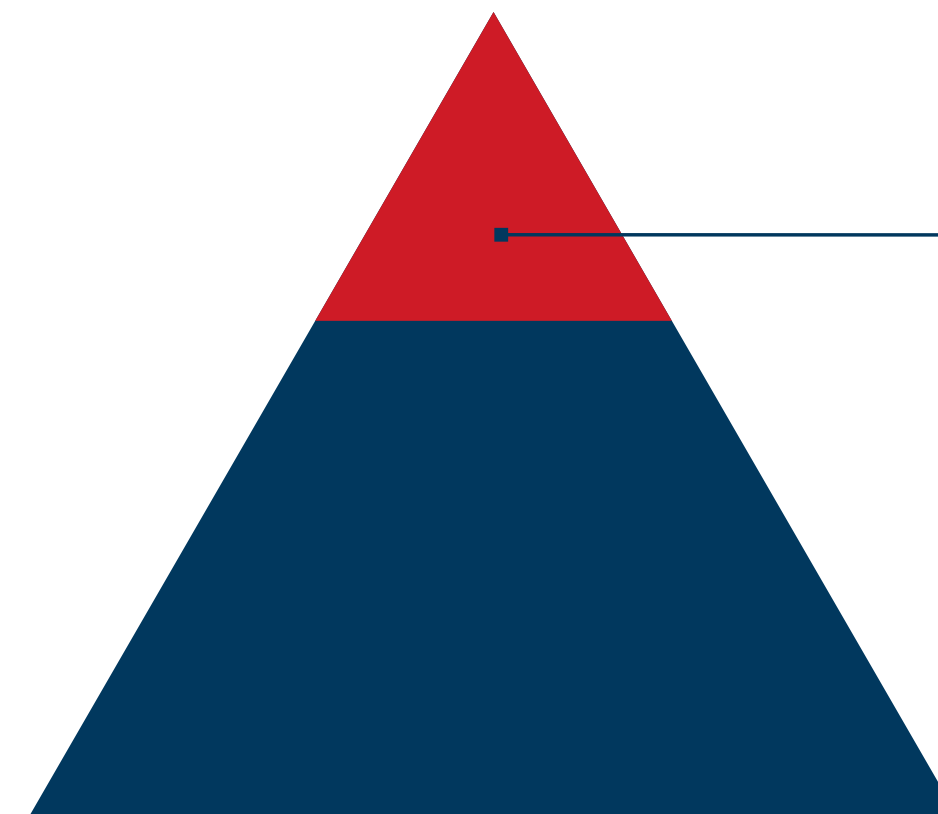
LUXURY PORTFOLIO:

A NETWORK OF FINE PROPERTY EXPERTS

OVER \$405 BILLION
in U.S. home sales are handled by the members of our network each year.

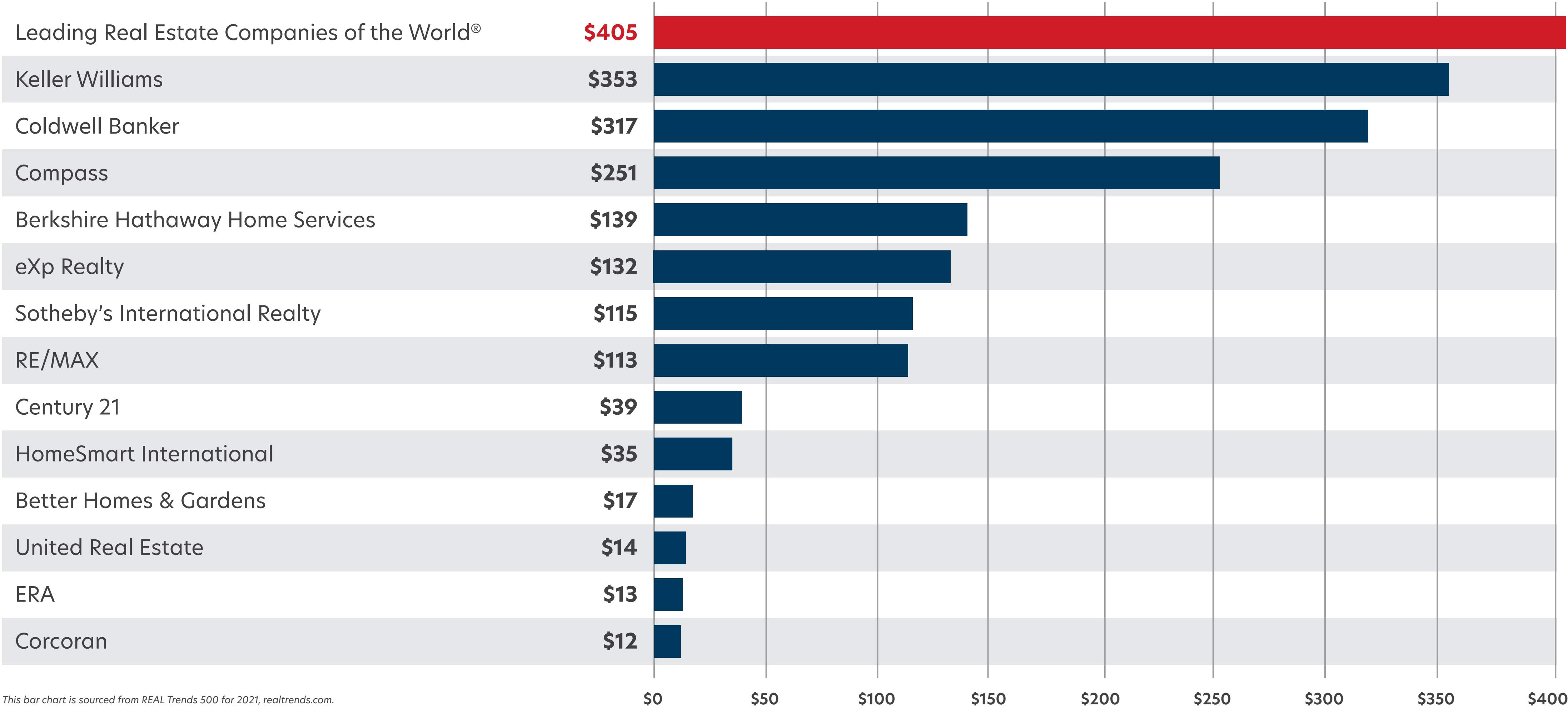
WE DELIVER ACCESS, INSIGHTS AND SOPHISTICATED GUIDANCE

to discerning clients around the world. As the luxury division of LeadingRE, we have a direct relationship with the very best independent property brokerages and the most well connected and successful top agents in cities around the globe.



ONLY 20%
of applicants qualify for membership

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



This bar chart is sourced from REAL Trends 500 for 2021, realtrends.com.

OUR APPROACH

Our Approach is Rooted in Three Fundamental Elements

Together, these pillars deliver superior and measurable results for our clients.

We are more than a label. We are people in 70+ countries trained in the art and science of selling the world's most unique and desirable properties.



1

Relationships

1

Relationships

WELL CONNECTED.TM

OUR NETWORK IS CONNECTED TO LUXURY EXPERTS AND BUYERS IN 800+ MAJOR CITIES FROM BANGKOK TO BARCELONA — not just within one brand or company, but among the finest, most well-known leaders in each market. These relationships generate thousands of client introductions and billions in sales each year.

1

Relationships



1.2 MILLION

GLOBAL TRANSACTIONS



136,000

SALES ASSOCIATES



550

MEMBER COMPANIES

Global Reach



70+

COUNTRIES

Created with mapchart.net ©

2

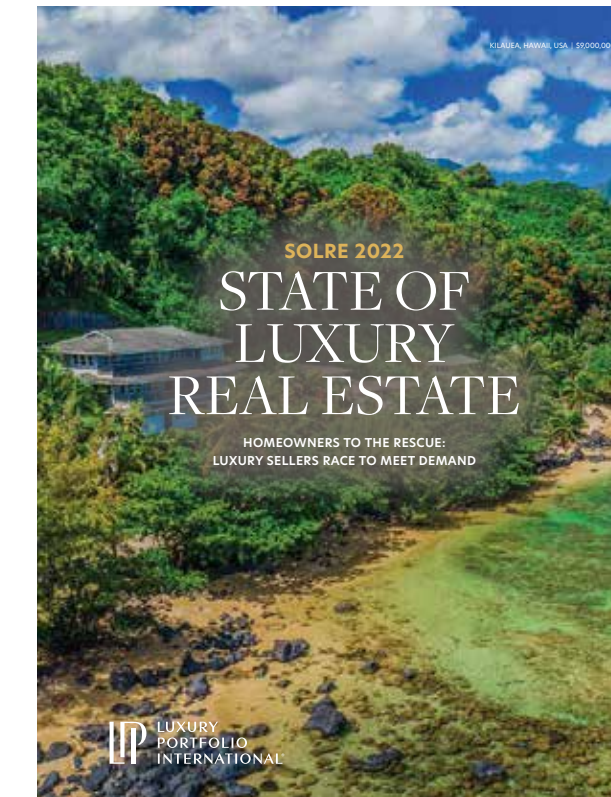
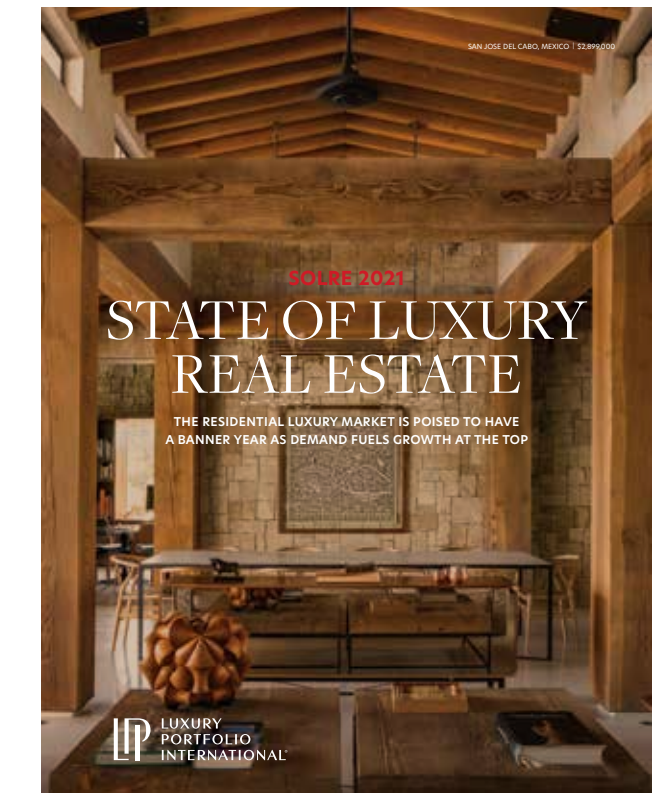
Expertise

2 Expertise

Luxury is Our Business

A property such as yours requires a tailored and strategic approach to pricing, marketing and negotiation. Luxury Portfolio International members represent a level of expertise which gives you the confidence of working with the very best.

We work with our members by researching and tracking the latest luxury trends to help understand how best to position a property and effectively reach today's affluent consumer. A sound marketing plan requires knowing your buyer, and we know them better than anybody.



2

Expertise

Reaching High-Net-Worth Buyers

Every year, millions of affluent consumers visit our website, luxuryportfolio.com, to browse in a setting dedicated solely to significant properties and a discerning lifestyle. These are high-net-worth buyers, not dreamers.

Globally, they have liquid assets of \$10.3 million and 69% own a second home. In the U.S. alone, luxuryportfolio.com curates more properties priced over \$1 million than any other luxury property network. Globally, we market approximately 50,000 properties annually. Our proprietary LuxeAnalytics application gives you a real-time view into where your property is reaching potential buyers.

LUXURYPORTFOLIO.COM VISITORS:*

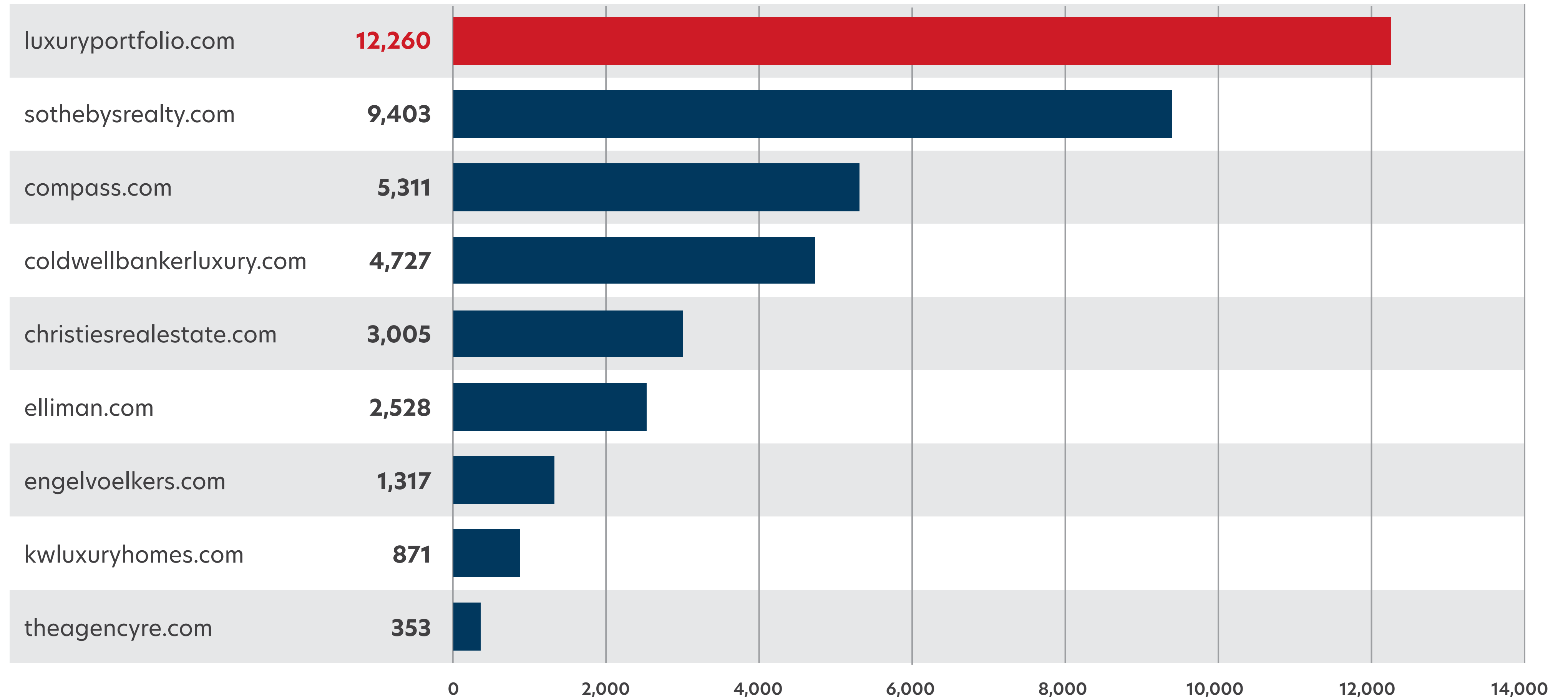


YOUR PROPERTY WILL BE TRANSLATED INTO:



*According to YouGov Affluent Perspective; Global respondents in the market for a primary personal residence over \$1 million in the next three years.

Total U.S. Properties — Over \$1 Million



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.

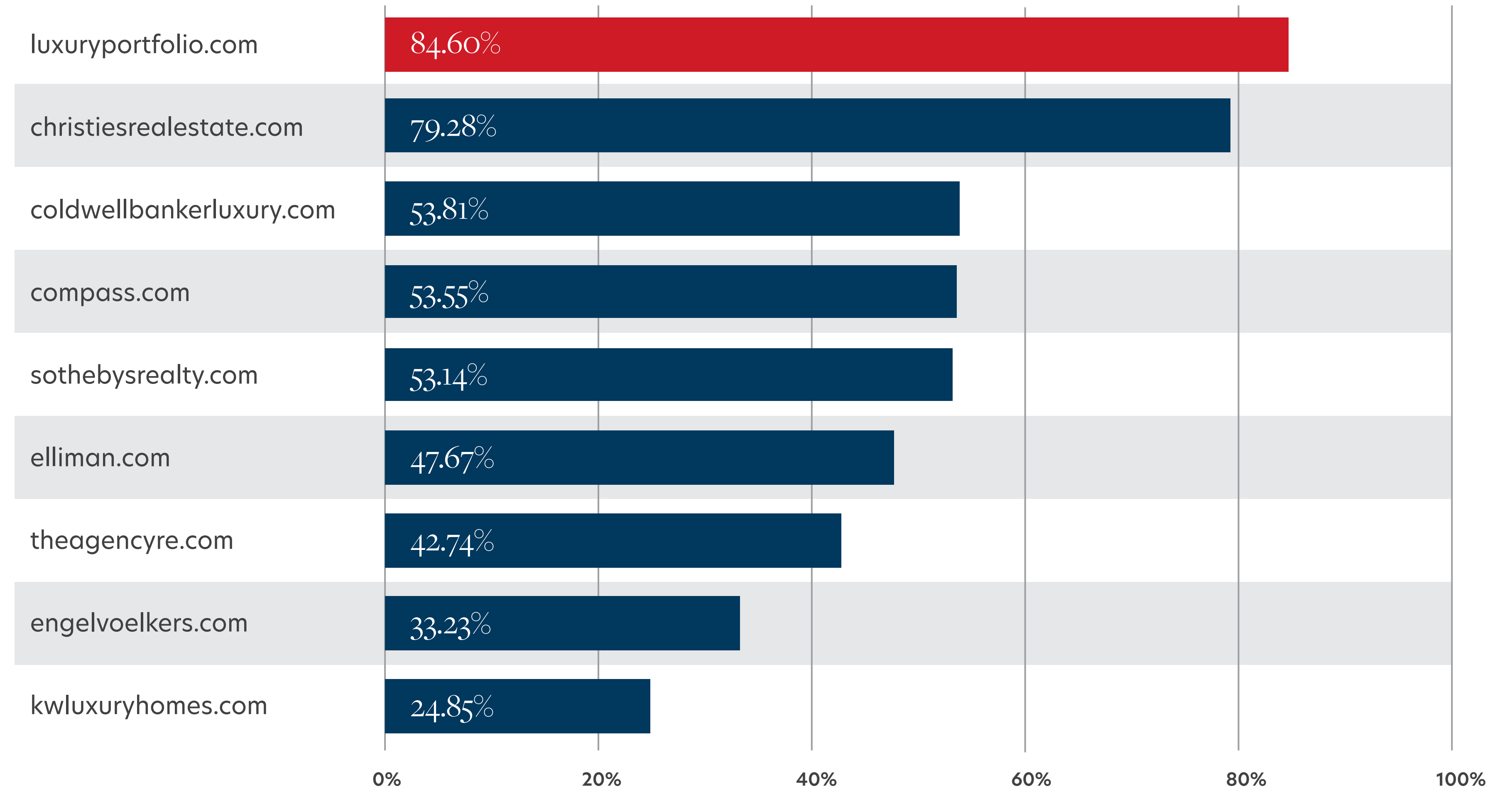
2

Expertise

85%

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

Truly Global Luxury



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.

3

Quality

3
—
Quality

HIGH-PROFILE MEDIA PROMOTION

YOU EXPECT EXCELLENCE
IN ALL THINGS.

The sale of your property should be no different. We partner with exclusive luxury media outlets to ensure your property is reaching high-net-worth buyers globally.

3
Quality

SYNDICATIONS

When your home is featured on luxuryportfolio.com, it will also appear on leading luxury real estate websites such as MansionGlobal.com, WSJ.com, JamesEdition.com, Juwai.com, the leading overseas real estate media property in mainland China, and more to provide additional exposure for your property.



THE WALL STREET JOURNAL.

wsj.com

MANSION GLOBAL

mansionglobal.com

BARRON'S PENTA

barrons.com and Penta online

COUNTRY LIFE

countrylife.co.uk

MarketWatch

marketwatch.com

JAMES EDITION

jamesedition.com

FT
FINANCIAL
TIMES

ft.com

居外
Juwai.com

juwai.com

Leading
REAL ESTATE COMPANIES
OF THE WORLD

leadingre.com

EXPANSION

expansion.mx



WeChat

3
Quality

PR COVERAGE

Through our strategic public relations and communications programs, your property can receive coverage in notable media outlets like *Architectural Digest*, *The Week*, *The New York Times*, and more.



THE WALL STREET JOURNAL.

Forbes

The New York Times

People

Robb Report

MANSION GLOBAL

THE WEEK

Luxury Daily

yahoo!

inman

RISMedia

Providing Listing Coverage and Thought Leadership in prestigious global outlets receiving over **3.1 billion impressions***

IN JUST 6 MONTHS (January-June 2022)

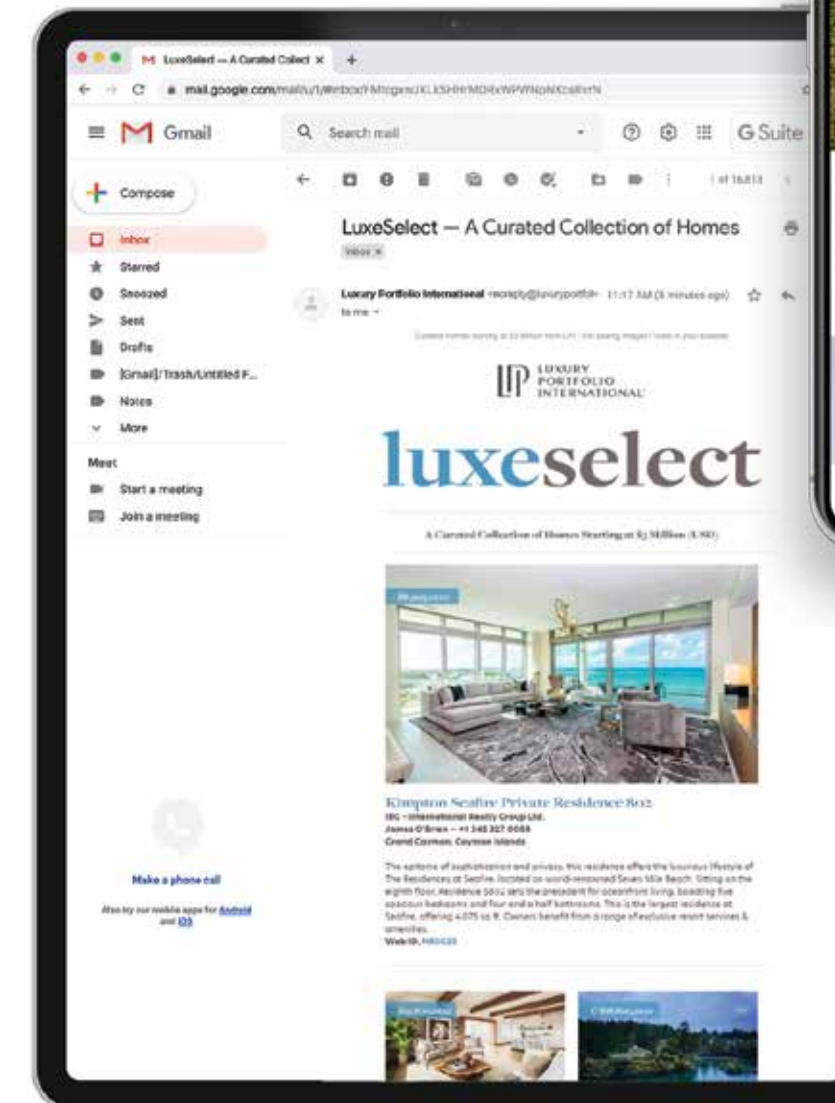
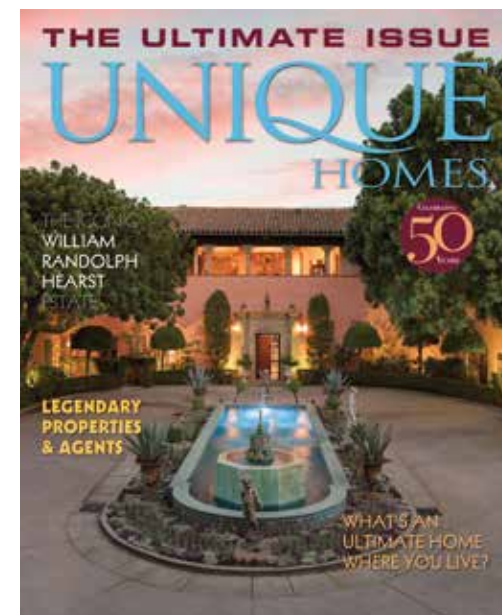
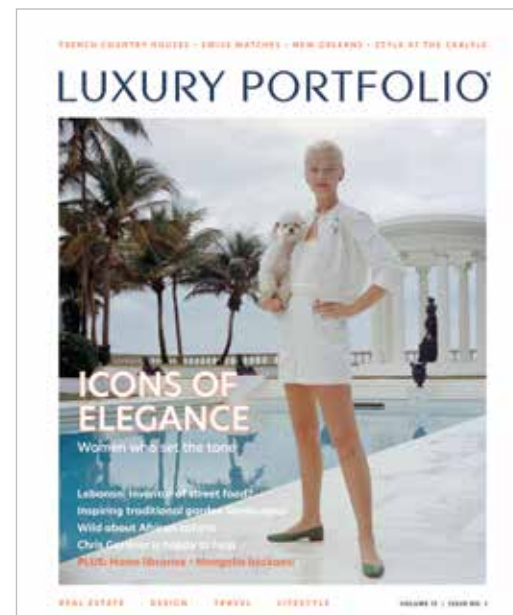
Plus, **42 million impressions** through our relationship with HGTV's Ultimate House Hunt!



CISION *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.

3
Quality

ADVERTISING



Our advertising relationships with media outlets like *The Wall Street Journal*, *Financial Times*, and our own *Luxury Portfolio* magazine, which is distributed in 70 countries and mailed directly to an extremely exclusive list of our agents' hand-selected top clients, provide a powerful and unmatched mix of promotion for your property. We also enable our agents to utilize sophisticated digital advertising tools, including email marketing opportunities that target other agents around the world to share significant listings, and banner ad technology that strategically reaches luxury homebuyers browsing online and retargets potential buyers who view your property.

CONNECT WITH US



luxuryportfolio.com