

LUXURY PORTFOLIO
INTERNATIONAL®

THE GLOBAL BRAND

{LEADER}

The market-leading expertise, connection network, access to insight-driven technology and global reach of Luxury Portfolio International® ensure you have the power of working with a seasoned luxury leader that can be in all places at all times.

by real estate insider
Candy Evans

MIAMI BEACH, FL
\$25,500,000
EWM Realty International
For more information, visit
LuxuryPortfolio.com and enter Web ID: MJZC7

LUXURY PORTFOLIO INTERNATIONAL®

People often ask me about the various affiliations REALTORS® offer their clients above and beyond local representation – what are they, are they beneficial? No one believes in the global power of real estate marketing more than I do. Buyers today are still coming from your immediate community, as we saw recently with the sale of the most expensive home in Dallas. But buyers are also coming from afar – out of state, like the vast swath of California buyers moving to D-FW to work at Toyota. And they are coming from across the world, like the increasing number of parents of college students who buy homes to be closer to them.

That's why Ebby Halliday, REALTORS® and Williams Trew Real Estate offer clients whose homes are priced at \$750,000 and above the advantages of affiliation with Luxury Portfolio International®, the luxury marketing arm of the Leading Real Estate Companies of the World® network. The market-leading expertise, connection network, access to insight-driven technology and global reach of Luxury Portfolio International® ensure you have the power of working with a seasoned luxury leader that can be in all places at all times.

"Ebby Halliday, REALTORS® was a founding member of Leading Real Estate Companies of the World® and is an advisory board member of Luxury Portfolio International®," says Randall Graham, vice president and director of marketing for Ebby Halliday, REALTORS®. "By tapping into this network of 120,000 sales associates around the world, we expose homes to buyers on six continents. Luxury Portfolio markets more \$1 million-plus listings than any other luxury real estate network."

Luxury Portfolio International® is a unified collection of the world's most experienced, visible and highly regarded experts in luxury real estate, Graham says. Translation: a unified group of independent brokers with tremendous local power who want global pizzazz. Luxury Portfolio markets over 50,000 properties annually on the award-winning LuxuryPortfolio.com and in prestigious publications around the globe selected from these brokers' listings.

In D-FW, Luxury Portfolio offers Ebby Halliday and Williams Trew sellers extensive search engine and social media strategies – ensuring their luxury listing is in front of today's sophisticated consumers wherever they are searching, whenever. In addition to leveraging social media platforms, Luxury Portfolio utilizes international partner websites, such as Juwai.com, which reaches beyond the Great Firewall of China to target the wealthy Chinese buyer (who is buying up U.S. real estate faster than flapjacks), and WallStreetJournal.com, to reach affluent online viewers. You never know when some Wall Street tycoon might want to hang it all up and head to Texas.

Luxury Portfolio's targeted advertising program reaches over

55 million affluent consumers annually through print publications with high-net-worth readers like *The Wall Street Journal*, *Unique Homes*, *Luxe Interiors + Design*, *Veranda*, *Unique Homes China* and *Opera News*.

Each property on LuxuryPortfolio.com is translated to nine languages and 60-plus currencies, which results in consumers visiting the site from almost every country each month. Of the 3 million visitors to the site each year, the "typical" visitor has a household income of \$1.32 million, owns a primary home valued at more than \$3.8 million and a secondary home valued at more than \$5 million.

Through a proprietary tracking tool, LuxeAnalytics®, Ebby Halliday and Williams Trew agents provide their home sellers with comprehensive reporting on the online activity of the viewers of their property. Luxury Portfolio monitors viewers' location, both domestic and international, language and preferred currency to assist in gauging market response

to sellers' homes.

"The world is getting smaller," says Stephanie Pfeffer Anton, executive vice president, Luxury Portfolio International®. "More and more buyers of luxury real estate are coming from outside the U.S. Luxury Portfolio comes in and layers on the national and international audience to turn over every stone to help find the perfect buyer for a property."

Prior to Luxury Portfolio's founding in 2005, many of the independent firms who focused on luxury had marketing affiliations with a well-known auction house. LuxuryPortfolio.com was launched that same year, holding a portfolio of luxury listings across the U.S. and around the world. Suddenly the independent broker in Medina, Minnesota or Dallas had a huge international network to market luxury homes.

What did this mean for sellers? A much wider buying audience, premium pricing, and strategically targeted marketing.

"Our LuxeAnalytics® program offers listing agents instant feedback and provides valuable insight into a home's position in the market," says Pfeffer Anton. "Sales associates share these reports with clients and use them to create targeted marketing campaigns in regions where buyers' interest is greatest."

The combination of data-based insights, global reach and a network of the most elite local real estate brands in the nation all but guarantees clients the widest possible bandwidth for their property.

Pfeffer Anton and Luxury Portfolio President Paul Boomsma see a shift away from the importance of national branding in residential real estate. Affluent clients can retain the benefit of a local brand they trust – such as Ebby Halliday or Williams Trew – and still get the global reach of Luxury Portfolio International®.

"We market more than 50,000 luxury properties annually on our award-winning website and in prestigious

publications circulated around the globe — including the uber-high-end," says Boomsma. "We are intent on creating an exceptional experience for the affluent consumer. To deliver on that promise, we connect the highest-quality independent luxury brokerages around the world."

"Simply put, sellers who list with Ebby Halliday, REALTORS® and Williams Trew significantly increase the chances of attracting a qualified buyer to their luxury home due to our affiliation with Luxury Portfolio International®," adds Mary Frances Bureson, president and CEO of the Ebby Halliday Companies. "For buyers, finding a home is a personal process of discovery, and Ebby Halliday, Williams Trew and the accomplished global network of Luxury Portfolio International® brokers are ready to assist in the journey. I encourage you to explore luxury properties around the world at LuxuryPortfolio.com."

The Leading Global Network

The Leading Real Estate Companies of the World® network and its luxury marketing arm, Luxury Portfolio International®, have more U.S. home sales than any national real estate brand.



Actual member statistics for LeadingRE and estimates for other networks using average sales units per agent and average sales price for firms in each respective network from published sources for 2014 production.

Leading the Competition

Recognized throughout the world as the luxury standard of excellence, Luxury Portfolio International® and its website, LuxuryPortfolio.com, feature more \$1 million-plus properties than any other luxury real estate organization.



*Collected by Mintel International Website Survey, June 2015

LOS ANGELES, CA
\$16,495,000
Hilton & Hyland
For more information, visit
LuxuryPortfolio.com and enter Web ID: EAIU7



Candy Evans is an Internet entrepreneur and the founder of a platform of popular real estate sites, including *CandysDirt.com*, *SecondShelters.com*, and *MidlandDirt.com*, named Best Real Estate Blog in the U.S. by NAREE. She also writes for *The New Geography*, *Inman Real Estate News*, *Katy Trail Weekly*, *CultureMap* and *Modern Luxury Dallas*. She is regarded as a social media visionary for real estate. Candy has her finger firmly on the pulse of Texas real estate. She broke the news on where former President George W. Bush bought his Dallas home, and regularly scoops celebrity real estate deals.

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