

Luxury Marketing by Mary

for your Luxury Home



For homes valued at \$1,000,000+

*See Mary for some exceptions on homes valued below \$1 million

- ▶ **Luxury Portfolio International™ is a powerful luxury property program designed to:**
- ▶ Deliver national and international exposure for your \$1 million+ property
- ▶ Attract out-of-area buyers to our firm and your listing
- ▶ Gives me access to additional marketing resources for your luxury property
- ▶ Connects the most powerful luxury firms with me, as a sales associate
- ▶ Shares the latest information about today's luxury consumer
- ▶ ***Who makes up Luxury Portfolio International™?***
- ▶ ***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 Leading RE, nearly 200 participate in this network.
- ▶ Many Luxury Portfolio firms, including McEneaney Associates, Inc., participate in Who's Who in Luxury Real Estate, giving you the best of the best!

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Why McEneaney is unsurpassed in listing and selling million-dollar homes

- ▶ **How is Luxury Portfolio 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 luxurious properties, having the best sales associates, being comprised of the most influential leaders in luxury real estate, and more.
- ▶ Our membership includes nearly 200 real estate firms — 35 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 and territories every month.
- ▶ Our award-winning website markets over 25,000 listings annually and features more \$1M plus properties than competitor sites such as Sotheby's and Christie'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 1.2 million high-net-worth consumers annually.



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- ▶ In addition, the site features luxury lifestyle editorial and a first-of-its kind Luxury Blog.
- ▶ We advertise our company/brand and drive traffic to our website online and offline through a multi-million dollar brand advertising campaign featuring compelling ads that showcase incredible properties in targeted publications such as The Wall Street Journal, Unique Homes, Luxe Interiors + Design, Veranda, Smart Money and online through WJS.com, CountryLife.co.uk, PropGoLuxury.com and more.
- ▶ Luxury Portfolio gives me the opportunity to participate in some national property advertising of my choice of Unique Homes Magazine, Country Life International, Luxe Interiors + Design and regional and international editions of The Wall Street Journal.

ASK ME FOR A FULL “LUXURY” MARKETING PROGRAM TODAY
- I can deliver it in person or email it to you by pdf when you email me your request.