

LUXURY PORTFOLIO ACCOMPLISHMENTS

Captivating Website

Traffic to our award-winning website continues to increase with an average of approximately 100,000 visits to the site each month. In fact, each property receives an average of more than one “virtual showing” per day. Numbers have risen partially due to our higher ranking on search engines such as Google and Yahoo!, with Luxury Portfolio showing first on the list in many markets, and due to our extensive social media reach with a presence on Facebook, Twitter, LinkedIn and YouTube.

LuxuryPortfolio.com has recently seen some fantastic enhancements including an enhanced look and feel, mapping and an all new “quick search.” The site also displays ‘Recently Sold’ listings — up to twelve previous months of sold listings posted at their last listed price, as well as our custom LuxeTour™. This professionally voiced guided tour is provided complimentary for all properties over \$5,000,000. It is just one more way in which we are differentiating the spectacular properties on our site. The Luxury Portfolio Blog is another innovative feature on LuxuryPortfolio.com, and has been recognized among the top 125 luxury blogs by EliteChoice.org — one of only six real estate blogs to receive this award.

Powerful Advertising

Luxury Portfolio is the largest full-page advertiser in *The Wall Street Journal*, with a presence in the U.S., European and Asian editions. These prominent advertisements are a significant driver of traffic to your properties on LuxuryPortfolio.com. Our branded advertisements provide for additional exposure in high-end magazines such as *Veranda*, *Architectural Digest* and more. These advertisements reached an affluent audience of over 65 million last year. And our ad program continues to expand with several more international publications with coverage including the UK, Russia and Asia. You can also find us online with an extensive ad campaign on WSJ.com as well as strategic relationships with FrontDoor.com and more being added all the time.

Most used currencies on LuxuryPortfolio.com:

1. Euros
2. British Pounds
3. Canadian Dollars
4. Australian Dollars
5. Mexican Pesos
6. Swiss Francs
7. New Zealand Dollars
8. Philippine Pesos
9. Chinese Yuan Renminbi
10. Japanese Yen

International Appeal

With properties and relationships around the globe, LuxuryPortfolio.com was the first truly international real estate website. We now display information in nine languages and multiple currencies, which has resulted in multilingual search engine optimization and visitors from over 200 countries each month. Our membership includes nearly 200 real estate firms — 28 of which are from outside the United States. Our listings are spread over 41 states and 20 countries — and we expect to expand further in 2010.

Highly Ranked Professionals

Luxury Portfolio is comprised of the best real estate companies and agents in the country. In fact, our network has many of the top-producing sales professionals, as noted on “*Wall Street Journal/LORE Top 400*,” a ranking of real estate professionals by *The Wall Street Journal* and *REALTrends*.

More Top Properties

Luxury Portfolio currently boasts an inventory of over \$34 billion, including almost 300, \$10 million-plus properties and nearly 1,100, \$5 million-plus properties. With nearly 15,000 luxury properties listed on our site, we have more \$1 million-plus properties around the globe than the Christie’s, Sotheby’s and Coldwell Banker Preview’s websites.

Countries with the most visitors to LuxuryPortfolio.com:

1. Australia
2. New Zealand
3. Canada
4. Mexico
5. Italy
6. United Kingdom
7. France
8. Germany
9. Brazil
10. Switzerland