



A global community of real estate professionals  
representing exceptional luxury real estate.



**John Brian Losh**  
*Chairman*

For 35 years, Who's Who in Luxury Real Estate (LRE®) has represented the world's top high-end real estate professionals and established a reputation for providing our members with the best possible marketing tools and solutions. Our award-winning website, [LuxuryRealEstate.com](http://LuxuryRealEstate.com), has remained the #1 portal for luxury properties on the internet since 1995. [LuxuryRealEstate.com](http://LuxuryRealEstate.com) has several times the number of properties over \$1 million USD and provides access to more detailed content than any near-peer.

Our award-winning *Luxury Real Estate Magazine* showcases our members' exclusive properties and is distributed directly to the world's most desirable audience. Our digital magazine extends the distribution even further to reach over 100,000 of the most affluent households and individuals.

Over the years, we have watched and shared in the success of our members as their businesses have continued to thrive. The strength, quality and integrity of our members solidifies our network as a whole, and as a luxury broker in Seattle, I find it essential that we are in contact with one another. Our annual networking events provide an exclusive forum for members to make and strengthen these connections while discussing current real estate trends.

With the guidance of the Board of Regents ([Regents.com](http://Regents.com)), the governing body of Who's Who in Luxury Real Estate, the network represents the best in the business. To be eligible for membership and have access to our marketing, advertising and networking opportunities, companies/individuals must represent properties in the top 10 percent of their market and demonstrate expertise in the marketing and sale of multimillion-dollar properties.

We look forward to your contributions to our community.

John Brian Losh has been selected as one of the 25 Most Influential People in Real Estate by *Realtor Magazine*, and one of the 35 Most Influential People in Real Estate by *Unique Homes Magazine*.

Message  
*from the*  
Chairman





# Accolades

Who's Who in Luxury Real Estate and LuxuryRealEstate.com are frequently distinguished as industry leaders and are honored to have been recognized by these prestigious organizations:

**Forbes**

**WMA**  
WEB MARKETING  
ASSOCIATION

**IAC**  
INTERNET ADVERTISING  
COMPETITION

**THE  
WEBBY  
AWARDS**

**Inc.  
5000**

**THE  
AMERICAN ADVERTISING  
AWARDS**

**PUGET SOUND  
BUSINESS JOURNAL**

**WPA**  
WESTERN PUBLISHING ASSOCIATION

**LUXURY  
INSTITUTE**  
*The Knowledge of Luxury*

**Maggie  
AWARDS**

**IADAS**  
International Academy of  
Digital Arts and Sciences

# A Global Community of Local Experts

For 35 years, Who's Who in Luxury Real Estate has connected the best and brightest luxury real estate professionals from independent and franchised companies around the world to best serve their clients. The global relationships cultivated through membership with Who's Who in Luxury Real Estate provide referral opportunities, new business and global promotion for luxury real estate.

This hand-selected group with properties in more than 60 countries collectively sells over \$240 billion of real estate annually, making it the most elite and comprehensive luxury real estate network in the world.



Member Offices ..... **35+ COUNTRIES**

Luxury Real Estate Professionals..... **125,000+**

Total Properties ..... **55,000+**

Property Countries ..... **60**

*“This is one of the most useful, dynamic and powerful international luxury real estate organizations. We have had an amazing experience since our integration into the LRE® family.”*

— Scott Cutter, 2Costa Rica Real Estate, Manuel Antonio, Costa Rica

# Personalized Introductions

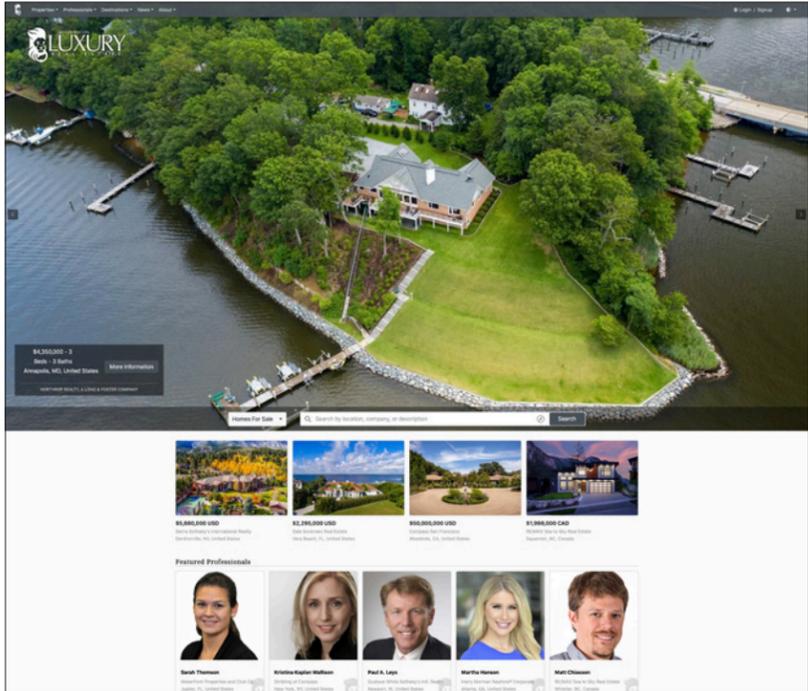


Members of Who's Who in Luxury Real Estate benefit from exclusive personal opportunities to connect.

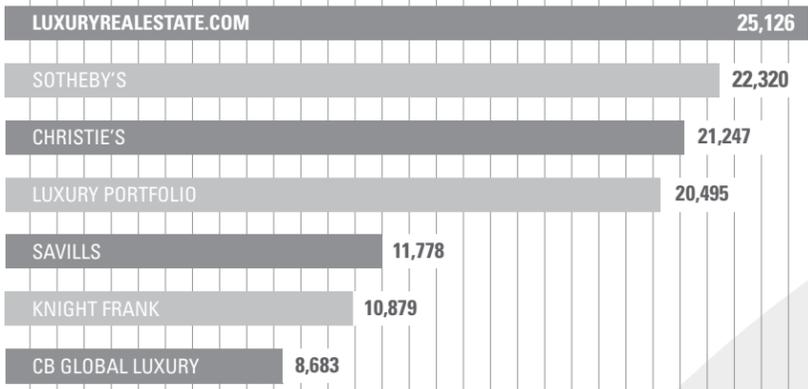
- Personal introductions with the best companies and agents to fit the needs of your clients
- Invitation to our exclusive members-only conferences
- Opportunities to connect in private members-only groups on social media

# LuxuryRealEstate.com

Who's Who in Luxury Real Estate's global community is showcased on LuxuryRealEstate.com, the No.1 portal for luxury properties online, presenting more multi-million-dollar estates than any near-peer. Buyers in search of luxury real estate will save time with the ability to browse through thousands of properties from hundreds of companies all in one space. Additionally, those looking to sell their home can find top luxury real estate professionals in their area.



LuxuryRealEstate.com is the Webby Award-Winning Luxury Real Estate Website with the Most Multi-Million Dollar Properties.

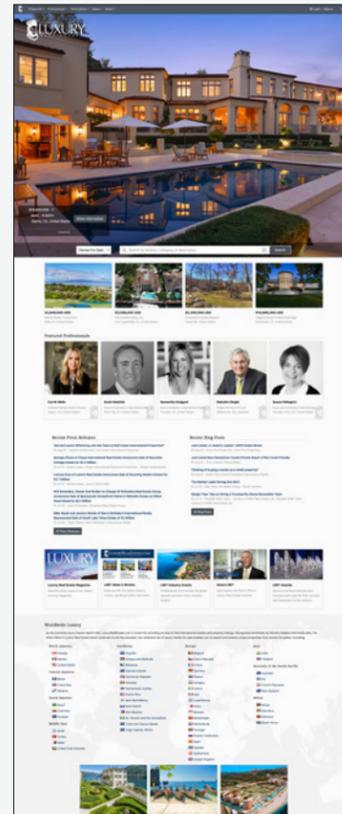
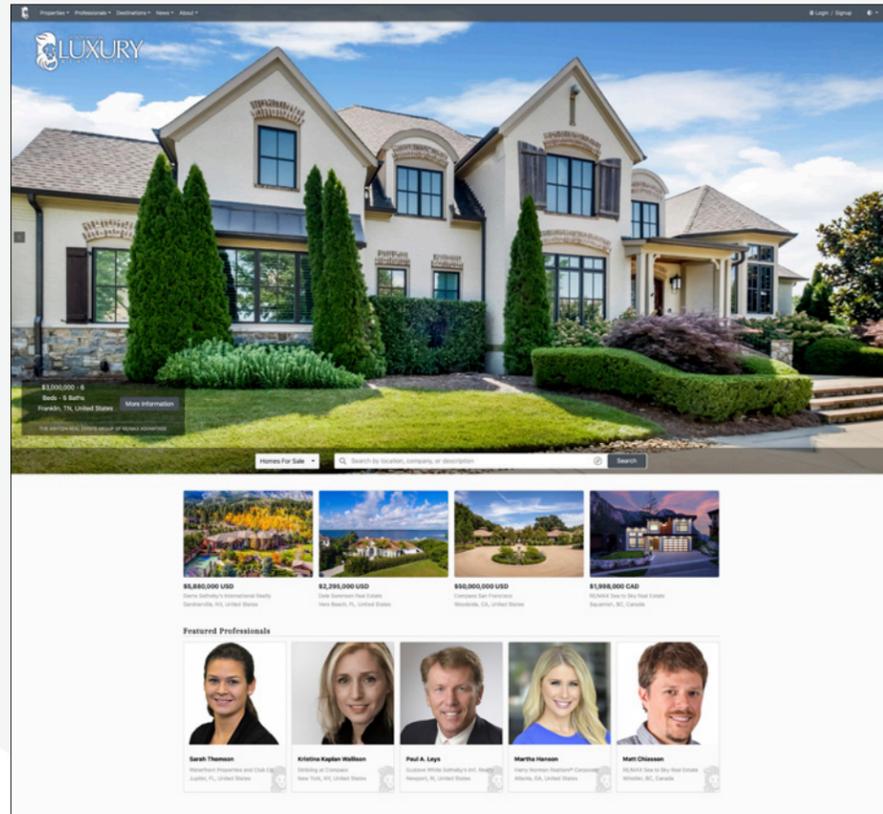


# Luxury Real Estate on a Global Scale



# LuxuryRealEstate.com

Luxury real estate enthusiasts in over 200 countries/territories perform searches on LuxuryRealEstate.com every month. By adding your properties to our luxury search portal, you are positioning your company as an LRE® affiliate and exposing them to a truly global audience.



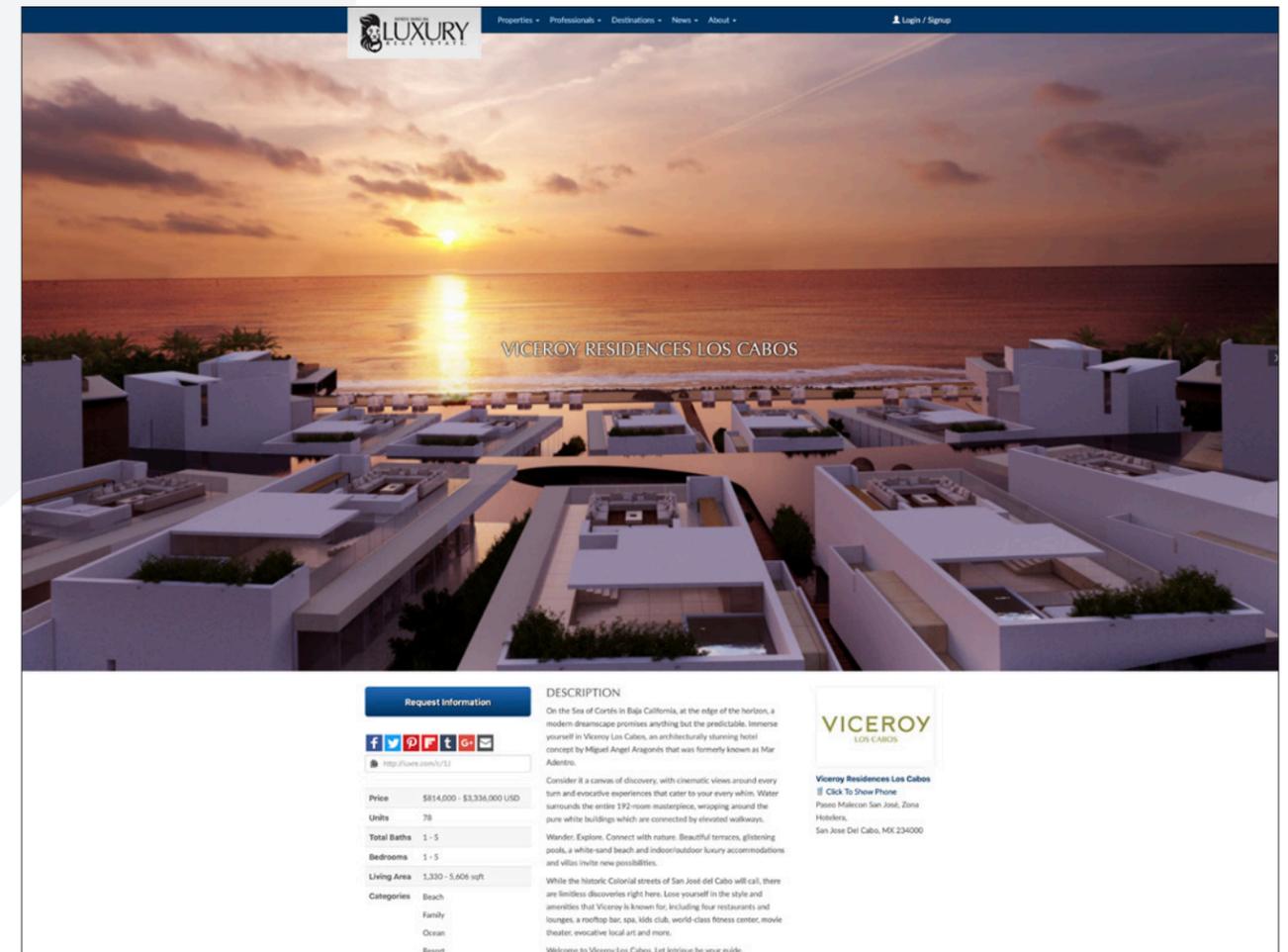
- Curated Design
- For Sale, For Rent, Vacation Rentals, Developments
  - Multiple Currencies
  - Open Houses
  - School Districts
  - Interactive Map with Nearby Recommendations
  - Property Videos/3D Virtual Tours
- Company and Agent Websites
- Individual Property Websites
- Lounge Member Portal

## LuxuryRealEstate.com Audience

Page Views per month ..... **6,376,496\***      Average Age ..... **34**  
 Users per month ..... **172,766\*\***      Average Household Income ..... **\$398,029**  
 Men/Women ..... **54.2% / 45.8%**      Average Value of Household Assets... **\$1,913,008**

\* Page view = the total number of page views, repeated views of a single page are counted

\*\*Visitor session = the period of time a user is actively engaged with the site



## Developments Portal

Reach a targeted, high-net worth demographic by showcasing a luxury lifestyle community or development project on the LuxuryRealEstate.com Developments Portal: [www.LuxuryRealEstate.com/Communities](http://www.LuxuryRealEstate.com/Communities)

Advertise among a specially curated selection of luxury lifestyle possibilities. The Developments Portal truly sells lifestyle, location and luxury.

# Extending the Reach

## Global Luxury Search

With Global Luxury Search, your clients will be able to view the entire LuxuryRealEstate.com collection of properties without leaving your website. Your firm's contact information is displayed when a user inquires about a property. Additionally, other Who's Who in Luxury Real Estate members around the world display the Global Luxury Search link on their websites, promoting you and your properties.

## Individual Websites

LRE® Member Sites, LRE® Property Sites and LRE® Agent Sites are automatically created for members and their properties. These company, agent and property pages stay true to our members' brands, displaying their logos, agent headshots and contact information. Not only do they provide added online exposure, they offer quick and easy access to luxury home buyers and sellers wishing to contact agents and inquire about properties on our website.

## LuxuryRealEstate.com Apple TV App



Who's Who in Luxury Real Estate is in living rooms everywhere with Apple TV. The first of its kind, the LuxuryRealEstate.com Apple TV app showcases property videos from LuxuryRealEstate.com, giving Apple TV owners the ability to browse thousands of high-quality videos and video tours of properties from the finest real estate companies and professionals across the globe. All property videos on LuxuryRealEstate.com are automatically added to the LuxuryRealEstate.com Apple TV App.





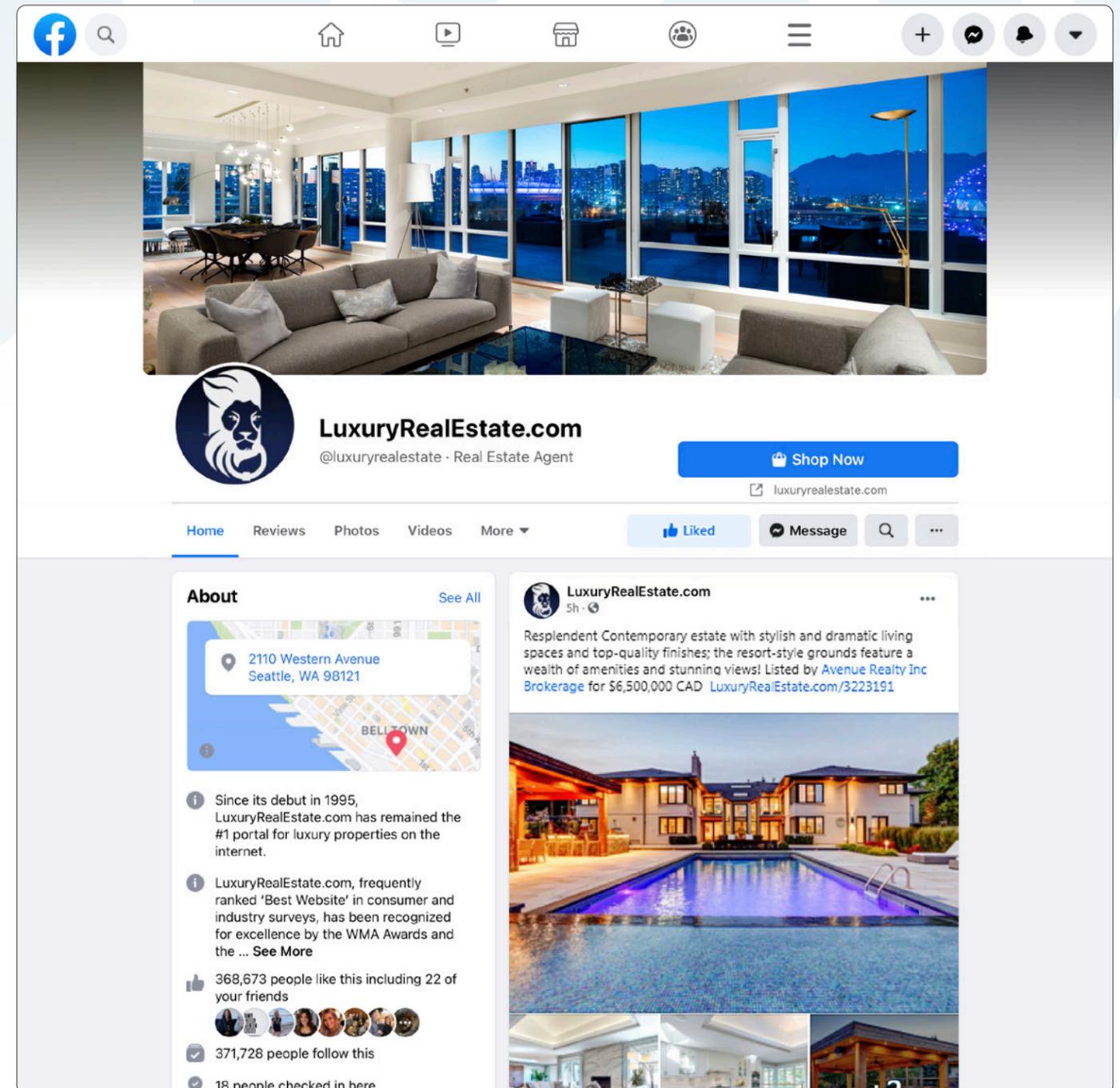
## Social Media Leader

Who's Who in Luxury Real Estate is a leader on social media. We utilize Facebook, Instagram, Twitter, Pinterest and LinkedIn to engage luxury home buyers on LuxuryRealEstate.com. As a member, you can leverage our social media sharing tools and groups to promote your properties, company and region as well as spread important news to consumers and the entire community of luxury brokers worldwide. LuxuryRealEstate.com also partners with prominent luxury real estate social media influencers to further expand the reach of member listings.

					
Followers	373.1k	8.8k	18.7k	2.8k	2.3k
Average Engagement Rate	10.46%	1.35%	2.3%	N/A	N/A
Average Engagement Rate <i>across all industries</i>	.09%*	1.22%*	.05%*	N/A	N/A

The LuxuryRealEstate.com Facebook page has the farthest reach, with over **373,000** followers, and is increasing at a steady rate of approximately 1,000 new followers per week.

\*2020 Social Media Industry Benchmark Report, Rival IQ



Featured Listings



\$5,900,000 USD

Corcoran Global Living  
Napa, California  
United States



\$6,998,000 CAD

Faith Wilson Realty Group, Inc.  
Vancouver, British Columbia  
Canada



\$3,350,000 USD

J Barrett & Company  
Rockport, Massachusetts  
United States

Auction of the Week



Greystone Manor I Calgary, Alberta, Canada  
Concierge Auctions  
Currently Listed for \$6.98M  
CAD | No Reserve

BID JAN 29-FEB 3  
Custom-built elegance amidst gorgeous vistas awaits you at Greystone Manor, a lakeside estate built for entertaining.

News from the Network



LRE® President Meghan Barry Featured in Unique Homes Magazine: The Real Estate Outlook for 2021  
Jan 26, 2021 — Chantele Machado, Who's Who in Luxury Real Estate



Douglas Leigh Martin, IV Joins the Who's Who in Luxury Real Estate Global Network  
Jan 26, 2021 — Chantele Machado, Who's Who in Luxury Real Estate



Damianos Sotheby's International Realty Announces Top Producers and Listing Agents for 2020  
Jan 20, 2021 — Nicholas Delaney, Damianos Sotheby's International Realty



Chase International Year-End Report Validates Unprecedented Year for Real Estate  
Jan 21, 2021 — Kelly Gesick, Chase International Distinctive Properties

Significant Sales



Julie Jones-Bernard of Florida Luxurious Properties Sells Hillsboro Beach Oceanfront Georgian Estate for More than \$20 Million  
Jan 19, 2021 — Marygail Pavelko, Florida Luxurious Properties



Rollie Jordan and Gwenivere Snyder of Christie's International Real Estate Denver Announce Sale of Cherry Hills Village's Legacy Estate for \$7.6 Million  
Jan 22, 2021 — Rollie Jordan, Christie's International Real Estate Denver

Industry Moves



Dale Sorensen Real Estate Welcomes REALTOR® Steve Ciarrocchi  
Jan 18, 2021 — Jeannette Weiss, Dale Sorensen Real Estate



Introducing the Egret Landing Real Estate Team  
Jan 25, 2021 — ECHO Fine Properties, Echo Fine Properties

LRE® Blog

Extraordinary Beachfront Restaurant, Event Facility and Residential Development  
January 12, 2021

LRE® President Meghan Barry Featured in Inman Article  
January 26, 2021

Want to Keep Your Clients Safe? Go Virtual for Showings  
January 22, 2021

Cilo Marbella to Act as Agent for Luxury Beachfront Marbella Project  
January 22, 2021

Luxury Real Estate Magazine



Luxury Real Estate Magazine showcases luxury homes from the finest international real estate specialists.  
View the Latest Issue of Luxury Real Estate Magazine  
November 2020

Webinars for Members Only

Catch up on the latest LRE® Member to Member Webinar in the Luxury Lounge! Join us January 28th for 'LRE MasterClass: Leverage the Network to Expand Your Business.' Information will be emailed to the membership in the weeks prior. Webinar recordings are in the Luxury Lounge!

Partners



Event Sponsors



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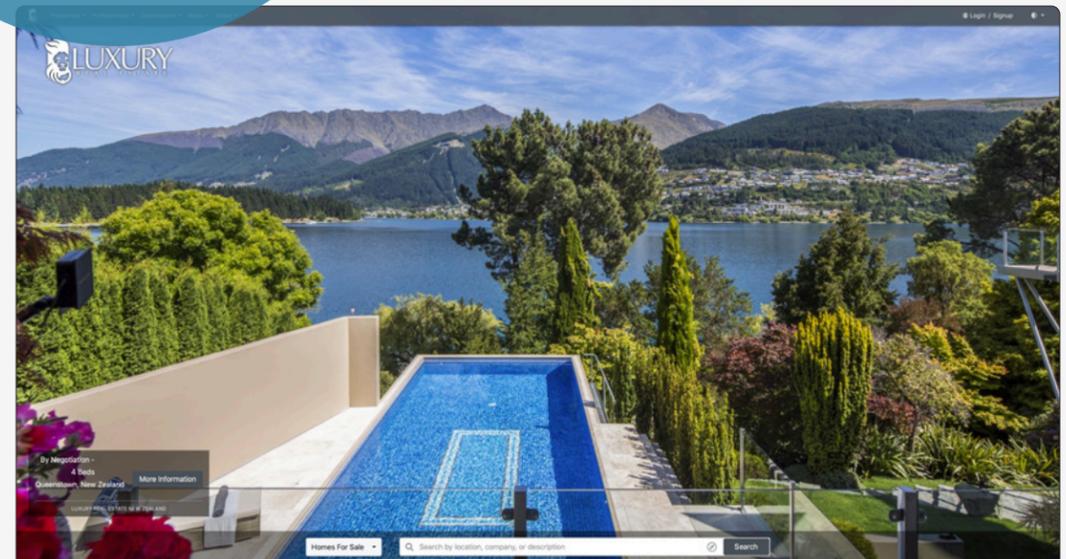
# The Week in Review

A weekly compilation of luxury real estate news from around the world, including market updates, statistics, features and more. Features include news from the network, significant sales and industry moves. All members are encouraged to submit press releases to be considered for inclusion in the newsletter. The Week in Review is sent to our entire list of industry contacts, a Luxury Real Estate community of more than 125,000 agents, brokers, marketing specialists and media. It is also shared on our Who's Who in Luxury Real Estate Facebook Page and LinkedIn feed.



## Featured Property of the Week

Highlight exceptional properties. Featured on homepage of LuxuryRealEstate.com as well as shared across our social media channels.



\$5,880,000 USD  
Sierra Sotheby's International Realty  
Gardenville, NV, United States



\$2,295,000 USD  
Dale Sorensen Real Estate  
Vero Beach, FL, United States



\$50,000,000 USD  
Compass San Francisco  
Woodside, CA, United States



\$1,998,000 CAD  
RE/MAX Sea to Sky Real Estate  
Squamish, BC, Canada

Featured Professionals

Every year Who's Who in Luxury Real Estate hosts the most dynamic meetings in the real estate industry. No other community provides annual events for such a vast-reaching and diverse collection of luxury real estate professionals. Attend our events to network with our members, create lasting relationships, form new partnerships and generate new clients.

LRE®  
Events



## International Symposium

The international meeting of the minds.  
Network with the best from around the world.

## European Ski Trip

Spend eight days networking with international members at the best ski resorts across Europe.

## Spring Retreat

Brokers, top agents and management attend this event to discuss the latest trends in the luxury real estate industry.

## Fall Conference

The Fall Conference brings together the legends of luxury real estate with recognition of industry leaders at the Annual Awards Presentation and Gala Dinner.

*"I highly recommend attending LRE® events to any member who is serious about expanding their network with other seasoned professionals who invest in themselves and their businesses. By sharing knowledge and experiences market trends begin to unfold, relationships are formed, you leave with new connections and tools to grow your business."* — Carol A. Szynaka, East End Sales Manager, Daniel Gale Sotheby's International Realty

[www.LuxuryRealEstate.com/Events](http://www.LuxuryRealEstate.com/Events)

## A Global Community of Local Experts



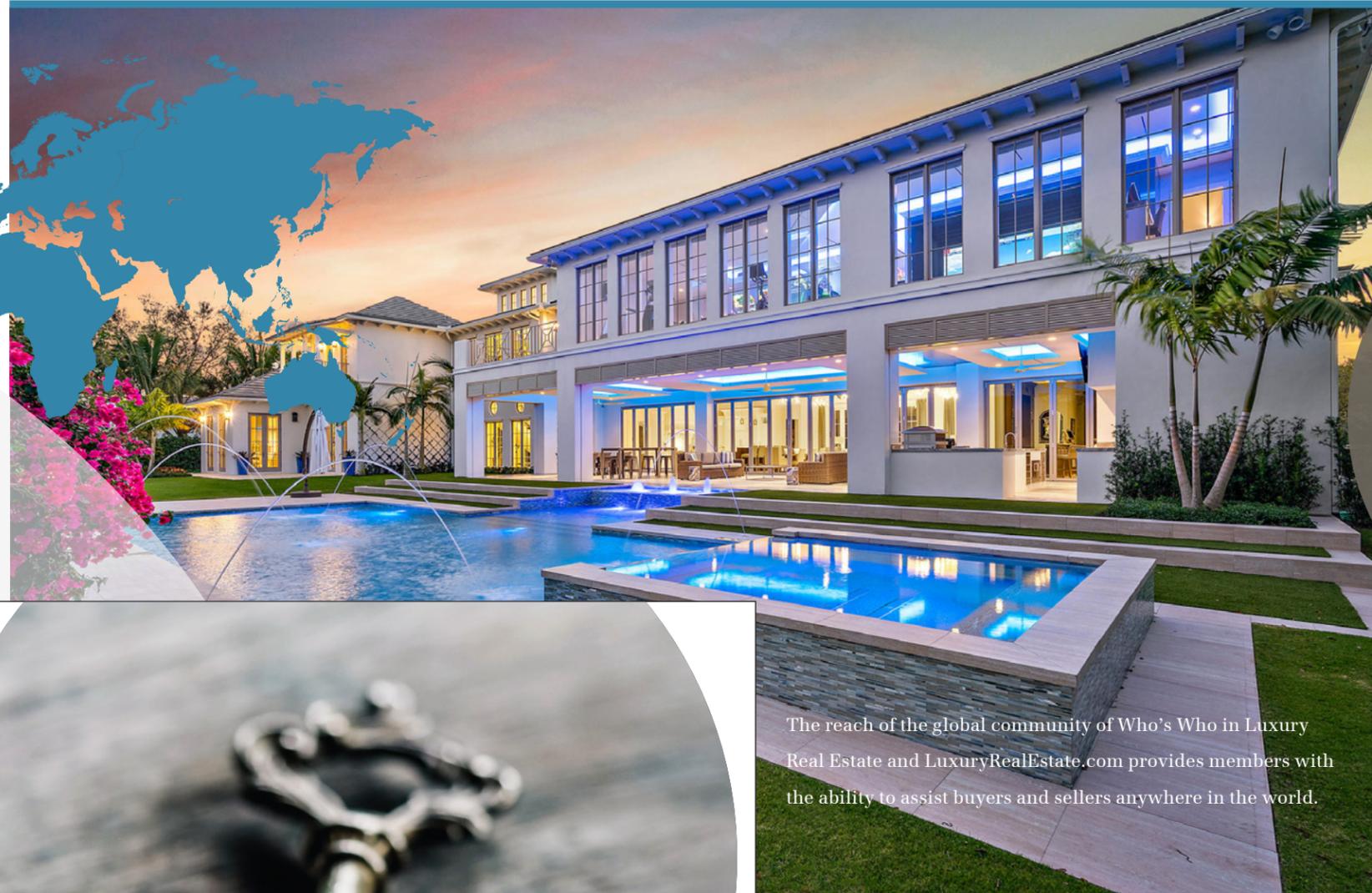
The global relationships cultivated through members of Who's Who in Luxury Real Estate provide unmatched promotion for your luxury real estate and connections to local real estate professionals around the world. This hand-selected group with properties in more than 60 countries collectively sells over \$240 billion of real estate annually, making it the most elite and comprehensive luxury real estate network in the world.

Member Offices ..... **35+ COUNTRIES**

Luxury Real Estate Professionals ..... **125,000+**

Total Properties ..... **55,000+**

Property Countries ..... **60**



The reach of the global community of Who's Who in Luxury Real Estate and LuxuryRealEstate.com provides members with the ability to assist buyers and sellers anywhere in the world.

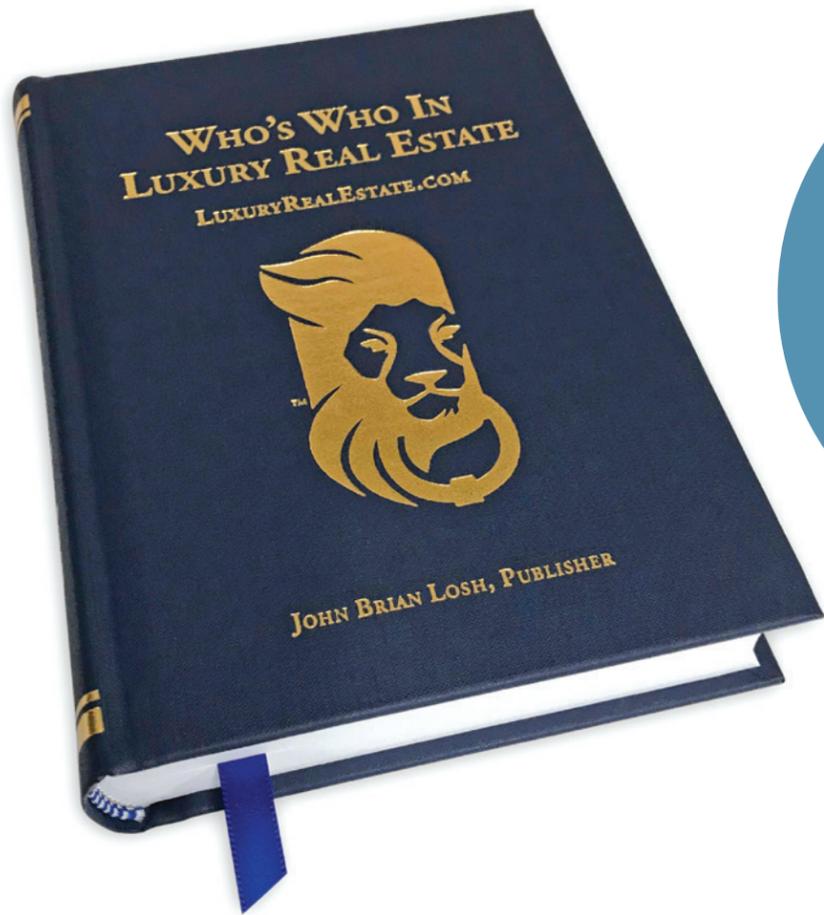


The Key to a Global Community of Real Estate Professionals Representing Exceptional Luxury Real Estate

## The Key to LRE®

The Key to LRE® is a digital presentation that easily shares the extensive value of membership with Who's Who in Luxury Real Estate and how it directly benefits your buyers and sellers. This tool is available to be co-branded for companies, individual agents and teams.

[www.LuxuryRealEstate.com/TheKeytoLRE](http://www.LuxuryRealEstate.com/TheKeytoLRE)



Luxury  
Real Estate  
Publications

## Luxury Real Estate Magazine

This award-winning publication connects with high net-worth individuals across the globe. The interactive design engages viewers with videos, rich content and exceptional design.

Email & Digital Distribution: 450,000

[www.LuxuryRealEstate.com/Magazine](http://www.LuxuryRealEstate.com/Magazine)

“Having our listings advertised in *Luxury Real Estate Magazine* is really beneficial to our clients because it puts their properties on a global stage, targeting the most affluent people across the globe.”

— Todd Renfrew, Broker/Owner, California Outdoor Properties, Inc.

## Who's Who in Luxury Real Estate Directory

Since 1986, we have published the Who's Who in Luxury Real Estate Directory, the most extensive source of information on luxury real estate brokers and communities around the world. When your company is included in this directory, other top real estate professionals worldwide can easily find you to make connections, which lead to referrals. This publication is proudly displayed as an indicator of excellence in real estate offices across the world.

## Advertising Partners

As a member of Who's Who in Luxury Real Estate, you have the unique opportunity to reap the benefits of our longstanding alliances with the finest international publications. We offer discounted rates and prime placement with *Unique Homes*, *duPont Registry*, *The Wall Street Journal* and more.

- *The Wall Street Journal* (National): 1,180,498
- *Unique Homes*: 50,000+ (6x/year)
- *duPont Registry*: 95,000+ (12x/year)





## Board of Regents

The Board of Regents is an exclusive network of the world's most elite luxury real estate professionals. It is the evolution of the Board of Governors, the leadership body that has determined the direction of Who's Who in Luxury Real Estate since 1986. The network within the network, Regents are armed with an additional array of powerful, exclusive marketing tools and solutions which allow them to showcase their properties to targeted, elite buyers worldwide. They also enjoy prime placement on the award-winning website [LuxuryRealEstate.com](http://LuxuryRealEstate.com), the leading portal for global luxury properties since its launch in 1995. Each member of the Board of Regents exclusively represents a defined territory and has been selected based on their leadership and longstanding success in the real estate industry.

Learn more at [www.Regents.com](http://www.Regents.com).

# Membership at a Glance

- Company and agent/office profiles on LuxuryRealEstate.com
- Unlimited luxury properties on LuxuryRealEstate.com
- Unlimited Luxury Vacation Rentals/Short Term Rentals on LuxuryRealEstate.com
- Use of all Who's Who in Luxury Real Estate marketing resources: logos, Luxury Lounge, Week in Review, LRE® Blog on LuxuryRealEstate.com and our PR and social media services
- Print advertising discounts available in *Luxury Real Estate Magazine*, *The Wall Street Journal*, *Unique Homes* and *duPont Registry*
- Digital Marketing opportunities reaching over 500,000+ luxury home buyers and seller real estate professionals and media contacts
- Global Luxury Search – the entire LuxuryRealEstate.com database viewable on your website with your contact information
- Invitation to our exclusive members-only events
- One page within the Who's Who in Luxury Real Estate Directory
- LRE® Member Site
- LRE® Property Sites for each property on LuxuryRealEstate.com
- LRE® Agent Sites for each agent with an active profile on LuxuryRealEstate.com

In order to qualify for membership, companies must consistently list and sell in the luxury space in their respective market.

To apply for membership, visit [Application.LuxuryRealEstate.com](https://Application.LuxuryRealEstate.com)



*“We have met an extraordinary number of people through LRE®. The members of this network share their ideas, support others through heartache and success. I know I can call any member when I need advice or support.”*

— Ann Chiasson, RE/MAX Sea to Sky Real Estate, Whistler, BC Canada



[LUXURYREALESTATE.COM](http://LUXURYREALESTATE.COM)<sup>TM</sup>  
— WHO'S WHO IN LUXURY REAL ESTATE —