

# LuxeListHome.com

## 2013 Media Kit



### The 2013 Luxe Lists:

Atlanta • Aspen-Vail • Austin • Baltimore • Boston •  
Charlotte • Chicago • Connecticut • Dallas • Denver •  
Fort Lauderdale • Houston • Las Vegas • Los Angeles • Miami  
• New Jersey • New York City • Orange County • Orlando •

Philadelphia • Phoenix • San Antonio San Diego • San  
Francisco • Sarasota • Seattle • South Carolina Tampa •  
Washington DC



# The World's Finest Residences

## The Luxe List!

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### **ABOUT LUXE LIST HOME**

Welcome to Luxe List Home® and LuxeListHome.com, the first and only independent, on-line, lifestyle resource dedicated exclusively to the “Luxury” For Sale and Rental Market.

Luxe List Home® was established to serve the millions of discriminating, luxury consumers in the US who have no efficient resource available to help them identify, evaluate and distinguish between ordinary and truly extraordinary single family homes, condos, townhomes and apartments nationwide; and to support the thousands of Luxury Apartment Communities & Realtor Professionals in the US who cannot, with existing on-line and print media sources, strategically market to these specific, affluent consumers.

Luxe List Home® identifies, evaluates, scores and profiles the finest single family homes, condominiums, townhomes and apartments in America's largest and most desirable metropolitan areas using a proprietary patent-pending scoring methodology derived from extensive consumer behavior research. We correlated the empirical results obtained during the research process with known consumer preferences to arrive at a unique property score for each luxury property we review.

Only the finest, unique, lifestyle single family homes, condos, townhomes and apartments in each metropolitan area we serve are rewarded as Luxury Leaders and eligible to become “Members” of Luxe List Home®. And, only Members are eligible to showcase their property on the prestigious Luxelistinghome.com website.

Luxe List Home® Membership is rapidly being acknowledged by consumers as a trusted mark of distinction, and an unbiased certification of quality in the luxury real estate sale and rental segments, much like the AAA Five Diamond Award is in the hospitality segment and the Michelin Star is for fine restaurants. More importantly, Membership with Luxe List Home® is becoming an increasingly popular and powerful marketing tool communities can use to distinguish themselves from their competitors.

Luxe List Home® not only provides Luxury single family homes, condos, townhomes and apartments with a distinctive, trusted accreditation as a Luxury leader, but we also drive qualified Luxury buyers and renters to our Member properties with our efficient, reliable, unbiased research and decision engine.

## **THE LUXE DECISION ENGINE**

Luxelistinghome.com is the first and only independent, unbiased resource to provide Luxury consumers with a reliable, empirically based “decision engine” that helps them sort by quality and make the right choice to ensure a long term positive residential experience. LuxeListHome.com is a dynamic web site that delivers empirically measured lifestyle criteria to Luxury buyers and renters and Luxury Properties. We deploy a unique targeted marketing strategy derived from two million dollars of consumer research and a precise SEO strategy that produces thousands of unique visitors. Each visitor spends 3X longer and views 2X more pages than many conventional multi-segment real estate websites. We generate 88% new customer visits each day and have achieved lower bounce rates than our national competitors.

## **THE LUXURY RENTER/LUXURY PURCHASER**

The Luxury Renter segment is also known as “Renters-by-Choice”. They can often afford to buy a home, but instead prefer to live in a full service apartment community. There are approximately 96 million renters nationwide and according to national survey data amassed by the National Multi Housing Council, 10% are Luxury Renters. Luxury Renters and Purchasers alike share common attributes when it comes to selecting their residence of choice. Casual luxury, whether expressed in traditional or sleek contemporary architecture and design is essential to this segment of consumers. “Wow” factor amenities, and special services in multifamily settings, are important to this customer segment. Fashionable décor and the latest in technology is almost a mandate. These consumers have discretionary spending patterns, attitudee, and preferences consistent with an upscale lifestyle. They wear the latest fashions, drive luxury automobiles, are health & beauty conscious, exercise regularly, travel for leisure, are environmentally aware, technologically savvy, and dine at trendy restaurants. They desire a fun and active lifestyle and want to be surrounded by people who share their interests.

## **THE LUXURY RESEARCH**

Our consumer research revealed that a consumer’s perception of a “luxury lifestyle” is inextricably connected to the aesthetics, amenities and services of their desired home. A luxury renter is more likely to remain twice as long at a community that fits their lifestyle, compared to a property that just provides basic housing needs. Therefore, Luxe List Home™ (much like the luxury renter), scores luxury communities based upon the quality of the residential lifestyle experience offered. Our extensive market research revealed luxury buyers and renters are both often frustrated by conventional on-line real estate resources that deny them the ability to efficiently and reliably sort properties by quality or lifestyle. Similarly, luxury communities and luxury realtor professionals are often disappointed by those same conventional rental resources because they fail to generate sufficient numbers of “qualified” targeted luxury customers. LuxeListHome.com resolves both dilemmas by providing a targeted information gateway for both parties.

## **LUXE LIST ONLINE CUSTOMER**

The Luxe List Home® online strategy has a proven advantage in attracting the luxury buyers and renters to advertisers over conventional internet listing/rental websites. The Luxe List Home® median online viewer composition includes the following:

## **LUXE MEMBERSHIP**

Membership and advertising with LuxeListHome.com allows you to connect directly to affluent Luxury buyers and renters. In order to maintain the integrity of our community lists, we profile only the best housing options for our luxury consumers. Therefore, Membership is by invitation or nomination only. Membership with Luxe List Home® provides a distinguished platform for premium properties to showcase their luxury product directly to our unique, affluent, customer segment. LuxeListHome.com is the premier, trusted resource dedicated to showcasing the World's Finest Residences.

### **Luxe Customer Composition**

Female	53%
Male	47%
Single	43%
Married	38%
College Graduate	72%
Median Age	34
Median Household Income	\$174,000
Median Net Worth	\$410,000
Own or Lease a Car	87%
Rated the Luxe Website:	
Informative	92%
Credible	96%
Useful	95%

### **Luxe Customer Lifestyle Preferences**

Within Last 30 Days:	
Dined out	99%
Drank wine, beer, or spirits	84%
Worked out at a private fitness Club	71%
Exercised Outdoors	64%
Used a private fitness trainer	27%
Went to the movies	95%
Went shopping	88%
Within Last 12 Months:	
Purchased home décor	73%
Purchased home furnishings	61%
Attended to a concert or show	75%
Went to a Spa	58%

## **LUXE ADVERTISING SPECIFICATIONS**

Top City/Metro Page Banner: 755 x 170 pixels (jpg or pdf)

Top Property Page Banner: 755 x 170 pixels (jpg or pdf)

Bottom Property Page Banner: 855 x 170 pixels (jpg or pdf)

(swf files can also be inserted on property pages for a more dynamic presentation)

## **ADVERTISING ON THE LUXE LIST**

Media buying strategy varies by organization. In order to fit each Realtor's or company's needs and to maximize advertising spend, Luxe List Home® offers a variety of ad options that range from our high traffic national home page to specific city targeted community pages. Contact us at **800.461.LUXE (5893)**, or email questions to **advertise@LuxeListHome.com**.