



## The 2011 Luxe List

Atlanta | Austin | Baltimore | Boston | Chicago | Dallas | Denver | Houston |  
Los Angeles | Miami | Orange County | Philadelphia | Phoenix | San Diego |  
San Francisco | Seattle | Washington DC ... and **33 more cities coming soon!**



## The Highest Rated Apartments In America's Best Cities!

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### **ABOUT LUXE LIST HOME**

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

Luxe List Home™ was established to serve the millions of discriminating, luxury rental consumers in the US who have no efficient resource available to help them identify, evaluate and distinguish between ordinary and truly extraordinary apartment communities nationwide; and to support the thousands of Luxury Apartment Communities 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 apartments in America's largest and most desirable metropolitan areas using a proprietary patent-pending scoring methodology derived from millions of dollars of consumer research. We then correlate the empirical results with known consumer preferences to arrive at a unique property score for each luxury property we review.

Only the finest, unique, lifestyle apartment communities in each metropolitan area are rewarded as Luxury Leaders and invited 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 rental segment, 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.

In addition to recognizing the highest rated apartments in America's best cities, LuxeListHome.com will also soon feature premium national brands and regional Lifestyle products and services available in the same geographic area. These product and service providers will be featured on the website as “Hot Products” and “Hot Services.”

Luxe List Home™ not only provides Luxury Properties with a distinctive, trusted accreditation as a Luxury leader, but we also drive qualified Luxury Rental Customers to our Member properties with our efficient, reliable, unbiased research and decision engine.

## **THE LUXE DECISION ENGINE**

Luxelstheme.com is the first and only independent, unbiased resource to provide Luxury Renters 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 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 conventional multi-segment rental websites. We generate 88% new customer visits each day and have achieved lower bounce rates than our national competitors. Luxe List Home™ will launch “LLH Mobile™” by the end of 2011.

## **THE LUXURY RENTER**

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. Casual luxury, “wow” factor services and amenities are important to this customer segment. Fashionable décor and the latest in technology is almost a mandate. These consumers have the money, attitude, 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**

Consumer research revealed that “lifestyle” is highly valued by the Luxury Renter and inextricably connected to the aesthetics, amenities and services of their preferred apartment home community. 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 communities based upon the residential lifestyle experience offered. Our extensive market research revealed Luxury Renters are often frustrated by conventional on-line rental resources that deny them the ability to efficiently, reliably sort properties by quality or lifestyle. Similarly, luxury communities are often disappointed by those same conventional rental resources because they fail to generate sufficient numbers of “qualified” luxury rental 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 Renter to advertisers over conventional rental websites. The Luxe List Home™ median online viewer composition includes the following:

### **Luxe Customer Composition**

Female	53%
Male	47%
Single	43%
Married	38%
College Graduate	72%
Median Age	34
Median Household Income	\$127,000
Median Net Worth	\$360,000
Own or Lease a Car	87%
<b>Rated the Luxe Website:</b>	
Informative	91%
Credible	96%
Useful	95%
Would refer to a friend	90%

### **Luxe Customer Lifestyle Preferences**

<b>Within Last 30 Days:</b>	
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%
<b>Within Last 12 Months:</b>	
Purchased home décor	73%
Purchased home furnishings	61%
Attended to a concert or show	75%
Went to a Spa	58%
Attended a fund-raising event	37%

## **LUXE MEMBERSHIP**

Membership and advertising with LuxeListHome.com allows you to connect directly to the affluent Luxury Renter customer segment. In order to maintain the integrity of our community lists, we profile only the best housing options for our luxury consumer. 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, making LuxeListHome.com the premier, trusted resource dedicated to showcasing the “highest rated apartments in America’s best cities”.

Advertising on LuxeListHome.com provides access to over 9 million high discretionary spending Luxury Renters. LuxeListHome.com is a dynamic web site that provides opportunities to promote national brands, as well as unique products and services available in specific metropolitan areas and within local neighborhoods.

## **ADVERTISING ON THE LUXE LIST**

Media buying strategy varies by organization. In order to fit each 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](mailto:advertise@LuxeListHome.com).**