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LUXURY PORTFOLIO

Listing Experience with CIR REALTY



ABOUT LUXURY PORTFOLIO

Luxury Portfolio International®—the luxury face of Leading Real Estate Companies of the World®—is the brand recognized throughout the world as the luxury standard of excellence.

Luxury Portfolio's award-winning website www.luxuryportfolio.com, was launched in 2005 and in its first year featured more \$1 million-plus residences than other luxury real estate organizations. The comprehensive program continues to grow and now markets over 35,000 of the world's most remarkable homes annually, and attracts over three million high-net-worth visitors a year by presenting a gallery of the finest luxury properties and brokerages worldwide.

Luxury Portfolio's global reach is evident in its extensive collection of homes, with properties in over 47 states in the U.S. and almost 50 countries, website visitors from over 200 countries/territories every month, site translation in nine languages, conversion to multiple currencies and a total inventory of available properties totalling over \$44 billion with an average price over \$2.6 million dollars. The 200 firms affiliated with Luxury Portfolio are all members of LeadingRE and are the most well-respected and well-known experts in luxury real estate in markets worldwide.

LUXURY PORTFOLIO & CIR REALTY

As the only member of Luxury Portfolio in Alberta, CIR REALTY is the only brokerage that is allowed to market listings through this network and on the Luxury Portfolio website. This gives all CIR REALTORS® a unique and highly competitive advantage when listing luxury properties.

All CIR REALTY residential listings over \$975,000 qualify as a Luxury Portfolio listing.



WE'RE LOCAL
WE'RE GLOBAL™

the LUXURY PORTFOLIO Listing Experience with CIR REALTY

THE CIR REALTY LUXURY MARKETING PACKAGE

We know that selling high end properties has its share of challenges, and our goal is to help mitigate as much risk as possible when it comes to taking on a listing and the cost of getting it sold.

There is a \$50 listing fee for all Luxury Portfolio qualifying properties. Upon the *sale* of your luxury listing, you will be charged a \$50 marketing fee.

If your listing does not sell or is terminated for any reason, you will not be charged the marketing fee.

There are no exceptions or exclusions. All brokerage listings that qualify for Luxury Portfolio are subject to this for the benefit of the client, the Realtor and the brand.

The first 10 images from the existing listing are provided to the tour creation team. Seven or eight images are selected from the 10 submitted before being sent to scripting. A script is written based upon the images and description on the listing. If no description is available, it may not be possible to create a script, therefore no tour will be created.

Please note that the LuxeTour™ product is produced using the photos and description available at the time it is ordered. Before ordering, please preview your listing on Luxury Portfolio to ensure the photos and copy are up to date, as the tour will consist of a selection of the existing information and is not available to be edited after it is produced.

LUXURY PORTFOLIO SIGNAGE

CIR REALTY created an exclusive, high-end for sale sign specifically for Luxury Portfolio properties. These signs are automatically chosen for your property when you order your listing signage.

COMPLIMENTARY 11x17 FEATURE SHEET PDF FOR YOUR LISTING

As part of this exclusive marketing package, your listing will receive a complimentary 11x17 feature sheet design. You will not have to pay the set up fee. Printing will be at your cost using our in house system or at a printer of your choice. You will be required to contact us regarding this once your listing is uploaded and you have your professional photography done.

It is your responsibility to follow up with the CIR Marketing Team to ensure the items in your package are fulfilled.

The CIR REALTY Luxury Marketing Package, which all CIR residential listings listed at \$975,000 or higher, includes:

COMPLIMENTARY LUXURY PORTFOLIO ACCOUNT

CIR REALTY pays for you to have an annual Luxury Portfolio account that comes with numerous free marketing tools and additional advertising opportunities for yourself and your clients. Your login is your email address and your password is your first name. You can login at www.luxuryportfolio.com and will be able to manage how your property appears on the Luxury Portfolio website directly from that account.

LUXEINTRODUCTION LETTER

Once you load your luxury listing, our marketing team sends a letter, customised to you, using the Luxury Portfolio stationary set, to your listing client introducing them to the network and congratulating them on listing with you and the brokerage.

LUXETOUR VIDEO

A LuxeTour™ is a 60 second-long guided tour video. We use your listing photography and description and voice a tour for you—complete with music and moving images! The completed LuxeTour™ will be placed on your property detail page on LuxuryPortfolio.com (as an additional tab) and we will distribute it to the Luxury Portfolio channel on YouTube. Tours take approximately 2-3 business days to produce.

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Should you have any questions at the time of listing or afterwards, contact
KIRSTEN SMITH
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