

Robert L. Mani

LUXEGLOBAL, INC.

A TIME OF EMERGENCE IN THE LUXURY GLOBAL MARKETPLACE

article by: I.A. Nelson

In matters of business and economics, it's hard to wrap one's head around the idea of a global economy. The concept is quite vast and requires boundaries which are sometimes literal - meaning geographic. No matter what the individual outlook is for any given country, there is one consistent truth: people around the globe are driven by a need to expand, communicate and do business with the rest of the world. In this, the most advanced technological age, there has never been a greater time of opportunity to do so. LuxeGlobal, Inc., a San Diego-based real estate firm with global reach, has been doing just that with great success. When it comes to property acquisition for land, air or sea, you could say that LuxeGlobal is effectively taking the world by storm.

Given the economic realities of today, times are tough. Yet for LuxeGlobal, Land ~ Air ~ Sea, opportunities abound. Robert L. Mani (pronounced mah-nee), Founder and CEO of LuxeGlobal, Inc. looks at the world and its high net worth investors from a different and exciting perspective. This global approach is what makes LuxeGlobal unique in its field. Comprised of a select group of individuals that work as a team, Robert and his experienced professionals bring decades of business savvy and acumen to represent you on the buy and sell side of luxury property transactions.

Buying or selling a luxury home, jet or yacht, it would seem that contacting LuxeGlobal is in your best interest.

The good news is that you can form a relationship with Robert and his expert team and depend on them to represent and negotiate complicated and confidential transactions on your behalf. The following are some in-depth questions we asked Robert L. Mani, and his thoughtful and insightful answers:



LAND



AIR



SEA

L.A.N: How have you managed to maintain both a local and worldwide presence in the real estate marketplace?

ROBERT: We are fortunate to continue to grow our business locally through referrals from satisfied clients, and at the same time, our state-of-the art internet presence attracts global luxury property buyers and sellers. We use all the advancements that technology has to offer. Our headquarters in Rancho Santa Fe is a prime example of this, where meetings with local clients can become international teleconferences with any one of our affiliates across the globe. This ensures real-time updates, pricing and availability, timetables and most importantly, a level of client customer service that is unparalleled.

L.A.N: How have you advanced over the past year toward your goal to expand from real estate into these other areas of service?

ROBERT: We are now one of the few brokerages to offer properties under the categories of land, air and sea. We are finding success by doing business beyond the boundaries and perimeters of San Diego County. This year we have represented buyers and sellers in Los Angeles, Napa Valley, New York City and Canada. As a premiere luxury property provider in the areas of homes, aircraft, and yachts, we are making it our business to forge relationships that go beyond a single transaction.

Our high net-worth clientele have multiple homes and often aircraft and yachts. We are now receiving opportunities to market these assets for them with our ever-growing database of global buyers and sellers.

L.A.N: Talk about your aviation and yachting divisions and what services you have available to buyers or sellers.

ROBERT: We are very fortunate to have Jon Lash as our Director of the LuxeGlobal Aviation Group. His vast knowledge of aircraft and a background as a realtor are a rare combination. He has proven himself in a niche market and has a global following to prove it. We are constantly impressed with his capabilities to represent very sophisticated global buyers and sellers in complicated transactions on land and in the air. Our "Sea" component encompassing yacht sales and rentals is rapidly developing. We couldn't be more excited about our alignment with the premier firm of Northrop and Johnson and the upcoming 2011 San Diego Yachting convention where we will be cross-marketing our real estate, aviation and "sea" product. We believe the timing represents another break through opportunity in the marketplace to reach our clients with the most exciting offerings to meet their needs.

L.A.N: Can you cite an example of global activity and/or sales that buffers your international presence?

ROBERT: We are currently in escrow on a \$9 million Napa Valley property that came to us based on our website. We had no presence in Napa, however, the seller gave us a vote of confidence. They weren't getting their home sold, so we took the listing and procured a buyer. It's an interesting scenario; me working in Santa Barbara coordinating the transaction with our agent in Australia, and the seller in Napa. It gives new meaning to the saying, "it takes a village"; only today that small "village" has become the world.

L.A.N: Speaking of community, talk about the future LuxeGlobal Foundation and your goals for this philanthropic venture.

ROBERT: We would like our global reach to benefit others and decided to form The LuxeGlobal Foundation. Recently incorporated, we hope to make the foundation a giving reality in 2011. Having focused locally and within the USA with our giving, it is time for us to expand our horizons with a mission to help charitable human and animal agencies throughout the world.

L.A.N: Where can people turn to get more information on LuxeGlobal and its unique services?

ROBERT: Our website at www.luxeglobal.com is our greatest source of information. Our world headquarters is located here in Rancho Santa Fe. In addition, we have branch offices in Los Angeles and Las Vegas and satellite affiliates in New York, Australia and Europe. As long as we continue to find global success, we will continue to expand and create our own "global village".

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Jon Lash

LUXEGLOBAL AVIATION

READY FOR TAKE-OFF

article by: I.A. Nelson photo by: Brent Haywood

When you consider 2011 and its future business outlook, what do you see? Chances are you're looking through a lens that is focused and up-to-date with the latest marketplace predictions. The experts at LuxeGlobal would agree, having peered through a similar lens, yet theirs would have to include a pair of aviator's blue blockers, preferably the neo HD model. Why, you ask? Like no other luxury property brokerage before them, LuxeGlobal's mission is to provide all the finer things in life to their clients by land, air and sea. This multi-dimensional effort commands a larger vision; one as expansive as the sea and with the depth of perception of a pilot. Founder and C.E.O., Robert L. Mani, has built the company around this premise of providing "the best life has to offer" in all areas of life. And, although he may stay grounded in matters of real estate properties, his air division has taken flight, literally, and the possibilities seem as truly expansive as the wild blue yonder.

Over the past year, LuxeGlobal has grown in a bearish market and con-

tinues to accommodate the needs of their particular echelon of clientele. Aviation and Yachts are natural adjuncts to the luxury real estate market and both are integral ingredients to the LuxeGlobal "Land ~ Air ~ Sea" vision. Robert has invested much time and effort into aligning LuxeGlobal with the best and most credentialed experts in each of these niche fields.

LuxeGlobal's aviation man is Jon Lash, a native Southern Californian who brings over ten years of real estate expertise along with a passion for aviation that began in his early childhood. Jon began flying at the age of 13 and later went on to enjoy a 12-year career with United Airlines. Today, as part of the LuxeGlobal team, Jon specializes in the acquisition and sale of jets and helicopters. Through his love and vast knowledge of aviation, Jon has built a solid reputation and worldwide network of contacts that turn to him to find the most suitable aircraft to meet their travel needs. The writer sat down with Jon to discover what it takes to be an Aviation Specialist and what that means in today's world of Global Real Estate.

L.A.N: When you look back at your two very-different careers, did you ever anticipate them merging into one?

JON: Not really. I had been successful in real estate for eight years but missed aviation. I was looking for a way back in and saw aircraft sales as an option. Since I already had the knowledge of the aircraft; I just had to learn how to sell them. I formed an aircraft sales company and started making calls. So part of my day was doing real estate and the rest was learning aircraft sales. Just like in real estate, you have to have good people around you. I learned very quickly who I wanted to be working with. As I built my network, I was well received because I could speak the language and knew my facts. Most thought I had been in the business for quite some time. I now have very strong contacts worldwide and can find basically any aircraft in a short period of time. Having heard about LuxeGlobal, I contacted Robert to see if he had anyone who was selling both real estate and aircraft. We met, and I was immediately impressed by his enthusiasm and interest in building a global brand. We both see LuxeGlobal becoming just that.

L.A.N: What is it that makes your background and expertise an essential part of what you do for LuxeGlobal and what you can offer to potential Buyers?

JON: In the aviation industry, most brokers only work one area, like business aircraft or airliners or helicopters. I'm comfortable working all areas of the industry and have the sources to locate any aircraft from small pistons to a 777. I'm currently working with a few foreign airlines to build their fleet, and I'm also assisting a first time owner looking to buy a small personal jet.

L.A.N: What is the most essential part of your job as it pertains to the future global marketplace?

JON: That would be my reputation in the industry. The jet world is very small, and it is crucial to represent aircraft properly. It's a very trust-based world, and if you can't deliver on what you say, you will lose all respect. Most brokers know that I tell it like it is and don't misrepresent information.

L.A.N: When it comes to your own vision, what are your goals and why are you the perfect fit for LuxeGlobal?

JON: Both Robert and I put customer service at the top of the list. People want to work with someone who looks out for their best interests. In the

luxury world, we see that those clients would rather build one relationship than many. If we do a good job selling their property, then why not sell their aircraft? We can do both. I have a Gulf Stream expert on the east coast and a Citation Mustang expert that I work with constantly. They are just two examples of the worldwide resources I tap into and work together with to satisfy our client's needs.

L.A.N: What can you tell me about a Gulfstream aircraft?

JON: Gulfstream is a high-end aircraft that has always been referred to as the top of the line jet. It is fast, has good range and a large cabin which makes long distance travel very comfortable. The new G550 runs about \$45mil.

L.A.N: What's the best advice you can give someone considering the purchase of an aircraft?

JON: I tell my buyers to buy an aircraft that will meet most of their travel needs. There is no perfect aircraft just like there is no perfect home. Many buyers are sold on looks or name instead of buying an aircraft that will suit their needs. I use a concierge approach because it allows me to give expert advice that is specialized but also objective. Unlike other brokerages, I'm not interested in selling them what I want to sell based on my contact's inventory or resources. My priority and that of LuxeGlobal's is putting the client's needs first.

Jon emphasized that, despite the current economy, there's no better time to buy an aircraft. This is due to a 40% drop in the market prices of most aircraft. Realistically, today's buyer can get into an aircraft that could have been untouchable just two years ago. Like the housing market itself, there is always a winning combination for the right buyer or seller. For more information, or to speak to Jon directly, he can be reached at:

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Watch FINE Magazine's interview with Jon Lash right now on your phone by downloading the app listed here. Then scan the colored square QR code.

