

FINE

MAGAZINE

HOMES AND LIVING

THE BEST LIFE HAS TO OFFER



LUXEGLOBAL

LAND • AIR • SEA

FEATURE: LUXEGLOBAL

A NEW OPTION WITHIN
A SHIFTING PARADIGM

WORKOUT TO NIGHT OUT

2010 HOT FASHION TRENDS

COVER PRESENTED BY

LUXEGLOBAL

Land • Air • Sea

858.759.9070

www.LuxeGlobal.com
more on pages 18 - 22



A NEW OPTION WITHIN A SHIFTING PARADIGM

When does the exception to the rule become the law of the land?

Here in San Diego County, we've watched the real estate balloon deflate, financing diminish, and until recently, only haphazard efforts to pick up the pieces of a tumultuous marketplace. Most companies are so overwhelmed with the past and its ramifications that they cannot see nor make plans for the future.

It's time to step out of the box and look with clear vision toward the future; and that future is LuxeGlobal.

There's never been a more crucial time to boldly step forward and break new ground with options that address the current shifting paradigm. Similar to existing trends in technology and international business, this must be accomplished on a global level. According to DTZ Research, "The amount of capital moving around the globe to buy property more than tripled from 2003 to 2007, from \$208 billion to \$725 billion. In the U.S., international sales accounted for \$2.6 billion in commissions for realtors in 2008."

In keeping with the international marketplace, LuxeGlobal represents a true boutique real estate firm unmatched in San Diego whose V.I.P. approach meets the needs of these high net worth clients, comprising their land, air and sea interests.

LuxeGlobal's business model presents a relationship that not only meets, but exceeds the expectations of even the most discerning clientele. The bar has been raised to re-define the real estate buying and selling experience with unheard of V.I.P. options and exclusive membership benefits that were previously only dreamt of. These are benefits that the average brokerage or independent agent could never deliver.

LuxeGlobal offers their clients "The Best Life Has to Offer" and LuxeGlobal Club (LG Club) membership.

Are you looking to buy or sell a luxury home? Are you looking to relocate and desire help with each aspect of your move? Are you looking to purchase or sell other luxury property, such as a jet or yacht? Membership in the LG Club affords you

luxury ambassadors around the world to assist you, agents who are multi-lingual and highly educated and experienced in fields such as design, law and psychology. Ask your LG Concierge and you will be given access to their resources. "Ask and it is given is our policy to our clients", says Robert L. Mani, President and Broker of LuxeGlobal Land ~ Air ~ Sea.

"Would you like access "to the trade only" design centers with a per diem personal shopper and cost plus purchasing, your wine cellar personally selected and stocked to your needs at a cost plus basis by our sommeliers, brand name or custom jewelry selected and purchased by our gemologist at cost plus, a round of golf at a club you may be considering joining or just want to try? We, like you, appreciate the finer things in life and can assist you in acquiring them. Our goal is not to sell you a home, a jet or yacht; it's to forge a lifelong relationship based on these shared tenets of fine living."

Robert L. Mani, is the picture of a true Global/Renaissance Man. A resident of Rancho Santa Fe, he is a California Licensed Real Estate Broker, National and California Association of Realtors® member, an affiliate member of the Certified Commercial Investment Member (CCIM) Institute of San Diego, President and Founder of LuxeGlobal, Inc. With more than 20 years of progressive experience in commercial and investment banking, Robert brings a wealth of financial knowledge to each of his real estate transactions. His unique blend of business, financial and real estate expertise has provided him with the skills needed to identify and carefully evaluate potential investment and income properties for LuxeGlobal's client base. He has gained the respect of industry professionals and clients alike for the caliber of his professional and personal interactions. Robert's goal is to help clients achieve the lifestyle they seek and enjoy a first-class real property experience. An accomplished guitarist and songwriter, an animal lover and advocate, with an interest in good food, Robert has great personal charm and you will enjoy getting to know him better.



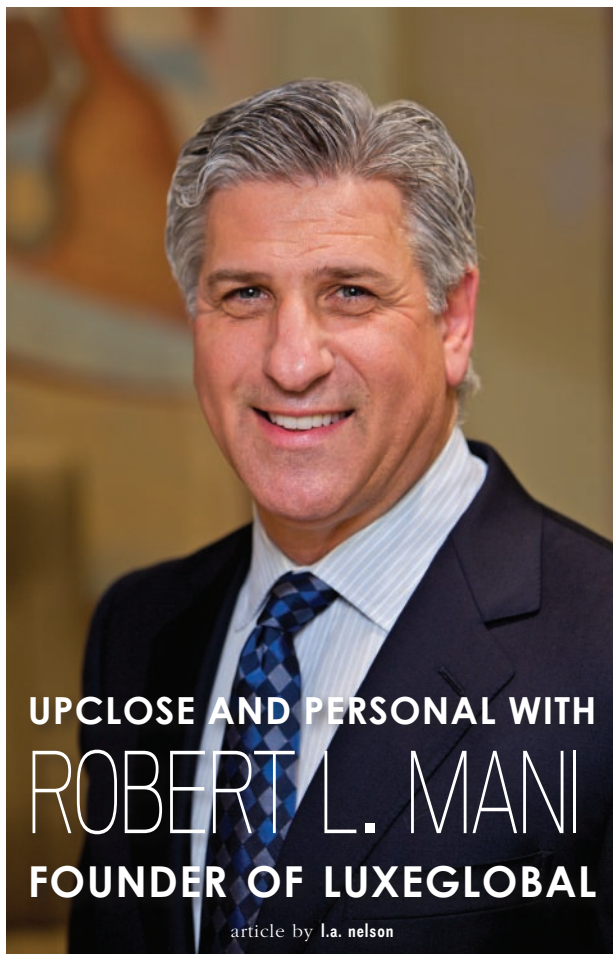
The LuxeGlobal office in RSF epitomizes luxury.



Technology plays an important role in the presentation of LuxeGlobal.



Founder and Broker of LuxeGlobal, Robert L. Mani at his office in RSF.



As I began my interview with Robert, I wondered what I would learn that was different about LuxeGlobal, and why they chose to open offices in Rancho Santa Fe during what is arguably one of the most difficult times in the San Diego real estate market. After speaking with him and learning about LuxeGlobal's purpose and global vision, I feel confident saying that they are at the forefront of a new wave of thinking and doing business that goes beyond the simple real estate transaction. They seem truly ahead of the curve.

~~~~~

**FINE:** How did you come up with the concept for LuxeGlobal?

**RM:** My wife and partner, Susan Dunn, a Stanford graduate, and talented designer and business woman, envisioned LuxeGlobal and its ability to embrace property needs on land, in the air and

on the sea, which I guess encompasses it all. We find repeatedly that our clients, family and friends choose to work with us over our competitors because of the diversity of services and expertise that we are able to provide. They are confident in our ability to expose and cross-market their properties to a more qualified and motivated group of buyers and investors.

**FINE:** You mentioned the LuxeGlobal business model included employing Target Marketing. Can you explain?

**RM:** Our growing team of sixteen agents designs and executes professional, well-planned marketing strategies that are customized for all properties to ensure maximum domestic and global exposure and quality showings. This includes utilizing strong technology platforms and Target Marketing, which is a strategy that our team employs to identify who the best potential buyers are for your property. Then we gear our marketing efforts in targeting those people. Instead of just operating on a local level we reach globally to find potential buyers. We are also very proficient and proud to assist our clients in marketing their out-of-state and international properties.

**FINE:** Let's talk about the new LuxeGlobal World Headquarters at Fairbanks Village Plaza in Rancho Santa Fe.

**RM:** We are delighted with our new location and even more importantly with our wonderful landlords, Joseph and Terri Davis, and our new neighbors, US Bank and The Floral Palette. Designer Susan Dunn along with architect Deborah Shewaga of Carlsbad-based Ideal Design Systems Inc., transformed the office space into a magnificent venue for LuxeGlobal's Land-Air-Sea model. As you can see in some of the photos, we have also featured the "LuxeGlobal-inspired" art of the very talented San Diego artist, True Lorenzo, throughout our headquarters.

**FINE:** What's next and your vision for the future?

**RM:** To accommodate our strong base in Southern

California, we are planning to place satellite offices in Laguna Beach, Irvine, Palm Desert/Palm Springs, Beverly Hills (in addition to our West Los Angeles Branch), Santa Barbara, San Francisco and Napa. At the same time, LG Ambassadors are joining the team worldwide since our clients holdings are Global and we want to be available in real time.

**FINE:** What are the benefits that client's receive as a LG Club member?

**RM:** The benefits are private concierge services that exceed their expectations. Our talented team can pull most rabbits out of a hat. If it is a new rabbit, we look forward to the challenge! Our confidence and desire to perform make LuxeGlobal and our team really special.

**FINE:** What global services do you offer that set you apart?

**RM:** We invite you to set up a LG Private Preview at our new offices and learn more about what we have to offer. We have decided to grant one wish to show you what our concierge model is capable of. Join our LG Club and you will be amazed. Thank you for letting us share our philosophies and unique services with you.

~~~~~

Robert L. Mani and the entire LuxeGlobal team are a unique and exciting breath of fresh air on the San Diego real estate scene. They are clearly seeing a shift in inquiries to their firm from potential clients who have been using traditional brokers. If you are planning to buy or sell your real estate, jets or yachts, or if your home or property has been taken off the market for whatever reason, I highly recommend calling LuxeGlobal. Their diverse background and knowledge, combined with their commitment to exceed each client's expectations, should be enough to pique your interest in this formidable new player.

LuxeGlobal, Inc.
(p) 858.759.9070 www.LuxeGlobal.com
info@LuxeGlobal.com

THE BEST LIFE HAS TO OFFER



RANCHO SANTA FE
OFFERED AT \$5,995,000



SOLANA BEACH
OFFERED AT \$4,995,000



RANCHO SANTA FE
OFFERED AT \$3,995,000



COVENANT

Rancho Santa Fe, CA

Westside custom designed equestrian residence w/professionally landscaped grounds achieving the ultimate living experience. Situated on a 3.94 acre site, this single level Kachay built 5 BR./6 Bath main residence, complete secondary living quarters, private horse keeping facilities, and meandering gardens w/private family orchard offering an extraordinary combination of elegance and sophistication.

ORIGINALLY PRICED AT \$7,250,000
VRM \$4,950,000 - \$5,400,000

Victoria Shea
619.743.5644
DRE lic #01177863



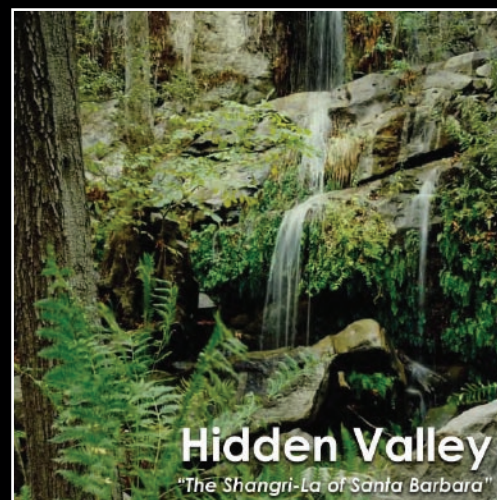
THE BRIDGES

Rancho Santa Fe, CA

Absolutely gorgeous Plan 1 Cortile residence (Shows like an upgraded model) w/den, attached casita, great room, gourmet kitchen, oversized master, beautiful entry courtyard and many special upgrades. Dramatic canyon and mountain views! Extensive stone work and exquisite detail throughout.

OFFERED AT \$2,475,000

Ed Munsch
619.920.1098
DRE lic #01790963



Hidden Valley

"The Shangri-La of Santa Barbara"

HIDDEN VALLEY

Santa Barbara, CA

Spectacular Private Gated Mountain Retreat elevated above the City of Santa Barbara w/ Pacific Ocean Views. 63 Magnificent Acres, 6,000+ sf Main Lodge built in 1927 facing the Channel Islands, 1,600 sf 2 BR./ 2 Bath Guest House, Environmental and Botanical Jewel w/ waterfalls, mineral springs, trout pools, and more than 1,500 botanical species. Referred to as "Little Big Sur" and "Mini Yosemite". Miles of fabulous masonry stone walls and trails for hiking and mountain biking.

PRICE AVAILABLE UPON REQUEST!

Robert L. Mani
858.245.5615
DRE lic #01383335



16236 San Dieguito Road, Suite 1-16 • P.O. Box 7302, Rancho Santa Fe, CA 92067

www.LuxeGlobal.com (P) 858.759.9070 (F) 866.765.7742