

LuxeGlobal International Realty

Creative Marketing.
World-Class Properties.



Philosophy



Passion. Commitment. A refusal to settle for anything less than the best. Such are the hallmarks of excellence and of those who choose to follow a higher path. These are the principles that have formed and continue to guide each member of LuxeGlobal International Realty. They are the precepts that shape every one of our client interactions.

LuxeGlobal is committed to being a non-conventional and superior full-service boutique real estate brokerage company. We consider ourselves a pioneering firm whose cutting-edge ideas, concepts, marketing and technologies enable us to achieve our client's goals in an extremely competitive real estate market. LuxeGlobal's boutique-style service translates into extraordinary, unparalleled personal attention to every client. Each transaction is a product of a collaborative effort by all of our qualified and talented agents.

We believe that real estate transactions are far more than just a business. They are the culmination of solid, personal partnerships. Partnerships that are built on trust, open communications, the mutual sharing of knowledge, and an unwavering attention to detail and above all, respect for the values and ethics of every individual.

From your first inquiry to our brokerage to entrust us with selling your property, or to the moment you clasp the keys of your new home, LuxeGlobal seeks to deliver the optimum client experience. Whether ensuring that every call and email receives prompt, thorough attention, or deciphering complex contracts, we guarantee that you will receive world-class service from everyone on our staff.

"The secret of success is constancy to purpose."

- Benjamin Disraeli



"Mighty things from small beginnings grow."

- John Dryden



Value Proposition

Creativity. Commitment. Care.
More than just a slogan. They're the words we live by.

At LuxeGlobal, size does matter. We know that when you work with a big, "household name" brokerage, you can quickly feel like no one knows (or cares) who you are. Our non-conventional boutique style and size are strictly by design, to ensure that all of our clients receive the same attentive care.

This business model carries with it a significant responsibility: we realize that you have countless choices in your real estate transactions. We can never assume that past successes automatically yield future alliances and we must continue to earn your respect and confidence every single day.

LuxeGlobal values client care above all else.

Strong words? Absolutely. For us, there's no other way to do business.



End-to-End Client Services

Forget the cookie-cutter approach.

Boutique = Unique.

With a genuine interest in making every transaction as enjoyable as possible, LuxeGlobal possesses one of the most knowledgeable and supportive teams in the real estate industry and will guide you through the buying and selling process with a variety of innovative tools and strategies.

LuxeGlobal offers clients a wealth of services, including :

- Market research and evaluation of your property based on an in-depth analysis of comparable sales in your area to obtain the "best price" that your property will command
- An aggressive global approach in procuring the highest number of qualified and vetted Buyers capable of purchasing in your price range
- Target marketing to the world's most affluent and discerning consumers
- Multiple Listing Service (MLS) submission when appropriate
- Utilization of web based marketing vehicles including: search engines, online advertising, real estate portals, social networks, blogs and online mainstream media channels for global property exposure
- Expert negotiation skills with buyers, sellers, and lenders
- Editorial coverage of your property
- Thorough follow-up progress reports; notifications of any shifts in the real estate market and lending rates
- Implementing strategies available to us through our strategic alignment with various media and technology experts
- Access to a global network of real estate brokers for maximum property exposure
- Access to an extensive referral network of attorneys, mortgage consultants, contractors, designers and relocation specialists
- Consulting on potential real estate investments, residential as well as commercial



*"If we are true to
plan, our statures
touch the skies."*
-Dickinson

Marketing Strategies

Sales and marketing are intricately bound; sales rarely take place without a concerted marketing effort. LuxeGlobal employs a full range of traditional marketing vehicles, and leverages the power of the Internet for even greater reach. Much like a creative ad agency, LuxeGlobal will carefully analyze your needs, then formulate the ideal marketing mix to ensure the highest exposure for your property.

A Picture's Worth ... Taking the Time to Do It Right

Potential buyers can read reams of descriptive detail about your property. But human beings are visual creatures— until they see a photograph of your home, it's hard to convince them that they must come for a visit.

LuxeGlobal understands the importance of creating and capturing the best possible image for you. And whether your home will be marketed in print or on the Web, we will work with you to ensure your property looks picture-perfect. Our team will help “stage” your home, and then oversee the photographic process. We'll seek out those angles and features that make your home unique, and attractive to a potential buyer. And we'll make sure the photographer takes the time needed to capture those special qualities in every image.

Once we have a range of photos from which to choose, we'll select those that best tell the “visual story” of your home. In that way, LuxeGlobal will present your home in the most compelling way possible to buyers and agents.

Still in the News: Ads That Work

The Internet Age is definitely here to stay, although there are those who still depend on print publications for their new home search. LuxeGlobal will provide you with a comprehensive list of consumer-based publications where we can feature your home.





Web Warriors: Electronic Marketing

The property buyer of today is typically a sophisticated, tech-savvy consumer. For him or her, the World Wide Web is as familiar as their neighborhood shopping mall. Many actually prefer to make most of their purchases from the comfort of their own homes.

Statistics indicate that over 90 percent of those in the market for a new home now log on to begin their search, and LuxeGlobal is uniquely qualified to capitalize on the power of the Internet.

On our website, www.LuxeGlobal.com, which generates a substantial amount of unique monthly visitors, you'll be able to find detailed and up-to-the-minute listings of all our featured properties as well as "news you can use" It's all part of our personalized service for you.

Virtually Effortless: Online Tours

LuxeGlobal provides potential buyers and agents with an online "tour" of your property. With just a few clicks, a buyer can experience every one of your home's most appealing features. Next to an in-person visit, this marketing tool is among the most powerful in LuxeGlobal's arsenal.

Comprehensive Coverage: The Multiple Listing Service

Real estate sales represent the confluence of many factors the most important of which are opportunity and exposure. That's why we depend on the power of the Multiple Listing Service (MLS), a centralized database of all properties available for sale within a particular area. The MLS is used by agents throughout the industry: its detailed descriptions of homes enable agents to key in the exact requirements of their buyers, then quickly identify those that most closely meet those parameters.

Therefore, unless your property is being privately marketed by us, LuxeGlobal will distribute your property descriptors to all appropriate Multiple Listing Services, ensuring optimum regional and national marketing reach.





LuxeGlobal ensures that we're always in touch with you through a breadth of leading-edge technologies, mobile and virtual office systems, state-of-the-art hardware and software, voice-mail, email, text messaging and more. Your LuxeGlobal agent is never out of reach.

Signs of the Times

Many buyers find their ideal property simply by a chance drive through a different neighborhood, by visiting family and friends, or by conducting their normal business in a new area. Depending on your community and the availability for signage, LuxeGlobal will make it possible for your home to proudly display tasteful, visually appealing signage to alert potential buyers to take a look.

Stunning Sales Collateral

LuxeGlobal has access to very cost-effective digital technologies, and can quickly create the attention-getting graphics, photography, and text needed to produce beautifully crafted brochures, postcards and newsletters. We will work closely with you to identify the best print marketing strategy, then deliver the pieces that make the sale.

Face Forward

When all has been said (and done) on the Web, via MLS, and through beautifully crafted signage and marketing materials, your home is still the star. Ensuring that prospective buyers and their agents have a positive visceral experience in your home is “job one” for LuxeGlobal. At the same time, we recognize that making your home available for tours can be enormously disruptive to you and your family. Thus, we will carefully devise a schedule of events at only agreed-upon, convenient hours to include private appointments, open houses, and special, agent-only tours. We will be on site at all times to represent you and your property in a way that will make you proud.



With Appreciation

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We thank you for taking the time to learn a bit more about us and we look forward to welcoming you into our family.

Every real estate agent will tell you they'll take care of you. At LuxeGlobal, that pledge is an unbreakable contract.

You have our personal commitment that when you work with us, you will receive unparalleled service, world-class marketing, and precisely the results you seek. Because our success is wholly dependent upon your satisfaction, we believe that standards are meant to be exceeded. We gauge the quality of our business by the quality and duration of our personal and professional relationships.

If there is ever any way in which LuxeGlobal International Realty can help you with your real estate needs, please do not hesitate to give us a call. We would be honored to be of assistance.

Sincerely,

LuxeGlobal International Realty





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