

Frank Howard Allen is a member of *The Luxury Portfolio Fine Property Collection*. This powerful group, which is the luxury face of *Leading Real Estate Companies of the World*, is the largest network of independently owned real estate companies in the world.

Luxury Portfolio boasts 200 members with 15 international brokerages and more top listings in the 50 states than any other franchise organization or luxury network. Luxury Portfolio membership offers a unique advantage to our high-end listings. The many benefits include:

Internet Representation

Luxury Portfolio syndicates your listing to the top real estate broker websites around the world, so buyers everywhere can find your property, right from their local real estate broker website. In addition, your Luxury Portfolio property will be featured on three leading sites for luxury home searches:

luxuryportfolio.com

- Displays more \$1M+ listings than Christie's Great Estates, Sotheby's and Coldwell Banker Previews with the average property priced at \$2.25 million
- Every home displayed with multiple photos and complete property details
- First luxury real estate website translated into nine languages and offering prices in 22 currencies
- Traffic to the site regularly comes from 200 countries monthly
- Scores in the top 10 on many search engines; ratings on both Google and Yahoo continue to climb
- Provides detailed property reporting on traffic, countries, languages and currencies in which your property is being viewed
- Frank Howard Allen is listed in the Fine Broker Collection with contact information and links to our listings

realestatejournal.com

- The real estate section of the *Wall Street Journal* online, with millions of unique visitors each month

frontdoor.com

- An online real estate listing service powered by HGTV, the number one source for home-related media content

Targeted Brand Advertising

- Luxury Portfolio presence in high-end magazines to target affluent consumers throughout the world
- Ads are designed to drive traffic to the Luxury Portfolio website, and ultimately, your property

Sophisticated Property Marketing and Advertising

- Luxury Portfolio places attractive property feature ads in three well-respected publications that each target a high net-worth demographic: the *Wall Street Journal*, *duPont Registry* and *Unique Homes*
- Elegant designs for magazines, postcards and property brochures
- Luxury Portfolio sign riders are available to enhance your yard sign