

FAQs & Talking Points for Agents

Add these sound bites to media interviews and to your daily dialogue with clients to differentiate yourself from the competition, show the value of your company's membership in Forbes Global Properties, and win more business.

1. How does your exposure in Forbes and Forbes Global Properties help to attract potential new buyers?

- Real estate is local but is increasingly global and benefits from marketing internationally.
- A potential homebuyer visiting our area from overseas or browsing *forbes.com* from San Francisco or London may not know our company, but they do know Forbes.
- The Forbes name gives us instant recognition that we might not have otherwise had on an international level.
- No other luxury real estate platform has the same global reach or media power as Forbes. The magazine has a readership of 6 million and *forbes.com* receives more than 100 million global monthly visitors.
- Being a part of Forbes Global Properties has given us an opportunity to introduce our market to new buyers and share the incredible lifestyle and luxurious homes available in our area.
- Our luxury homes are promoted across Forbes and Forbes Global Properties print, digital, and social media channels with expert commentary, timely market data, and top-tier editorial.
- Because membership in Forbes Global Properties is exclusive, *we are the only firm in our region that can offer this access* to clients in our market.
- Through Forbes Global Properties, our luxury listings:
 - Are showcased on *forbesglobalproperties.com* alongside some of the finest homes in the world.
 - May be featured editorial opportunities in *forbes.com* and in various Forbes Global Properties marketing venues including the *forbesglobalproperties.com* homepage, blog, social media posts.
 - Can be advertised in Forbes to potential homebuyers at deeply discounted rates.

2. How do buyers and sellers benefit by promoting their homes through *forbesglobalproperties.com*?

- *forbesglobalproperties.com* is a consumer marketplace reserved exclusively for the world's most incredible homes. Only the most high-end homes offered by our firm may be featured, typically homes priced above US \$1 million.
- When we list a new luxury property for sale, the home will be able to be seen by potential buyers around the world through *forbesglobalproperties.com*
- Because membership in Forbes Global Properties is exclusive, our company's luxury listings are the only homes in our local area able to be presented on the site.
- Properties on *forbesglobalproperties.com* are presented as they would appear in a luxury magazine, with compelling copy and visuals. Properties showcased on the site tell a story about an individual home.

- Members of Forbes Global Properties are highly vetted, local market experts. Buyers are looking on the site can be confident that they're contacting the local luxury expert representing each property.

3. What makes the Forbes brand and your membership in Forbes Global Properties unique? How does your membership in Forbes Global Properties benefit your clients?

- The right brand image is vital to success in business. A great brand is especially important in the marketing of high-end real estate.
- Affluent homebuyers, especially those buying outside their primary home market, depend on established names they can trust.
- Forbes is one of the world's most trusted media brands, a brand with multi-generational appeal that luxury home buyers and sellers around the globe know and respect.
- For more than 100 years, Forbes has been synonymous with entrepreneurship, success, and innovation. Forbes Magazine was voted #1 most trusted magazine in America.
- Forbes Global Properties is the exclusive worldwide residential real estate partner of Forbes.
- You are the company you keep. Our association with the Forbes brand is a strong endorsement for our company, our agents, and the luxury homes that we represent.
- Benefits sellers by immediate international reach of Forbes. There is an international audience of HNWI's who are driven to Forbes because of the quality and the expertise that it conveys.

4. What kinds of brokerages are members of Forbes Global Properties? What does it mean to be accepted into the Forbes Global Properties network?

- We're honored to have been selected as an exclusive Forbes Global Properties member and are proud to present (our area) to the world through Forbes. Being chosen to represent the brand speaks to our expertise and leadership position in the luxury market.
- Members have a demonstrated expertise in luxury home sales and are vetted, acknowledged experts.
- Forbes Global Properties is an invitation-only network of top independent brokerages, not a franchise. Members are independent firms, which means the network is a family that grows by invitation only.
- The brokerages and agents that make up Forbes Global Properties are the best of the best. And because membership is exclusive in each area, we are not in competition with other members. That opens us up to a collegial network of expertise and clientele that is immensely powerful.
- If I refer a buyer or seller to a fellow Forbes Global Properties member, I can be confident that the broker who receives the referral will give my client the same caliber of service and expertise that I'd give locally.
- Luxury is not a price tag, it's a level of service. It's what we deliver and what we know our fellow members will deliver as well.