

# Module 3B – Marketing for High End Buyers

## **Luxury Real Estate Investing**



# What do the High End Buyers Expect?

- ✓ High-end buyers want many of the same features that all buyers want, but on a grander scale;
- ✓ They want privacy and security, sometimes to the point of seclusion;
- ✓ They want beauty inside and out, and can afford custom architecture, custom design, over-the-top attention to detail and opulent finishes;
- ✓ They also want amenities on top of amenities: a chef's kitchen, luxury pool, expansive master suite and outdoor living space, not to mention home automation, motion detectors, car lifts and temperature-controlled wine cellars;
- ✓ They also want space. In Malibu, Calif., for example, the average luxury home has more than 4,000 square feet

# How to Identify the Buyers?

## **Private Real Estate Buyers:**

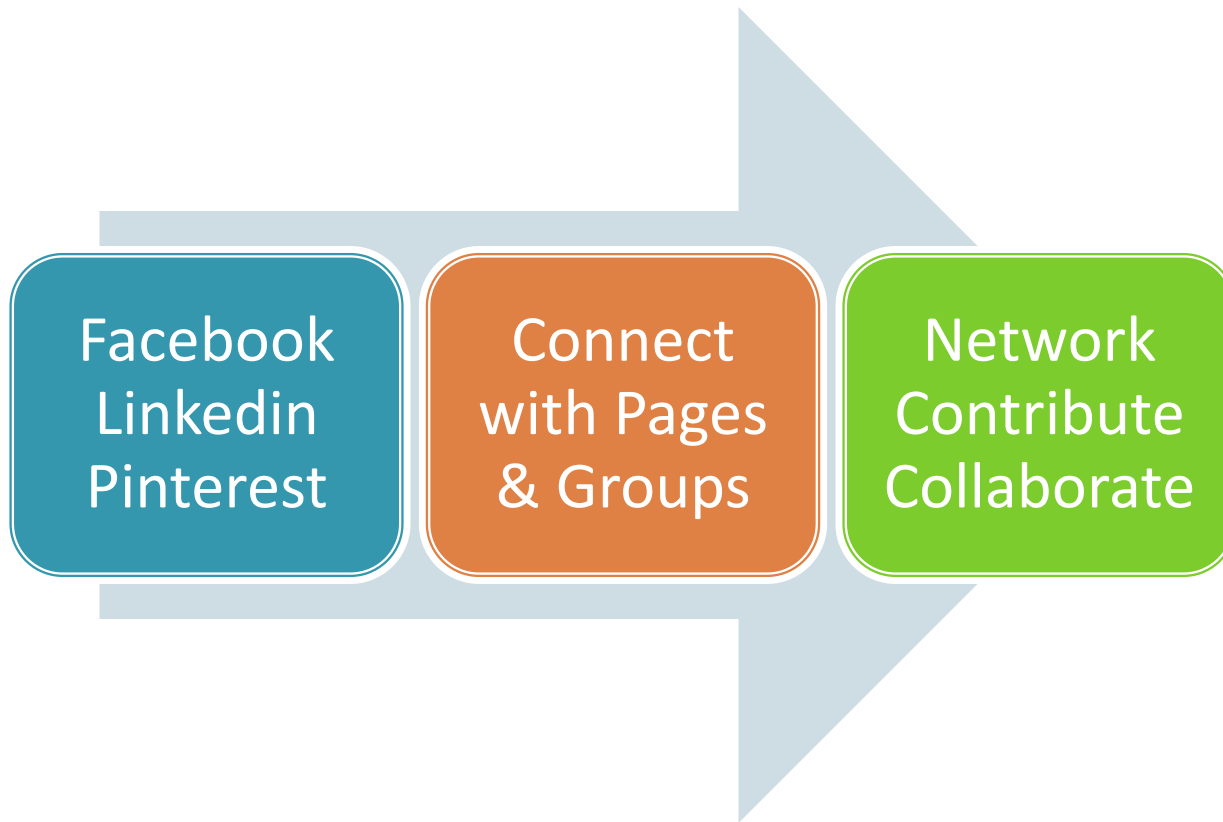
- Dream Homes
- Second Homes
- Land Investments
- Vacation Villas
- Timeshares
- Commercial and Residential Rental Properties
- Real Estate Investment Trusts (REIT)

## **Real Estate Investors (Think International):**

- Home Value
- Multiple Home Owner
- Net Worth (\$10M - \$20MM+)
- Investable Assets

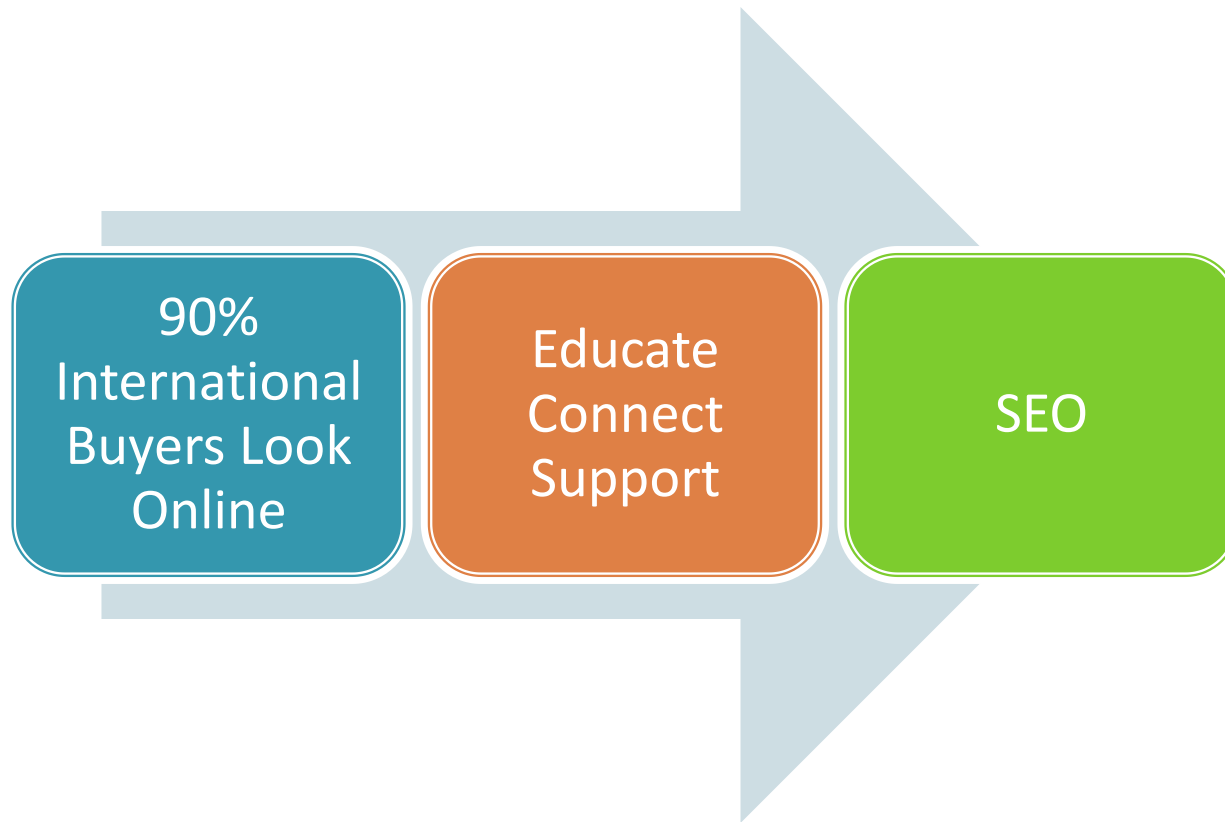
# How to Reach High End Buyers?

## Social Media



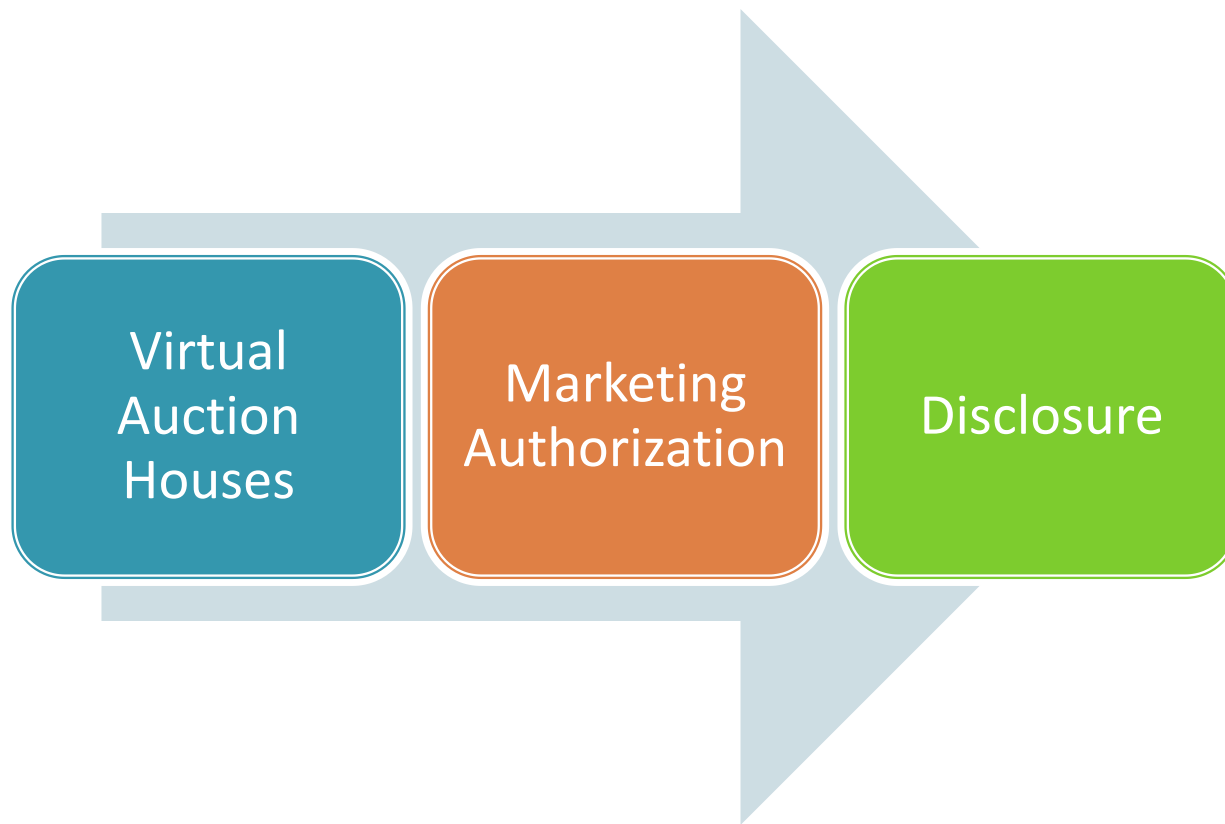
# How to Reach High End Buyers?

## Website



# How to Reach High End Buyers?

## Online Auctions



# How to Reach High End Buyers?

## Expos & Conferences

International Realtors Conference

The diagram consists of two horizontal bars. The top bar is orange with rounded ends and contains the text 'International Realtors Conference'. The bottom bar is green with rounded ends and contains the text 'Luxury Real Estate Expo'. Each bar has a thin outline of the same color and a small vertical line on the left side, giving it a 3D appearance.

Luxury Real Estate Expo