

# Intro to Strategy

## Luxury Real Estate Investing

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# Why Invest in Luxury Real Estate?

- ✓ The market for luxury real estate is strong and growing.
- ✓ Luxury home sales in many vacation communities across the U.S. are soaring, driven by cash purchases and rising stock portfolios.
- ✓ The resurgence of the upscale-home market is expected to accelerate due to increasing investor confidence and the targeted marketing of properties to the very affluent.
- ✓ The wealth of the world's richest people is at an all-time high, according to Forbes, therefore the potential market for luxury properties is larger than ever.

# Who are the Luxury Real Estate Buyers?

You have 2 type of Luxury Real Estate Buyers:

- Private Buyers;
- Investors.



# 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 Identify the Sellers?

## Strategic planning is important

- Build a Brand
- Presentation is Very Important:
  - Marketing Material;
  - Personal Appearance.
- Join a Well Known Luxury Real Estate Company (if licensed – i.e. Sotheby's International)
- Work with an Agent Associated with a Luxury RE Agency (for Expired Listings, for example)
- Network – Social Events, Country Clubs, Charity Events, etc.
- Direct Marketing

# Choosing the right area



- Most metropolitan areas have a luxury market;
- Real estate agent research:
  - Luxury Homes areas (\$1-million +)
  - Cash sales (\$3-million + are mainly cash)



# Automated Lead Generation



## LISTS

