

LUXURY MARKET REPORT | 2012



JIM GILLESPIE

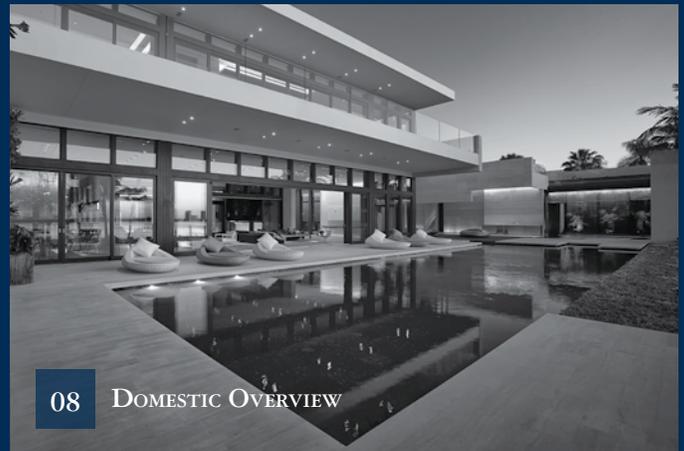
CHIEF EXECUTIVE OFFICER, COLDWELL BANKER REAL ESTATE LLC

With approximately 83,000 associates in 3,100 offices in 51 countries and territories*, plus a track record of representing some of the world's most exquisite properties, Coldwell Banker Real Estate has the pulse on the global residential real estate market. Most notably during the last decade, we have watched the luxury real estate business become a global business, creating a need for better analysis and understanding of the market's increasing complexity. With affiliates in all four corners of the globe, we are able to provide you an exclusive look inside the luxury real estate world in our first-ever Previews Luxury Market Report. Brought to you in collaboration with Betty Graham, President, Coldwell Banker Previews International® NRT, the Previews Luxury Market Report will be delivered twice annually to bring you both statistical and anecdotal snapshots of luxury markets across the globe. It's our way of providing you with a comprehensive review of the global real estate market so you or your clients can make informed decisions about the future.

*June 2012

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THE LATEST VIEW OF THE GLOBAL LUXURY MARKET

Now more interconnected than ever before.

For more than 10 years, I have watched a phenomenon happening in the luxury market as it has shifted from local to global. Today, this phenomenon has manifested itself in the market in a variety of ways. According to the National Association of REALTORS®, total sales volume to international clients in the U.S. was estimated at \$82.5 billion for the 12 months ending March 2012 – up from an estimated \$66.4 billion for the 12 months ending March 2011. We know that our Previews® specialists in the U.S. are just as likely to see buyers from Russia, China and the Middle East as they are to see buyers coming from across town. We also live and work in a world where interconnected global markets mean that currency fluctuations in Brazil and China, as well as debt concerns in Europe are impacting luxury home sales in America. Brazilian buyers are snapping up vacation and investment properties in Miami, thanks to surging real estate prices in Brazil and their currency's 45% gain against the U.S. dollar since 2008; while Chinese buyers are now the second largest international buyers of homes in the U.S., due to the rising power of the yuan and China's restrictions on property purchases. In L.A.'s most prestigious Westside neighborhoods, our Previews specialists estimate that three out of four luxury showings are to international buyers. Elsewhere in the world, Russian billionaires are reportedly purchasing \$88 million penthouses in Manhattan and Ukrainian tycoons are buying central London pieds-a-terre for over \$200 million, all of which signal to us that we have arrived at a defining moment in the history of real estate. At Coldwell



Chinese buyers are now the second-largest international buyers of homes in the U.S.

Banker Previews International®, we have a responsibility to provide our clients and real estate agents with market insight about the increasingly complex and interconnected luxury real estate world. Our new Luxury Market Report is intended to be just that sort of resource. For each Luxury Market Report, we will highlight key market insights from our global affiliates, real-life success stories from Previews specialists and statistical data for the top 10 U.S. cities and ZIP codes with the highest number of luxury home listings and closings in three price categories: \$1 million and up, \$5 million and up and \$10 million and up. In our first report, you will notice several interesting trends. For example, California and metropolitan New York continue to lead the U.S. luxury marketplace; while other markets such as Greenwich, Miami and Chicago continue to be hotbeds for affluent buyers.

Ultimately, our hope is that this information will give you a clearer view of where the global market is currently, and where it could be moving. The Luxury Market Report is one of the many examples of how Coldwell Banker Previews International provides our agents and clients with the best intelligence needed to achieve their goals in the rapidly evolving global landscape. With that, I bring you our first Luxury Market Report.

Sincerely,

Betty Graham
President, Coldwell Banker Previews International® NRT



LUXURY MARKET REPORT 2012 | GLOBAL POINTS



GLOBAL POINTS

FRANCE



In every Luxury Market Report, we will provide market snapshots from our global affiliates in 3,100 locations around the world. Our intention is to give you better insight into the buying trends of high net worth individuals in those countries, as well as explore economic indicators and other factors that may ultimately impact the luxury real estate market today. In this issue, we have selected France, Canada and China, three international markets closely watched by industry insiders, since their economies are generally regarded as stable.

In 2011, France was one of the few European nations to see property values go up as home prices increased by 4.3%. Paris apartment prices were especially robust with a 14.8% increase year-over-year. These prices reflect scarcity rather than speculation, as demand continually surpasses supply in Paris. The overall French real estate market has returned to 2000-2007 sales volumes, increasing from over 590,000 units in 2009 to nearly 800,000 in 2011. Now well into 2012, the French property boom continues, with prices outpacing eurozone averages.

Like many international investors, buyers in Paris and beyond continue to view real estate as a safer investment than the financial markets. Even in a difficult financial climate, the French Riviera and its palatial properties are seen as a secure investment and remain a preferred destination for second homebuyers. Affluent buyers from Australia, New Zealand, South Africa, Russia, China and the United States are attracted to the country's varied landscape—from the spectacular mountainous scenery of the Pyrenees and the Alps, to the stunning vistas of the Côte d'Azur on the Mediterranean coastline. Russian, Asian and Middle Eastern buyers, in fact, have made recent headlines by purchasing glamorous properties. With world famous vineyards, celebrated culinary delights and a rich

cultural history, France offers a continental way of life that many high-net-worth individuals want to buy into, at whatever cost.

Some economists have expressed concern that the French housing market could be overheating, as potential interest rate hikes threaten to put the broader economy at risk. However, this scenario has not materialized yet. Even if the market does correct, the impact on the French economy is not expected to be as dramatic as the U.S. financial crisis of 2008-2009.

AT A GLANCE

- Average Price Per Square Meter: \$18,369/m² in Prime Central Paris, (approximate).
- Top Previews® Listings
 - 6-bedroom villa in the gulf of Saint Tropez \$43,165,500 USD* [Click Here to View](#)
 - 5-bedroom villa in Roquebrune-Cap-Martin, France, near Monaco \$25,899,300 USD* [Click Here to View](#)

*Price and exchange rate subject to change



LUXURY MARKET REPORT 2012



Consensus among our affiliates is that the Canadian luxury housing market (typically defined as \$3 million and up) is currently experiencing a slowdown in sales activity, while prices remain stable. In Vancouver—Canada’s most expensive city—prices are currently up 1.7 percent from a year ago, yet sales are down, due in part to smaller numbers of Asian investors entering the market. Other British Columbia markets such as Kelowna and Whistler are also still commanding some of the country’s highest prices, with slight drops in the number of sales year-to-year. Nationally, average sale prices in June were up year-over-year in about seven out of every 10 local markets. The greatest year-over-year price increases were seen in Greater Toronto (7.9%), followed by Calgary (5.6%), Greater Montreal (2.7%), the Fraser Valley (2.6%) and Greater Vancouver (1.7%).

“Buyers tend to be multi-generational, who are choosing prestige properties for themselves or other family members to live in.”

Asian buyers continue to purchase high-end properties in Vancouver, but also in other British Columbia markets and the Greater Toronto area—albeit at a slower pace than in years past. They are particularly attracted to the Vancouver area because its West Coast location offers scenic beauty, mild climate and easy access by direct flights from Asia. These buyers tend to be multi-generational, who are choosing prestige properties for themselves or other family members to live in, either while studying in Canada or pursuing full-time or part-time residency. Properties with views, and in particular, lake or ocean views in Vancouver or Kelowna, are highly sought-after. Economically,

several factors continue to impact the Canadian luxury market. In recent months, the Canadian government has tightened what were already conservative mortgage practices in response to the housing crisis, putting some strain on high-end buyers who need financing. Since most international buyers purchase with cash, they are not overly influenced by the government’s tighter lending practices or by the currency exchange rate. That said, the favorable rate for Canadians has increased demand for U.S. vacation properties in the West, such as Southern California, Arizona, South Florida and Texas.

With the national housing inventory at about a 6 month supply, luxury properties represent a much smaller percentage of that inventory, making it more challenging for buyers with discriminating tastes to quickly find their dream property.

AT A GLANCE

- 2012 Average Price Per Square Foot for High Rise Condos: \$596/square foot in Greater Vancouver
- Top Previews Listing
5-bedroom architectural home in Kelowna, BC on Lake Okangan \$9,824,377* [Click Here to View](#)

*Price and exchange rate subject to change



LUXURY MARKET REPORT 2012



Due to increased government regulations and tighter construction lending, China is currently seeing similar trends in the U.S. and Canadian markets, where both the number of property sales and prices have decreased. Concerned that the real estate market was starting to overheat, the Chinese government recently stepped in to prevent a real estate bubble. Previously, there were restrictions on foreign buyers in China; but now there are restrictions placed on the Chinese to limit the numbers who qualify for homeownership. Restrictions include a property tax in Shanghai, minimum down payment increases and the second and third homes were restricted in some areas. Some cities also have their own restrictions, such as requiring buyers to be natives. These constraints in the homeland, coupled with the rising yuan (or RMB), have not only lowered the number of luxury sales and prices in China, but have also driven affluent Chinese buyers to seek property investments outside of China, specifically in the U.S., Canada, United Kingdom and Australia.

In Mainland China, there are approximately 960,000 millionaires (defined as individuals with residences, private businesses and investable assets of more than 10 million yuan (or \$1.5 million USD) and 60,000 with assets valued at more than RMB 100 million (or \$15.8 million USD). The majority of these individuals typically come from the capital city of Beijing, Guangdong Province or Shanghai, China's most populous city. In 2011, a high-end penthouse in Beijing's Haidian district had an asking price of more than 300 million yuan (\$46.2 million USD). International investors continue to play a role in the Shanghai housing market, with about 30% of all properties in Shanghai being purchased by buyers from Taiwan, Japan, Hong Kong and United States who either work in the city or plan on using

the property as an investment. In dense Shanghai, most available luxury properties are high-rises, but there are gated communities of single-family homes in the Songjiang area of Shanghai, where prices average about 10 million yuan or \$1,568,603 USD.

“About 30% of all properties in Shanghai are purchased by buyers from Taiwan, Japan, Hong Kong and United States.”

It is no secret that China's economy remains strong. The global recession did not have a substantial impact on the Chinese economy, although not all business sectors were immune to the economic downturn. Because of the size and scope of the Chinese economy, the country was able to adjust trade levels. The value of the RMB is stable, and most experts believe the value of the RMB will rise in the future. In Shanghai, the housing supply is healthy, and demand is there, though artificially restricted. Many believe the housing policy will eventually be addressed after the Chinese presidential election at the end of 2012.

AT A GLANCE

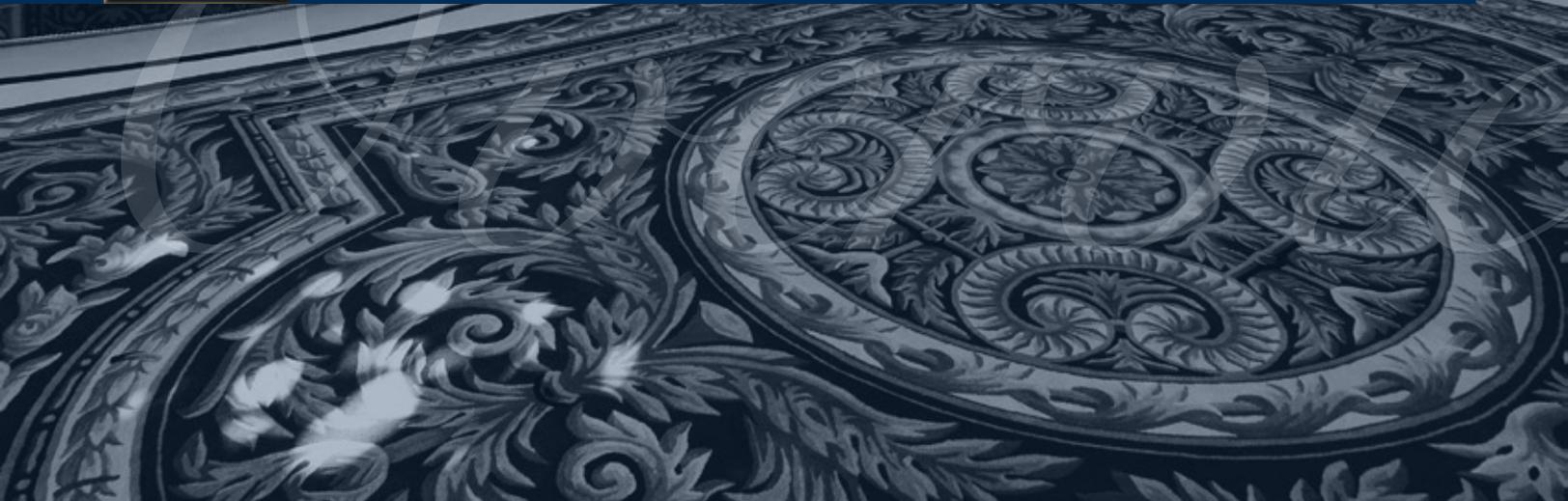
- Average Price Per Square Meter: \$6,323 USD/m² in downtown Shanghai's inner circles; \$1,580-\$3,161 USD/m² in the outer circles.



LUXURY MARKET REPORT 2012

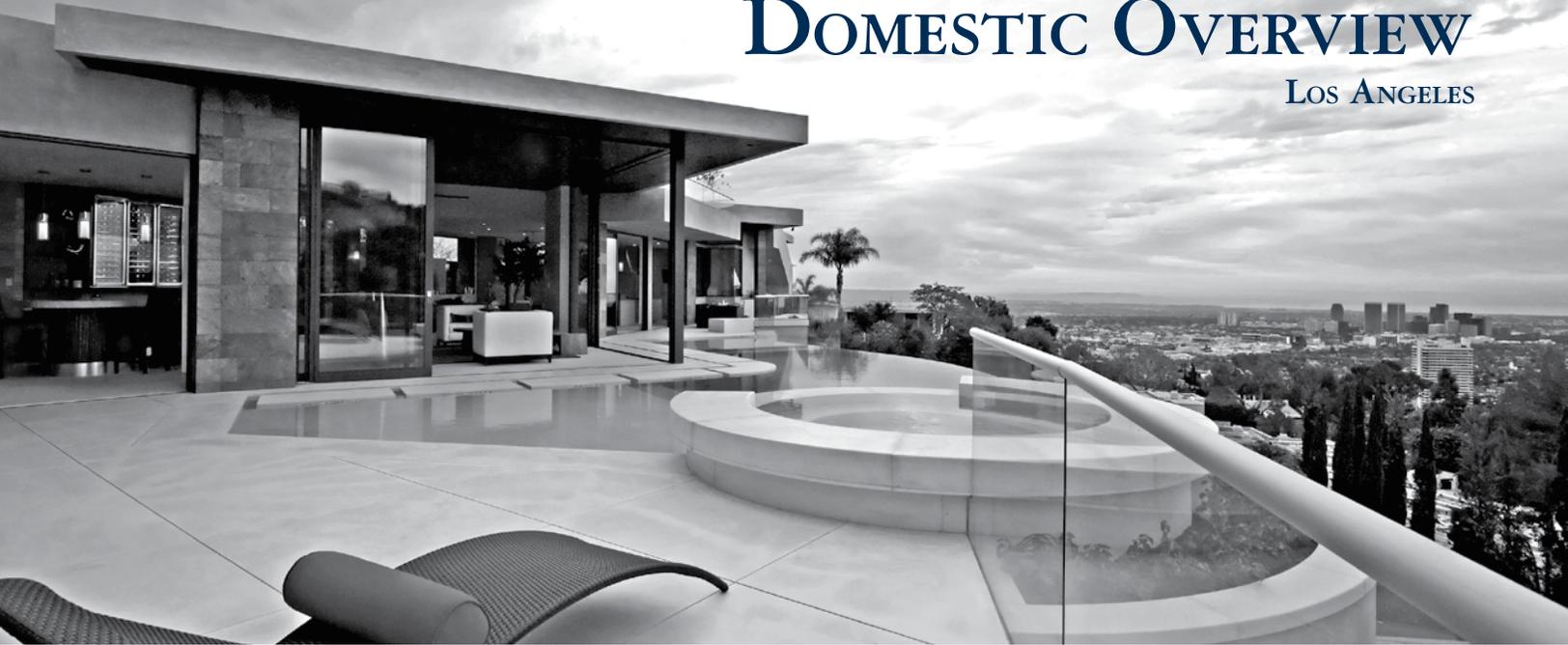


LUXURY MARKET REPORT 2012 | DOMESTIC OVERVIEW



DOMESTIC OVERVIEW

LOS ANGELES



In the U.S., we consulted with our affiliates to analyze sales activity in three very important high-end marketplaces: Los Angeles, Miami and New York. Domestically, these markets continue to dominate U.S. real estate with the highest numbers of international buyers, the highest numbers of luxury home listings and the highest home prices.

The Westside of Los Angeles, which is known for affluent neighborhoods such as Bel Air, Beverly Hills, Brentwood, Santa Monica and West Hollywood, has seen inventory levels far lower than in years past, while sales in the luxury sector are up compared to last year. As of June 2012, the months' supply of inventory in the \$1 million to \$5 million range on the Westside is down 46% and sold units are up 101% since January 2012. In May alone, nine properties priced at \$10 million and above closed. At the bottom of the Westside luxury market (\$1 million to \$5 million range), inventory is extremely low, with Coldwell Banker Previews International® affiliates reporting trends such as overbidding and multiple offers. In another indication of confidence returning to the marketplace, our Westside affiliates are also seeing more developers building lavish spec homes, such as the recently listed \$58 million Beverly Hills mansion, Le Palais, built by celebrity developer Mohamed Hadid.

Over the past three years, international buyers have played a significant role in the Los Angeles high-end market, with several notable luxury properties purchased by international buyers garnering media attention including Spelling Manor. "This year,

we have seen broader diversity in the countries represented by international buyers," said Joyce Rey, Executive Director for the Estates Division of Coldwell Banker Previews International in Beverly Hills, who noted seeing an uptick in buyers from Indonesia. "Westside residential real estate provides them with a fabulous lifestyle while continuing to be the best possible long-term investment."

AT A GLANCE

- Top Previews Listings
 - 7-bedroom architectural home in Beverly Hills
\$18,495,000 USD* [Click Here to View](#)
 - 7-bedroom estate in Beverly Hills
\$58,000,000 USD* [Click Here to View](#)
- Highest Priced Property Sold in 2011: \$85,000,000 USD in Beverly Hills

*List price subject to change



LUXURY MARKET REPORT 2012

DOMESTIC OVERVIEW

MIAMI



The high-end market in Miami is extremely active partially due to the influx of foreign buyers, notably from Russia and Brazil.

“According to NAR’s 2012 Profile of International Home Buying Activity survey, overall activity of foreign buyers increased 24% over the previous year,” said Clark Toole, President and Chief Operating Officer for Coldwell Banker Residential Real Estate, Florida. “Florida, and specifically Miami’s luxury market, has been a big contributor to that.”

Toole added that the highest end inventory that is priced well is moving very quickly and that buyers have an interest in buildable lots. Many buyers are targeting for a major restoration of the property or plan to remove existing structures and re-build a larger more modern structure. The inventory fluctuates, but there is a shortage of desirable properties mixed in with properties that are lingering on the market for extended periods of time. There is also a sharp interest for modern style homes with the inclusion of amenities creating an all-inclusive environment for entertaining, relaxing and allocated space for the buyer’s personal interests such as boating, exercise or a wine collection.

Buyers’ interests also include the high-end condominium market, and there have been record sales for penthouses on waterfront properties. Overall, the months of inventory based on closed sales has dropped significantly in the last quarter and over last year and the pending and closed sales have jumped

dramatically in the last three months. The luxury market has been energized in the Miami area beginning in the summer of 2011 and has not abated through 2012. We have seen a returning interest in building luxury condominiums, as there has been peaked interest in this product from the buying public. New luxury condominiums will put pressure on the pricing of resales as most condominium buyers prefer new over dated buildings, units and amenities provided.

While there is continued interest from foreign buyers, Miami is still attractive to buyers from the northeast United States as well as significant movement within the area. Compared to prices in most parts of the United States and around the globe, Miami is still an excellent value for what you are able to buy with the added value of sun, fun and easy access from anywhere in the globe.

AT A GLANCE

- Top Previews Listings
 - 10-bedroom oceanfront home in Miami Beach, \$125,000,000 USD* [Click Here to View](#)
 - 5-bedroom home in Indian Creek Village, \$38,000,000 USD* [Click Here to View](#)
- Highest Priced Property sold in 2011: \$14,400,000 USD in Indian Creek Village

*List price subject to change



LUXURY MARKET REPORT 2012

DOMESTIC OVERVIEW

METROPOLITAN NEW YORK



“High-end apartments continue to benefit the most from tight inventory and international investment.”

In Manhattan, prices and sales volume continue to hold steady in the second quarter of 2012—mostly due to a decline in inventory, low interest rates and increased foreign investment. After a steady start to 2012, Manhattan’s market-wide residential sales grew to 3,650 in second quarter 2012—the highest second quarter since 2010. Contracts also rose 22.3% in July 2012, compared to one year ago; while the Upper Manhattan market saw the biggest increase in contract activity with a 107.3% jump from the prior year. Prices also have shown a steady, if not upward trajectory in some markets, with condo median prices reaching their highest levels since fourth quarter 2008.

High-end apartments continue to benefit the most from tight inventory and international investment. Records have already been set in the first half of 2012 as several eight-figure transactions, including a \$52.5 million co-op at 740 Park, a \$70 million sale on Central Park South and a \$90 million penthouse at One57 have garnered media attention. Strong demand and sales activity are expected to continue through early summer, as affluent buyers and international investors see long-term value in Manhattan luxury real estate.

New York City (Manhattan)			
ZIP code	Number of Listings*		
10022	Over \$1,000,000		359
10021	Over \$5,000,000		93
10021	Over \$10,000,000		58
ZIP code	Number of Sales**		
10023	Over \$1,000,000		446
10023	Over \$5,000,000		94
10023	Over \$10,000,000		24

*June 2011-June 2012
**Current listings mid-August 2012



LUXURY MARKET REPORT 2012

DOMESTIC OVERVIEW

Top U.S. cities with the highest number of luxury home listings* in three distinct price points: \$1,000,000+, \$5,000,000+ and \$10,000,000+.

TOP 10 U.S. CITIES WITH HIGHEST NUMBER OF LUXURY HOME LISTINGS

\$1,000,000M+	
City - State	Market Listings
New York City (Manhattan)	4309*
Los Angeles, CA	2523
Chicago, IL	1780
Miami, FL	1584
San Francisco, CA	1475
Naples, FL	1385
San Diego, CA	1125
Atlanta, GA	1017
Dallas, TX	1013
Scottsdale, AZ	996

\$5,000,000M+	
City - State	Market Listings
New York City (Manhattan)	811*
Greenwich, CT	205
Los Angeles, CA	196
Beverly Hills, CA	184
Miami Beach, FL	172
Malibu, CA	156
Aspen, CO	131
Santa Barbara, CA	120
Miami, FL	114
Naples, FL	99

\$10,000,000M+	
City - State	Market Listings
New York City (Manhattan)	355*
Los Angeles, CA	72
Malibu, CA	66
Greenwich, CT	60
Beverly Hills, CA	56
Santa Barbara, CA	52
Miami Beach, FL	48
Aspen, CO	42
Miami, FL	34
Laguna Beach, CA	25

*Listings are the total of new listing initiations from July 2011 - June 2012; Manhattan is current listings as of mid-August 2012.



LUXURY MARKET REPORT 2012

DOMESTIC OVERVIEW

Top cities with the highest number of luxury home sales*

TOP 10 U.S. CITIES WITH HIGHEST NUMBER OF LUXURY HOME SALES

\$1,000,000M+	
City - State	Market Sales
New York City (Manhattan)	4750
Los Angeles, CA	1202
San Francisco, CA	1160
Naples, FL	620
Chicago, IL	578
Washington, DC	541
Miami, FL	532
San Jose, CA	462
Dallas, TX	461
Boston, MA	456

\$5,000,000M+	
City - State	Market Sales
New York City (Manhattan)	440
Beverly Hills, CA	78
Miami Beach, FL	55
Los Angeles, CA	50
Greenwich, CT	36
Aspen, CO	34
San Francisco, CA	33
Malibu, CA	29
Santa Barbara, CA	28
Naples, FL	27

\$10,000,000M+	
City - State	Market Sales
New York City (Manhattan)	100
Beverly Hills, CA	21
Los Angeles, CA	14
Miami Beach, FL	13
Santa Barbara, CA	12
Aspen, CO	9
Greenwich, CT	9
Miami, FL	7
San Francisco, CA	6
La Jolla, CA	5
Malibu, CA	5
Naples, FL	5
Newport Coast, CA	5

*June 2011-June 2012



LUXURY MARKET REPORT 2012

DOMESTIC OVERVIEW

U.S. ZIP codes with the highest number of luxury home listings*

Top U.S. ZIP codes with the most luxury home listings and sales in three distinct price points: \$1,000,000+, \$5,000,000+ and \$10,000,000+. Due to market density, The ZIP codes from the Metropolitan New York area are noted on page 11.

U.S. ZIP CODES WITH THE HIGHEST NUMBER OF LUXURY HOME LISTINGS

\$1,000,000M+		
ZIP code	City / State	Number of Listings over \$1,000,000
06880	Westport, CT	586
92037	La Jolla, CA	582
90210	Beverly Hills, CA	569
90265	Malibu, CA	551
33139	Miami Beach, FL	507
33160	North Miami Beach, FL	498
92651	Laguna Beach, CA	488
90049	Los Angeles, CA	469
85253	Paradise Valley, AZ	455
\$5,000,000M+		
ZIP code	City / State	Number of Listings over \$5,000,000
90210	Beverly Hills, CA	184
90265	Malibu, CA	156
81611	Aspen, CO	131
06831	Greenwich, CT	119
33139	Miami Beach, FL	106
93108	Santa Barbara, CA	93
06830	Greenwich, CT	86
92651	Laguna Beach, CA	76
90272	Pacific Palisades, CA	74
90077	Los Angeles, CA	73
92067	Rancho Santa Fe, CA	73

*June 2011-June 2012



LUXURY MARKET REPORT 2012

DOMESTIC OVERVIEW

U.S. ZIP codes with the highest number of luxury home listings*

U.S. ZIP CODES WITH THE HIGHEST NUMBER OF LUXURY HOME LISTINGS

\$10,000,000M+		
ZIP code	City / State	Number of Listings over \$10,000,000
90265	Malibu, CA	66
90210	Beverly Hills, CA	56
81611	Aspen, CO	42
90077	Los Angeles, CA	41
93108	Santa Barbara, CA	41
06831	Greenwich, CT	40
33139	Miami Beach, FL	31
92651	Laguna Beach, CA	25
34102	Naples, FL	23
33480	Palm Beach, FL	23

*June 2011-June 2012



LUXURY MARKET REPORT 2012

DOMESTIC OVERVIEW

U.S. ZIP codes with the highest number of luxury home sales*

U.S. ZIP CODES WITH HIGHEST NUMBER OF LUXURY HOME SALES

\$1,000,000M+		
ZIP code	City / State	Number of Sales over \$1,000,000
94010	Burlingame, CA	300
90266	Manhattan Beach, CA	299
95070	Saratoga, CA	277
92037	La Jolla, CA	265
90210	Beverly Hills, CA	256
94025	Menlo Park, CA	253
92660	Newport Beach, CA	243
90049	Los Angeles, CA	239
94024	Los Altos, CA	238
94539	Fremont, CA	226
\$5,000,000M+		
ZIP code	City / State	Number of Sales over \$5,000,000
90210	Beverly Hills, CA	78
90265	Malibu, CA	29
81611	Aspen, CO	34
93108	Santa Barbara, CA	26
33139	Miami Beach, FL	26
90077	Los Angeles, CA	23
94027	Atherton, CA	21
33140	Miami Beach, FL	20
06830	Greenwich, CT	18
34102	Naples, FL	18
92657	Newport Coast, CA	18
06831	Greenwich, CT	18

*June 2011-June 2012



LUXURY MARKET REPORT 2012

DOMESTIC OVERVIEW

U.S. ZIP codes with the highest number of luxury home sales*

U.S. ZIP CODES WITH THE HIGHEST NUMBER OF LUXURY HOME SALES

\$10,000,000M+		
ZIP code	City / State	Number of Sales over \$10,000,000
90210	Beverly Hills, CA	21
93108	Santa Barbara, CA	12
90077	Los Angeles, CA	10
81611	Aspen, CO	9
33139	Miami Beach, FL	7
06831	Greenwich, CT	6
92037	La Jolla, CA	5
90265	Malibu, CA	5
92657	Newport Coast, CA	5
34102	Naples, FL	4
92625	Corona del Mar, CA	4
33140	Miami Beach, FL	4
33156	Miami, FL	4

*June 2011-June 2012



LUXURY MARKET REPORT 2012



PREVIEWS SUCCESS STORY | THE JILLS

JILLS



THE JILLS

*Coldwell Banker Recognizes
Jill Hertzberg & Jill Eber as the
#1 Previews team in the U.S.*



Miami was one of the hardest hit U.S. markets by the recession, yet Coldwell Banker Previews specialists Jill Hertzberg and Jill Eber defied the odds by closing a record \$280 million in sales during 2011. Known throughout Miami's elite circles as "The Jills," this powerful pair relied heavily on marketing and their extensive international network—two enduring principles of the Coldwell Banker Previews program—to reach the pinnacle of their success. In doing so, they not only raised the bar for the real estate industry, but also gave credit to the Previews name through their hard work, perseverance and experience.

With Miami's profile as an international gateway city stronger than ever, the Jills operate at the epicenter of a global network of buyers and sellers. Miami remains an acclaimed hotspot for international buyers who are attracted to its cosmopolitan culture and tropical climate. For Americans, it offers the added benefit of no state income tax.

When the Miami luxury market recovered in 2011, the Jills attracted an even higher number of international buyers eager to purchase second and third homes in the heart of this metropolitan oasis. Their strongest influx has been from Brazil and Russia, since Miami International Airport is now welcoming non-stop flights from Moscow.

"For our Russian buyers, Miami is equivalent to their winter Riviera," said Eber. "Many of our clients summer in the South of France and have homes in Monaco and in England."

The Jills have also worked with buyers from the Middle East and China. In general, they say their international clientele feel more secure investing in real estate here than anywhere else.

Looking ahead, the Jills will continue to invest in online marketing as growing numbers of international and affluent consumers turn online to investigate brands, form social connections and conduct property searches. Today, the Jills have used their two decades of real estate service to build a lasting partnership based on respect and trust. Their perseverance in the shifting global marketplace is a testament to the Previews® tradition of history, marketing excellence and the highest level of customer service.



LUXURY MARKET REPORT 2012 | PREVIEWS BY THE NUMBERS

PREVIEWS BY THE NUMBERS



We continue to witness the strength and resilience of the luxury real estate market in 2012. Even in challenging economic times, Coldwell Banker Previews continues to maintain a strong leadership position and a proven track record in the highest echelons of the market. In 2011, our Previews specialists managed to break multiple sales records in the U.S.

OUR ACHIEVEMENTS INCLUDE:

- Previews agents participated in more than 13,500 transaction sides of homes priced at \$1 million or more in 2011.
- On average, Previews handles \$70.1 million in luxury homes sales every day.*
- In the 2nd quarter of 2012, Previews has achieved the highest number of \$5+ million sales since the 2nd quarter of 2008.

PREVIEWS INTERNATIONAL SIGNIFICANT SALES YTD 2012

City State	List Price	Agent
Beverly Hills, CA	\$55 million	Jade Mills & Joyce Rey
Indian Creek, FL	\$52 million	Jill Eber & Jill Hertzberg
Great Neck, NY	\$39.5 million	Diane Polland
Malibu, CA	\$27 million	Chris Cortazzo
Bel Air, CA	\$24.9 million	Jade Mills & Joyce Rey
Indian Creek Village, FL	\$21.9 million	Jill Eber & Jill Hertzberg

* Data based on closed and recorded transaction sides of homes sold for \$1 million or more as reported By the U.S. Coldwell Banker franchise system for the calendar year 2011. USD\$



LUXURY MARKET REPORT 2012

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LUXURY MARKET REPORT 2012