

# market insight. **proven results.**

Specializing in luxury residential real estate. Working with high net worth individuals, families and trusts for over 40 years.



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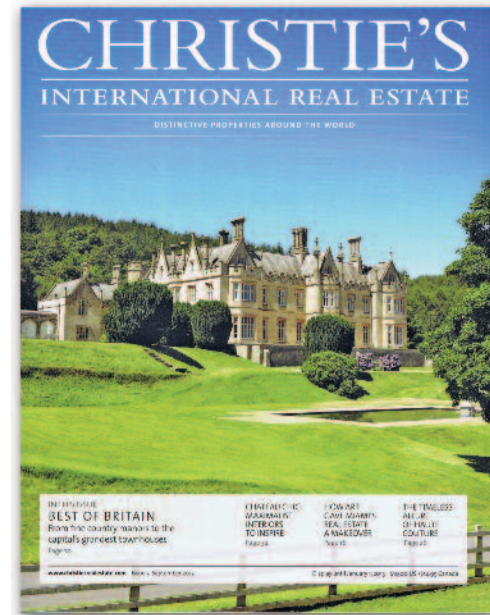
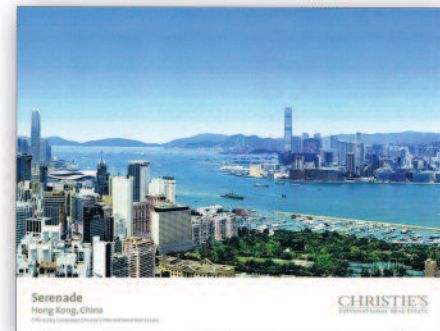


**LOST TREE REALTY**

2725 PGA Boulevard  
Palm Beach Gardens, FL 33410



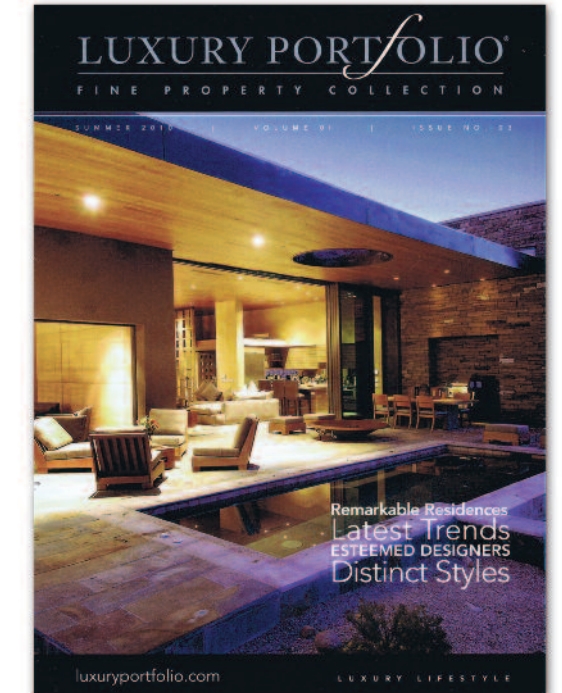
## CHRISTIE'S INTERNATIONAL REAL ESTATE



AS the only luxury real estate organization wholly owned by a fine art auction house, Christie's International Real Estate is the leading network of real estate professionals who embody the trust, integrity and expertise of one of the most respected names in the world. Only the most accomplished real estate brokers at the top of their markets are invited to join the Affiliate network.

Christie's undertakes an exhaustive vetting procedure, examining all aspects of their business, their history, their character, and their potential. Once Christie's determines that a broker is a leader in their field, exceeds their stringent service standards, and demonstrates a proven record of success, they are awarded the Christie's International Real Estate Affiliate status. As the exclusive Christie's affiliate in our area, Lost Tree Realty will provide you an exclusive suite of marketing programs, and an incomparable level of service to buy or sell your fine property.

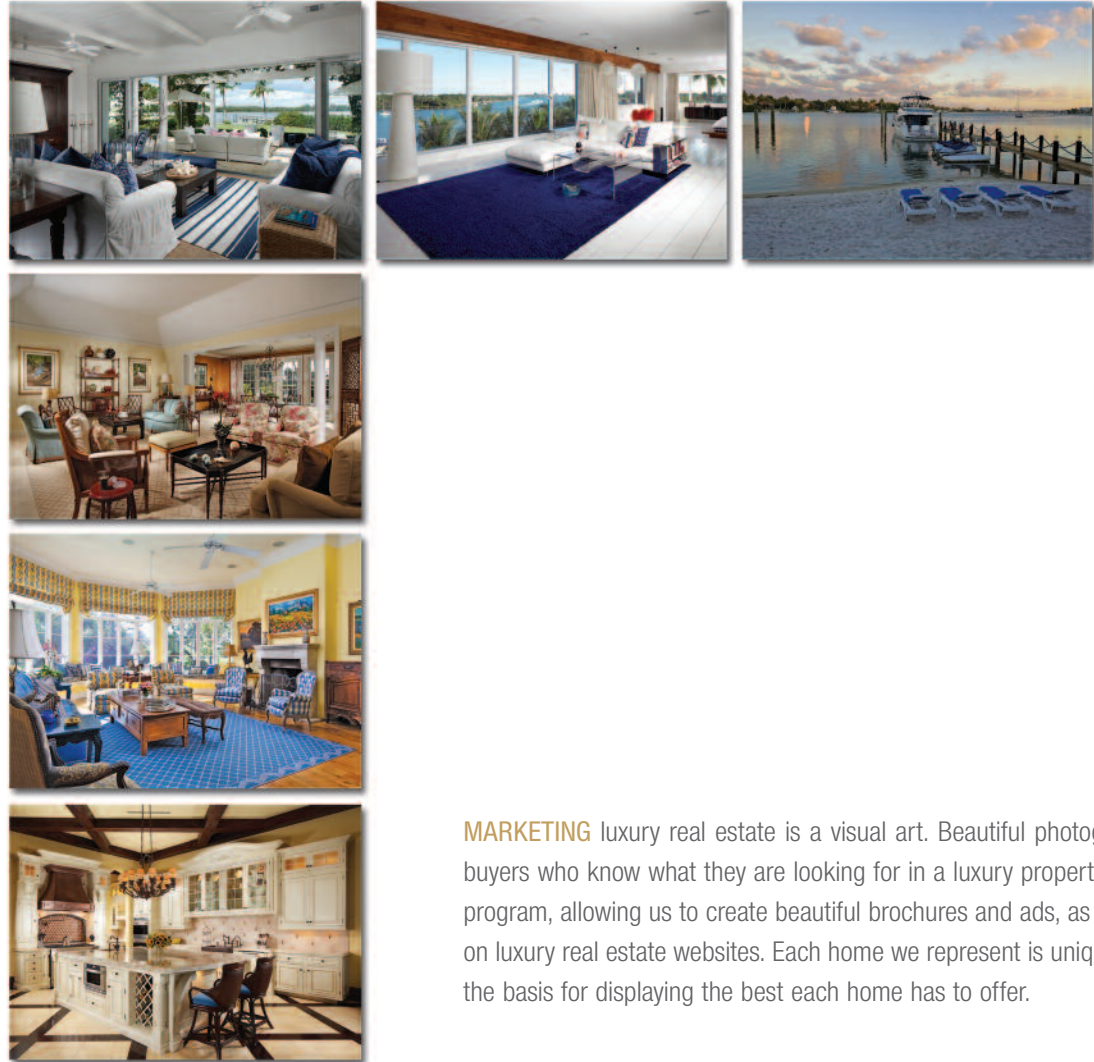
## LUXURY PORTFOLIO INTERNATIONAL



LUXURY PORTFOLIO INTERNATIONAL is the luxury face of Leading Real Estate Companies of the World® the largest global network of premier locally branded companies dominated by many of the world's most powerful independent luxury brokerages. As one of the 200 luxury affiliates, Lost Tree Realty is a leading component of an organization which encompasses nearly 550 companies, 4,600 offices and 140,000 associates producing \$225 billion in annual home sales in 30 countries. Based in the United States, Luxury Portfolio International® is backed by the experience of the most well respected and well known experts in luxury real estate in markets worldwide.



## PROFESSIONAL PHOTOGRAPHY



**MARKETING** luxury real estate is a visual art. Beautiful photographs are the first point of contact with discerning, sophisticated buyers who know what they are looking for in a luxury property. First class photography is the cornerstone of a strong marketing program, allowing us to create beautiful brochures and ads, as well as ensuring maximum exposure through prominent placement on luxury real estate websites. Each home we represent is unique and our relationship with award winning photographers provides the basis for displaying the best each home has to offer.

## ADVERTISING



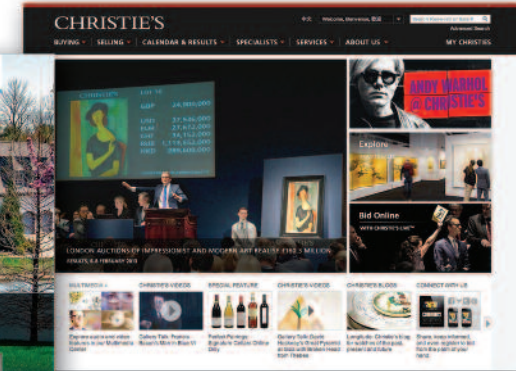
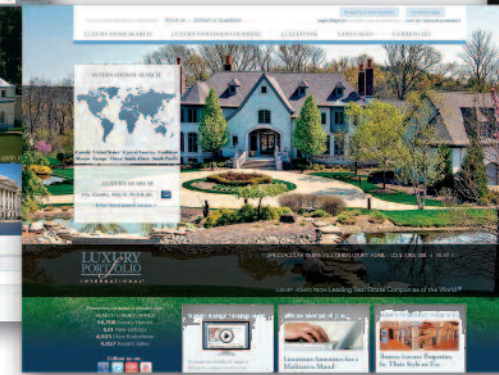
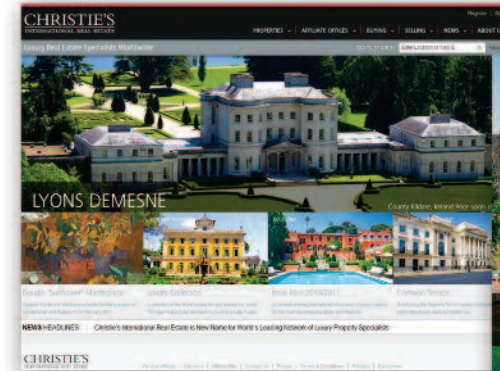
**LOST TREE REALTY**, collaborating with in-house marketing experts as well as industry leaders in photography, creates and tailors an advertising strategy specifically for each individual property. Our presence in luxury lifestyle and real estate magazines, along with golf specific publications and world class newspapers distributed in feeder markets both nationally and internationally affords our clients maximum exposure to a targeted audience interested in the world class communities we represent.



## CUSTOM DESIGNED BROCHURES



## TECHNOLOGY



THE general consensus these days is that over 90% of all property searches begin on the internet. Lost Tree Realty is affiliated with the two most important luxury real estate websites: [Christiesrealestate.com](http://Christiesrealestate.com) and [Luxuryportfolio.com](http://Luxuryportfolio.com).

Christie's International Real Estate's web presence is second to none and has over 125,000 monthly visits, with 54% coming from outside the United States. Unique to Christie's, the website receives over 6,000 monthly visits from [Christies.com](http://Christies.com), the website for their illustrious auction house.

Luxury Portfolio's award-winning website was launched in 2005 and in its first year featured more \$1 million-plus residences than other luxury real estate organizations. The network continues to grow and now markets over 25,000 of the world's most remarkable homes annually and attracts over 1.2 million high-net-worth visitors a year. By presenting a gallery of the finest luxury properties and brokerage worldwide, our brand is recognized throughout the world as the luxury standard of excellence.

The combined breadth of exposure afforded Lost Tree Realty listings by these websites and others results in a first class and effective web presence.

OUR custom designed, four color brochures and their award winning photography are one of the most notable, and noticed facets of our marketing program. Every property is beautifully represented in high quality printed collateral that allows us to reach out to our extensive network of real estate professionals and high net worth individuals. While it may be old school, opening a professionally produced brochure of gorgeous photography and a crisp floor plan carries undeniable impact.



**LOST TREE REALTY**

2725 PGA Boulevard | Palm Beach Gardens, FL 33410

561.626.2202 | [www.LostTreeRealty.com](http://www.LostTreeRealty.com)

[Christiesrealestate.com](http://Christiesrealestate.com)

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INTERNATIONAL REAL ESTATE

[Luxuryportfolio.com](http://Luxuryportfolio.com)

**LUXURY PORTFOLIO**  
INTERNATIONAL<sup>SM</sup>