

Forbes

GLOBAL PROPERTIES



Introducing Forbes Global Properties

A new luxury real estate
marketing platform
showcasing the world's
finest homes and the
stories behind them.



The best vision
is insight

—Malcolm Forbes

What is Forbes Global Properties?

Established in 2020 as a showcase of luxury homes and an invitation-only association of international real estate experts, Forbes Global Properties is a natural extension of the time-honored Forbes brand. Luxury real estate's foremost authorities spearhead the firm, including renowned authority Jeff Hyland, co-founder and president of Hilton & Hyland, and Bonnie Stone Sellers, an accomplished industry veteran.

Forbes Global Properties leverages the audience and worldwide reach of Forbes, one of the most trusted media companies for the last 100 years, to engage, inform, and delight buyers and sellers of luxury properties.

When you cease to dream
you cease to live

—Malcolm Forbes



Forbes Global Properties is a robust resource for luxury home buyers and sellers.

What sets us apart

- Exceptional global brand representing quality, innovation, influence, and success
- Our connection to the extraordinary 133 million unique monthly visitors to Forbes' digital platform
- Ultra-elite international network of carefully selected real estate firms
- Primarily owned and run by brokerage firms, with a Forbes ownership stake creating an interest in our success
- Dynamic and luxurious website
- Direct access to buyer inquiry, dialogue and relationships without referral fees
- Prominent placement in the *forbes.com* website navigation
- Curated articles about listings, agents, and members on *forbesglobalproperties.com* and *forbes.com*
- State-of-the-art agent tools

Success is rarely
an accident

—B.C. Forbes



Membership is exclusive

From Vail to Valencia, Hong Kong to Honolulu, Los Angeles to Lake Tahoe and beyond... Only selected firms representing the most extraordinary homes are invited to join.

Exclusive members from across the globe collaborate and transact in an environment guided by the founding principles of transparency, information, and trust.

“Forbes is known and respected throughout the world and engages the world’s leaders and change makers. I see boundless opportunities for us to cooperate and cross-pollinate, resulting in enhanced business opportunities.”

Jeff Hyland
Hilton & Hyland, Los Angeles

“With its finely-tuned suite of luxury marketing and advertising tools, Forbes Global Properties gives us the edge in our market and is a powerful global showcase for the most exceptional homes.”

John Pfeiffer
Slifer Smith & Frampton, Colorado

“Forbes Global Properties extends our reach beyond the vast network we already have. It gives us the level of global access and exposure that no other brand can provide”

Andy Nelson
Willis Allen Real Estate , San Diego

Membership in Forbes Global Properties is reserved for only the most distinguished firms.



An unparalleled suite of innovative marketing services

Website

International showcase for premium properties at forbesglobalproperties.com including property listings and articles about them and the luxury market.

Page on Forbes.com

High-impact page on forbes.com where homes are presented to Forbes readers alongside engaging editorial and unique insights.

Agent Tools

Powerful consumer analytics and tools that help agents to pinpoint, engage, and target prospective home buyers.

Newsletters

Engaging newsletters and digital marketing to promote important properties.

Branding

Elegant digital and print branding to best present homes to potential buyers.

Forbes Events

Opportunity to join in at Forbes events and network at conferences.

Advertising

Premier advertising opportunities in Forbes digital and print publications, strategically targeted to reach qualified prospects.

Public Relations

Global public relations campaigns targeted to the most impactful audiences and markets.

Gifts

Branded gifts and subscriptions.

Benicàssim, Castellón, Spain



Forbes Global Properties showcase the world's finest homes.



Right: Top to Bottom
Nendaz, Valais,
Switzerland
Beverly Hills,
California
Vail, Colorado

Why Forbes

No other luxury real estate platform has the same global reach or media power as Forbes.

Forbes Global Properties capitalizes on an engaged audience of millions of consumers, and presents the world's finest properties paired with trusted market coverage and insights from recognized industry leaders.

6.3M

Magazine Readership

76

Countries

28

Languages

58

Most Popular Websites in 2020**

133M

Monthly Global Visitors*

#1

Most Trusted Magazine in America***

45M

Social Media Followers

100+

ForbesLive Events

100+

Years in Business

44

Global Editions

* Google Analytics, September 2020

** Moz Top 500 websites by domain authority, August 2020

*** MRI-Simmons, Fall 2019

Around the world, Forbes is synonymous with success

Supporting Forbes' mission to "celebrate those who made it and champion those who aspire to make it," our perspective is unique. We introduce discerning buyers, sellers, and real estate aficionados to a curated collection of coveted properties.

All properties are presented within the context of timely market data, rich editorial, and expert insights.

Our platform is backed by Forbes, one of the world's most trusted media brands, a brand that luxury home buyers respect.



Success consists not
of getting, but of doing

—B.C. Forbes



