



Forbes

GLOBAL PROPERTIES

Introducing
Forbes
Global Properties

A new consumer marketplace, broker membership network, and innovative platform for engaging luxury real estate buyers and sellers

The most powerful international business media brand and the world's finest real estate brokerages join to form Forbes Global Properties. It heralds a new era of access, knowledge, and outcomes for the buying and selling of premium residences the world over.

Forbes Global Properties is not just a network of members, but a content-rich platform that showcases luxury properties around the world.



**Forbes is the World's
Leading Business
Media Brand**

With a dominating presence for more than 100 years, Forbes is the leading global business media brand. Its incomparable scope, its ability to convene, curate, and cover the most influential people in the world, its deep connections to a multi-generational audience of high-net-worth individuals—across digital, print, events and more—make Forbes the ideal partner to reach potential buyers of luxury homes.

100+

Years in business

133M

Unique Monthly
Global Visitors*

76

Countries

28

Languages

6.3M

Magazine audience
readership

44

Global editions

100+

ForbesLive events

#1

Most Trusted Magazine
in America**

* September 2020 Google Analytics

** MRI Fall 2019



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
- 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

Agent marketing tools to win listings and leads

Digital & Web

- Luxurious showcase for your premium listings
- Powerful analytics that you can transform into actionable insights and focused buyer marketing
- Engaging, easy-to-use email marketing tools and newsletters
- Luxurious individual property websites to help drive qualified leads
- Targeted social media advertising to potential buyers
- Branded social media content

Branding & Advertising

- Elegant digital and print branding to elevate your marketing collateral
- Premier advertising opportunities in *forbes.com* and Forbes magazine
- Co-branding tools with Forbes Travel Guide
- Corporate brochure customizable for your brokerage
- Customizable listing presentation—in digital and print formats
- Branded gifts and subscriptions
- Global public relations campaigns

Thought Leadership & Events

- Opportunities for members, properties, and agents to be featured in articles on *forbes.com* and *forbesglobalproperties.com*
- Engaging editorial and powerful research reports
- Opportunities to engage at Forbes events and network at exclusive member conferences



FAQs

How does Forbes Global Properties differ from other real estate platforms?

Forbes Global Properties is a consumer portal for luxury real estate listings and is broker led and owned. It provides marketing tools for brokerages and agents to reach an elite Forbes audience. No other luxury real estate brand has the cachet, digital reach, and consumer awareness of a global media powerhouse such as Forbes.

What is the network's association with Forbes?

Though the Forbes Global Properties platform is broker led and owned, Forbes maintains an ownership stake in the brand creating an interest in our success.

Where will prospective buyers find Forbes Global Properties?

A dedicated real estate site, *forbesglobalproperties.com*, showcases member properties and unique real estate content. In addition, Forbes Global Properties is prominently featured below the primary search navigation on *forbes.com*.

How can agents begin leveraging the power of Forbes Global Properties?

Please direct questions about Forbes Global Properties membership and its industry-defining services to members@forbesglobalproperties.com