



LUXURY HOMEBUYERS





INSIDE the mind of the LUXURY BUYER

23%
OF MILLENNIAL
HOUSEHOLDS ARE MILLIONAIRES



PENTA
MILLIONAIRE
MILLENNIAL

\$7.8 MILLION

WHOA!

...AND THEY PAY 80% IN CASH

A NEW PICTURE OF THE MODERN-DAY
LUXURY CONSUMER:

A CONSUMER WHO IS INCREASINGLY MOBILE, TECH-SAVVY, CASH-FOCUSED, SOCIALLY CONSCIOUS AND LESS CONCERNED WITH STATUS. THESE CONSUMERS REMAIN ATTRACTED TO HIGH-END REAL ESTATE BECAUSE OF A STRONG PERCEPTION OF VALUE AND THE URGE TO UPGRADE TO HOMES THAT FACILITATE THE LIFESTYLE THEY DESIRE.

Total sales of U.S.
homes to foreign
buyers:

\$92.2 BILLION



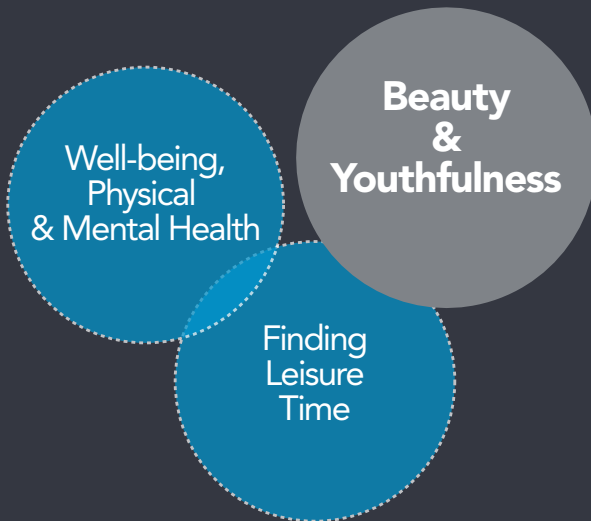


LUXURY serves a POWERFUL
set of emotional NEEDS

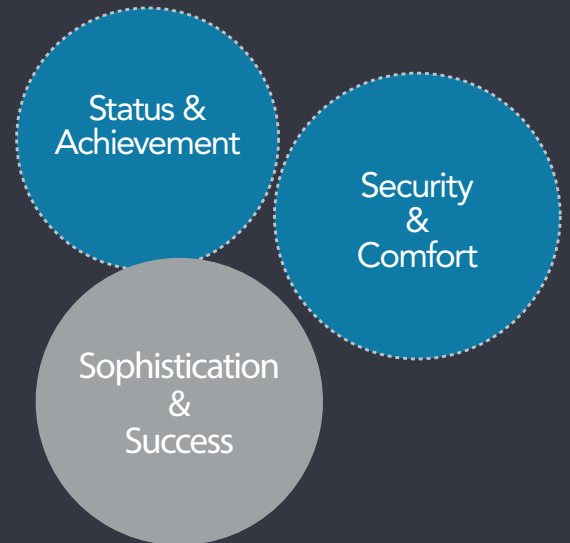


WHAT ARE THEY?

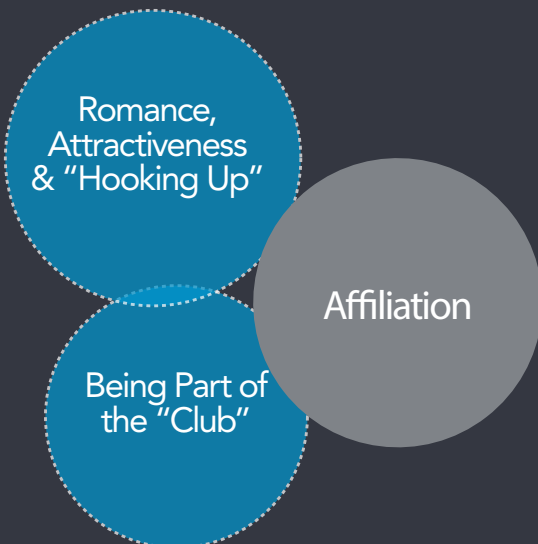
TAKING CARE OF ME



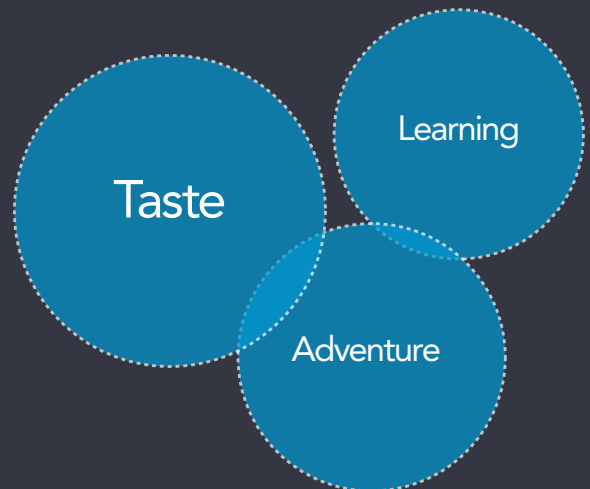
INDIVIDUAL STYLE



CONNECTING

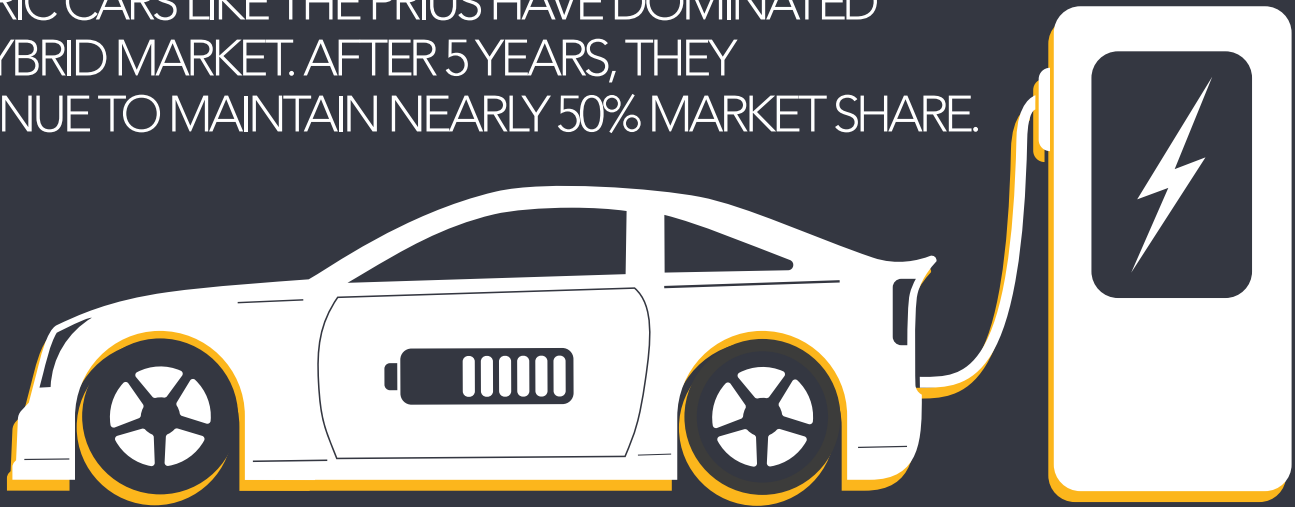


QUESTING





ELECTRIC CARS LIKE THE PRIUS HAVE DOMINATED THE HYBRID MARKET. AFTER 5 YEARS, THEY CONTINUE TO MAINTAIN NEARLY 50% MARKET SHARE.



WHAT DO THESE ECO-CONSCIOUS LUXURY BRANDS SAY ?

I'm
DIFFERENT

I'm
THOUGHTFUL

I'm **NEW**
and
FRESH

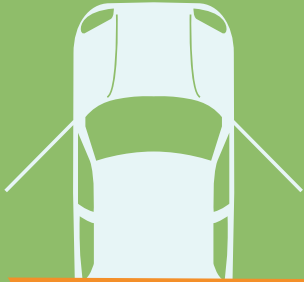
Take
NOTICE

You're **SMART**
for using **ME**

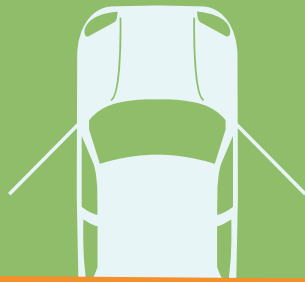
I'm
RESPONSIBLE



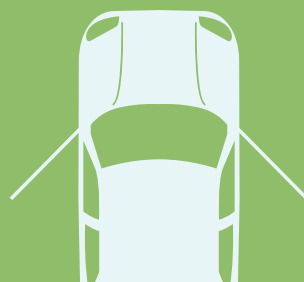
61% OF THE TOP OF
MILLIONAIRES DRIVE...



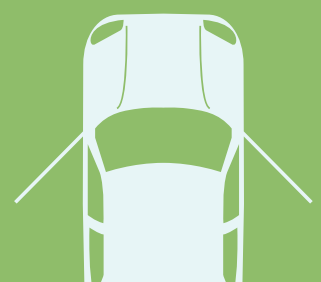
CAMRY



ACCORD



JEEP



PRIUS

Design your homes for the 5 senses and focus on:

MARKETING TO THE CORTEX OF HUMAN RESPONSE...

MINIMIZING ANXIETY AND MAXIMIZING ASPIRATION.

Help them ideate and utilize:

**INTERACTIVE
ANIMATION**

**BUYER DRIVEN
SALES CENTER
SOLUTIONS**



**INTENTIONALITY IS THE ACTIVATION
ENERGY REQUIRED FOR CHANGE**

