



LUXURY MARKET REPORT | MARCH 2013



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INTRODUCTION

What is value? And who—or what—determines it? For our third Luxury Market Report, we explore the concept of value in today's vast, diverse and global luxury real estate world.

As we continue to see heightened buyer demand and record-setting sales exceeding \$100 million, there has naturally been a lot of curiosity about how value is determined for ultra luxury estates that defy the traditional notions of comparability. In our comprehensive luxtimate report, we examine methods behind determining value for properties at the very top of the market. The results of our interviews with appraisal experts and Coldwell Banker Previews International® agents reveal not only a vast disparity of factors impacting high-end property values from market to market, but also the increasing difficulty of pricing estates in this rare segment. However, if there is only one unifying theme to be found in the luxtimate report, it is this: determining value for the world's finest estates is not an exact science, but an art—best left to the most knowledgeable and experienced real estate agents in the business.

Whether affluent consumers are purchasing a \$10 million waterfront estate or a \$1 million mountain retreat, they are not immune to desiring a good value—even if they can afford to live anywhere they want. That is why, for our Previews® Trend Report, we have selected six communities in the \$1-2 million, \$2 million+, and \$3 million+ categories that deliver extraordinary luxury value for their metropolitan area when it comes to pricing, sales data and amenity offerings.

We also take a closer look at what is considered “value” in two luxury markets: Chicago and Australia. The snapshots of each of these markets reveal price stabilization at the ultra high-end, and when viewed in the context of our top 10 U.S. ZIP codes* chart, it's interesting to see the dichotomy of two cities that appear to be moving toward recovery in comparison to cities that continue to display luxury market strength year after year.

Once again, our third Luxury Market Report reveals a complex picture of high-end real estate. At the very least, we hope it gives you a richer understanding of the dynamics at play in determining value at all levels of the affluent market, and the importance of working with true leaders in this business.



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* Metropolitan New York area not included.

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THE LUXTIMATE:
Pricing Homes in the \$10 Million+ Market



THE LUXTIMATE:

PRICING HOMES IN THE \$10 MILLION+ MARKET

The unprecedented growth of the ultra luxury housing market continues to generate intrigue. In 2012, over 200 transactions were recorded in the top 15 U.S. cities for luxury home sales priced \$10 million and above.* Earlier this year, the real estate world also took notice when news organizations began announcing another record-setting residential sale in Northern California—the second in 18 months to have reportedly tipped the \$100 million mark.

As luxury homes continue to exceed price records, Coldwell Banker Previews International® has taken a rare look behind the art and science of determining property values at the highest echelons of the marketplace. We consulted with Previews® agents who consistently market properties in the \$10 million and up range in Miami, Beverly Hills, Santa Barbara, Aspen, Greenwich and Paris. They have helped us cover the most common challenges, as well as analyze everything from location to irreplaceability and other intangibles that impact ultra luxury pricing to arrive at what we call a “luxtimate.”

PRICING METHODOLOGY

In the ultra luxury space, where properties are anything but typical and comps are often scarce, “there is no formula,” said Craig Lipsey, president of Lipsey Appraisal Service, who has appraised more than 100 ultra luxury homes throughout the Southern California region. “Of course, as an appraiser, we try to use verified comparable market data, but we also must step out of the box to properly evaluate unique properties where comparable data may not exist—often the case at the ultra high-end. There is also an emotional component to these properties, and no appraiser can fully quantify that with a one-size-fits-all formula.”

Many Previews specialists agree that pricing the finest properties in their marketplace is not an exact science—but an art form. “A lot of it is subjective,” said Lipsey. “After all, how do you estimate the value of something as one-of-a-kind as a Picasso or a Neutra home? An appraisal is really just an estimate until you actually get out there in trade.”

UNIQUE CHALLENGE: DATA

Because each ultra luxury property is so unique and accessible to a small niche of high-net-worth individuals, the challenges associated with pricing at the very top of the housing market are widespread. One of the most well known challenges is a lack of comparable data. After all, the term “ultra luxury” implies a certain level of uniqueness that is beyond comparables, notes Jill Hertzberg, a Previews specialist in Miami and part of “The Jills®,” Coldwell Banker’s No. 1 real estate team.

“If you look at a property like Casa Casuarina, on the market for \$100 million, it really trades like art,” Hertzberg said. “The basic rules of supply and demand come into play. The more rare and special the property is—to the point where there is only one in the world—the price increases substantially.”

Previews specialist Tamar Lurie in Greenwich, Conn. agrees that from a supply and demand perspective, the methodology for pricing ultra luxury properties follows a different path from the traditional market.

AT A GLANCE

- Factors that affect price at \$10 million+:
 - Location
 - Rarity
 - Architectural Significance
 - Irreplaceability
 - Celebrity Ownership
 - Quality of Finishes
 - Premium Amenities
- Pricing the finest properties is not an exact science—but an art form. Casa Casuarina Miami listed at \$100 million, trades like a work of art.

THE LUXTIMATE:

PRICING HOMES IN THE \$10 MILLION+ MARKET

“When you’re talking about properties at the very high-end of the luxury segment—and in Greenwich, I would define that as \$20 million and up—there is no reason to comply with the marketplace,” Lurie said. “The properties are *that* unique.”

Randy Solakian, a Previews specialist based in Montecito, agrees that scarcity implies a premium price, and many of the properties in the Santa Barbara/Montecito marketplace meet that criteria.

“The market here is very heterogeneous,” Solakian said. “Santa Barbara is an established area, where lot sizes were created 100-120 years ago, so most properties here are atypical. Most of these properties have irregular shapes, sizes and diverse architecture styles. That’s where the art comes into play when pricing these estates. It’s all about finding a property’s place in the context of its market.”

Further complicating the issue is the increasing popularity of off-market or “pocket” listings, at the ultra high-end. One only has to look at a list of the nation’s most expensive sales over the last few years, as reported by the media, to see the trend: a \$75 million Malibu sale in January 2013, a \$117.5 million Woodside sale in November 2012, a \$100 million Los Altos Hills sale in 2011.

“I’ve never experienced as many high-end properties being marketed off the MLS,” said Lipsey, who estimates he’s seeing at least triple, and maybe more, the amount of pocket listings in the \$10 million and up range from five years ago. “It can lessen the accuracy level of our appraisals when you market properties off the MLS, because there is limited specific property details and public records often do not report full sales prices. In addition, there can also be a problem with lag time in reporting. We must rely on a lot of second-hand information that may or may not be fully accurate.”

UNIQUE APPROACH

When faced with a lack of comparable data, many real estate agents at the top echelons of the market have had to develop an individualized approach to pricing their most prestigious properties. Herein lies the “art” of creating a luxtimate.

“I travel frequently and visit properties in Paris, Monaco, Beverly Hills, Malibu, Miami or London,” said Laurent Demeure, president and chief executive officer of Coldwell Banker Previews France and Monaco. “There is always

a comparable somewhere in the world because today’s ultra affluent buyers can choose almost any property they want...whether it’s a penthouse in South Beach, a house in Monaco or a waterfront estate in Malibu. When pricing the top properties in France, I will often look at properties sold by other Previews top agents as a way to compare and come up with a reasonable asking price.”

However, Demeure and his Previews colleagues have found that pricing a home at the very top of the market often comes down to knowledge and experience. In fact, a majority of luxury real estate specialists we spoke to said that their instincts have played a crucial role in knowing how to price a property with no comparables.

“My instinct as an agent has been my No. 1 compass,” said Hertzberg. “I can feel it and know a price for a piece of property. You can’t get that without being fully immersed in the business like Jill and I have for the last 20 years.”

Hertzberg’s partner, Jill Eber, remembers a recent sale in Miami’s posh Indian Creek Village, originally listed on the market for \$60 million: “I really felt it was going to sell in the \$40-50 million range, and it sold for \$47 million.”

FACTORS IMPACTING PRICE

Not surprisingly, there is no single element that determines price for a rarified ultra luxury property.

“At the end of the day, it’s not just about square footage or lot size,” said Lipsey. “There are a lot of intangibles to consider: architectural significance, quality of finishes, rarity, irreplaceability, celebrity ownership, individual amenities and others.”

Of course, Lipsey doesn’t mention location—perhaps because it is assumed and universally considered to be the most significant factor in determining the price of an ultra luxury property.

LOCATION AND LOT SIZE

“People who are buying ultra luxury properties are focused on location, location, location,” said Hertzberg, who estimates location could be as much as 80% of the asking price in Miami, especially in highly sought-after neighborhoods like Sunset Island and Biscayne Bay. “We just sold a property at the tip of Sunset Island for \$20 million, with just over an acre of land. But the location of that property was so special. It had open bay views

THE LUXTIMATE:

PRICING HOMES IN THE \$10 MILLION+ MARKET

looking to downtown Miami, and set on a prestigious guarded island. There are only so many of those kinds of properties here, so they command maximum dollar.”

In Greenwich, too, location—and specifically properties located on the waterfront—commands the highest values. Lurie estimates waterfront locations can be as much as 60% of the home’s value.

“One of the main aspects we look at when we price is, ‘how special is the property from the point of view of the buyer?’” said Lurie. “When I sold the \$40 million estate in 2011, that home could not be replaced. It sat on four acres and consisted of two lots: one with the main house, boat house and deep-water dock, and the other with a guesthouse. The main house itself needed work, and yet I had two interested buyers who got into a bidding war. There is a huge premium for a property in a good location.”

Lot size is also a main component in pricing ultra luxury properties in Greenwich, since properties with a lot of acreage are in limited supply. Says Lurie: “A property with 10-15 acres would be a very unique offering.”

In Beverly Hills, location is typically worth about 35% of a home’s value, estimates Joyce Rey, a Previews specialist. Residences in the hills overlooking Los Angeles typically draw higher values than those in lower parts of the city. However, Rey cautions that it is not always possible to quantify because it depends on what the buyer sees as valuable.

“For example, it was once said that a view added 10% to the value of the home,” said Rey. “But if someone wants a view, then it’s worth 100%. If he or she wants privacy, then privacy becomes 100% of the home’s value. It’s our job to be sensitive to what the buyer wants.”

Likewise, Solakian notes (somewhat facetiously) that location is worth “200%.” That is why, in most affluent markets, a teardown property on a prime piece of land would likely be priced higher than a brand-new home set in a less desirable location. What is considered a “prime piece of land,” of course, is relative. In Greenwich, Miami, Santa Barbara and Monaco, it might be waterfront properties or lots with ocean views. In the “Platinum Triangle” communities of Beverly Hills, Holmby Hills or Bel Air, it might be city views, privacy or a lot situated along the fairways of the Los Angeles Country Club. In Aspen, it’s acreage near downtown.

“Many buyers in today’s marketplace like to use the price-per-square-foot analysis as a basis for value, but it assumes all lot values are the same,” said Brian Hazen, a Previews specialist in Aspen, who estimates location and land value can be at least 50% of a property’s total price in this trendy ski resort town. “In what we would call an ultra luxury resort niche market, a location on a triple A-rated lot could very easily affect the price, compared to a B- or C-rated lot. For example, if you have a 65-acre piece of land with creek frontage and dramatic views within a few miles to downtown Aspen, that would be irreplaceable in today’s market. Geographical and zoning limitations make that type of product very, very rare.”

Hazen points to the currently listed \$47.5 million Jigsaw Ranch and Hala Ranch, a lavish 90-acre ranch owned by Saudi Prince Bander bin Sultan that sold off-market in 2012 for \$49 million.

“It’s subjective what that property was worth to that buyer,” he said. “But the truth is, it’s set on 90 acres next to the exclusive Starwood community, just minutes from downtown Aspen, and quite simply, there is nothing else like it. You could not physically build that property today, much less find a parcel of land that size in that location.”

CANNOT BE REPLICATED

Another factor that has a significant impact on pricing? Irreplaceability. Aspen and Beverly Hills are two markets where irreplaceability plays a major role, as new construction restrictions have elevated certain estates to “one-of-a-kind” status.

“Properties that cannot be replaced have become more common in today’s Aspen ultra luxury market,” said Hazen, estimating irreplaceability could potentially add 25-40% to the price. “Aspen has enacted strict growth restrictions, so you can only build a certain size home based on lot size. If you want to build more than 5,750 square feet—the maximum in Pitkin County—on say 100 acres, as an example, you will need to buy one or more Transferable Development Rights, adding 2,500 square feet for each, if allowed, up to 15,000 square feet. County rules also prevent one from building a home or making improvements within 100 feet of a river or creek. So, if you have a 90-acre property—like Hala Ranch—near Aspen, irreplaceability adds significantly to the price,” said Hazen.

THE LUXTIMATE:

PRICING HOMES IN THE \$10 MILLION+ MARKET

With L.A.'s current height restrictions in place for new residential structures, many of the city's most iconic estates also cannot be built today—making them very rare and very appealing to an extremely wealthy buyer who is looking for a statement property. The Manor and Fleur-de-Lys estates, both in Holmby Hills, are prime examples and both have been represented by Previews in the past. The Manor sits on 4.7 acres with four levels and 56,500 square feet; while Fleur-de-Lys rests on 4.5 acres and stands at 41,000 square feet with five levels. Neither residence could be built today under the city's current laws.

CELEBRITY

Celebrity ownership is an “intangible” that is difficult for most luxury real estate specialists to quantify, but no doubt can have some effect on price, or at least perceived value. Beyond the fact that celebrity ownership usually brings more exposure to the listing, some buyers may hold celebrity-owned properties in higher regard, since a celebrity often represents style, glamour or good taste.

“People feel that celebrities have the means to consult with professionals when making important decisions like purchasing a home, and that if a celebrity lived in a home, they most likely chose it because there is something very special and unique about it,” said Hertzberg. “That is the reason people look at those homes and understand there is something to pay attention to in a celebrity home.”

Demeure believes having a celebrity element can also help market the home. “A celebrity is a brand in a certain way, and a brand creates value,” he said.

CONDITION OF PROPERTY

The condition of the property may be of lesser importance in the overall price of a \$10 million+ property, but it is still relevant. Most Previews specialists estimate the condition of the property can be anywhere from 10-30% of the total price.

CUSTOM UPGRADES

Customized or over-stylized features can often pose a challenge when pricing a home in the ultra high-end. Over the years, there have been stories about mansions with opulent amenities such as discothèques, backyard water

parks with a lazy river, a private tunnel for avoiding the paparazzi and a grand ballroom with glamorous mosaic tile floor that retracts to reveal an indoor pool. Such extravagant amenities can work for or against an ultra luxury listing, since it may appeal to only a small niche. Noted Solakian: “People will spend millions developing a home to their specific taste, and in the end, it could appeal to such a narrow percentage of the buyer pool.”

NUMEROLOGY

When there is no comparable market, numerology can also factor into pricing—which, in many cases, acts as a signal to ultra high-net-worth individuals than an expectation of value. There have been several examples of professional athletes listing their ultra luxury homes priced according to numbers that are significant to them. NBA star Shaquille O’Neal originally put his 2.5-acre Miami Beach mansion on the market in 2005 for \$32 million—his jersey number on the Miami Heat. In 2009, Joe Montana listed his estate in Napa Valley for \$49 million—in what appeared to be a nod to his legendary career as quarterback for the San Francisco 49ers.

Hertzberg also recalls a seller who liked to gamble. “He wanted to set the price for his property at \$21 million because it was a lucky number,” she said.

FUTURE

Despite the nuances associated with pricing properties that are incomparable by their very nature, the record-setting \$100 million+ residential sales over the last two years indicate that the art of setting a price for a prestigious estate is one that requires tremendous expertise. As the majority of the world's top real estate agents have found, there are people in the world who can and will make these types of residential investments. In fact, with the increasingly global nature of today's ultra luxury market, it is hard to imagine that a \$200 million sale would not be possible in the near future. Concludes Demeure: “There is no limit except imagination.”

* Source—Coldwell Banker Previews International® Luxury Market Report, March 2013, excluding Metropolitan New York.



PREVIEWS[®] TREND REPORT:
Six U.S. Communities that Offer Great Value for Luxury Homebuyers



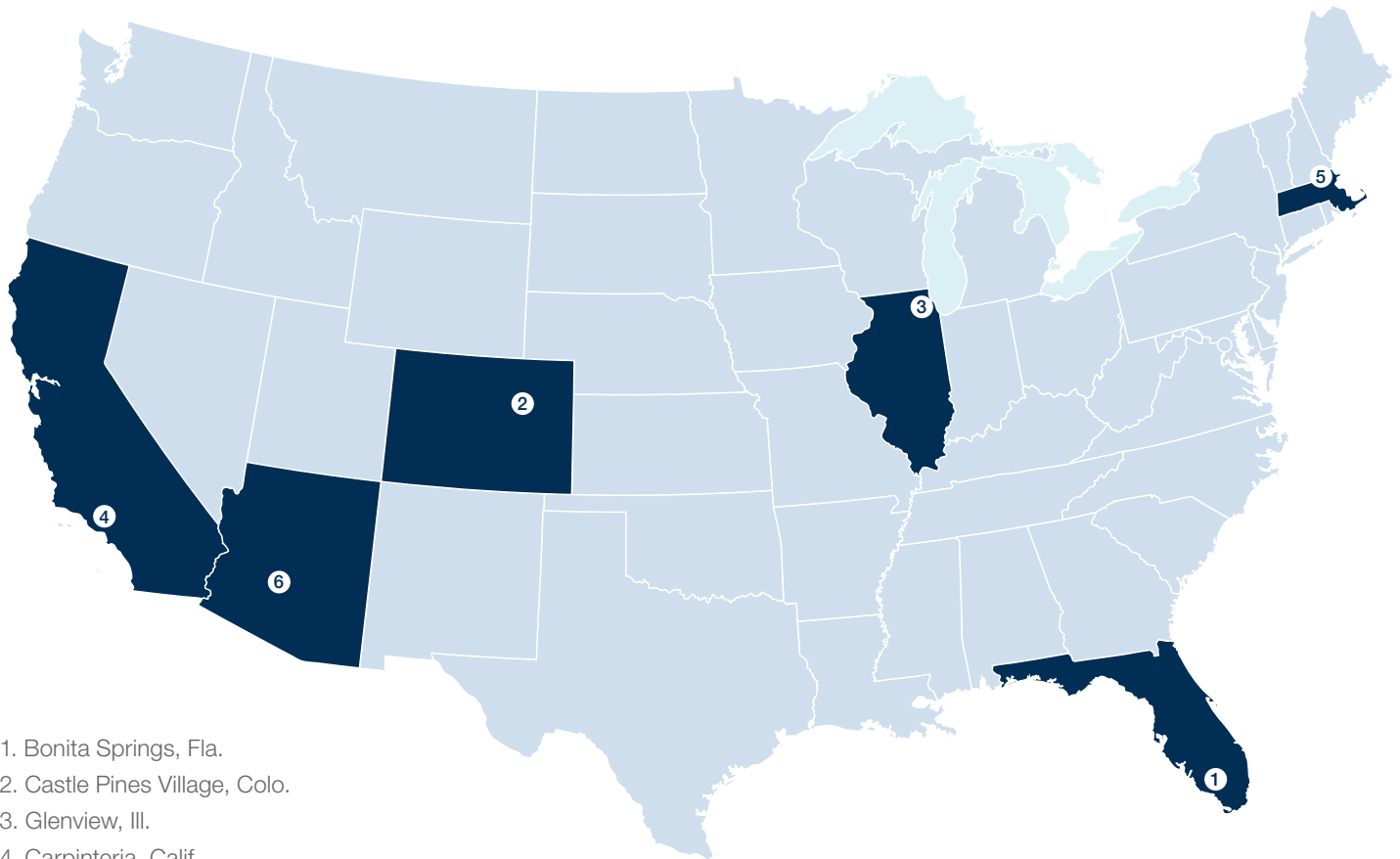
PREVIEWS® TREND REPORT:

SIX U.S. COMMUNITIES THAT OFFER GREAT VALUE FOR LUXURY HOMEBUYERS

Affluent homebuyers can usually live anywhere they want. From high-income retirees and successful entrepreneurs who can conduct business anywhere, to those seeking a vacation home for a few months a year, they are the most mobile niche of homebuyers today, unbound by geography or economics. But having their choice of cities to call “home” doesn’t necessarily mean they are above seeking out information about where the good real estate values are.

For that reason, Coldwell Banker Previews International® scoured the U.S. in search of luxury communities that have demonstrated price stability or are on the rise. We analyzed data from markets around the country, evaluating demographics, economic stability and sales data. We also looked at the area’s various amenity offerings, asking ourselves: “What does today’s luxury homebuyer desire most?” The Previews specialists we spoke to told us views (waterfront is always in high demand), weather, open space, access to top-notch schools, medical care, transportation and cultural activities remain at the top of their affluent buyers’ wish lists. Our search narrowed to six U.S. communities that present luxury value opportunities in three price categories: \$1-2 million, \$2 million+ and \$3 million+.

“The luxury value communities we identified are not necessarily the established bastions of affluence—like Montecito or Naples, Florida, which always seem to rank on our top U.S. city list for luxury sales,” said Betty Graham, president of Coldwell Banker Previews International® NRT. “But they could be located next door to these cities or just a few miles down the coast. They are the quiet, hidden gems that are less frequently talked about or the once-sleepy suburbs that have been on the rise in recent years.”



1. Bonita Springs, Fla.
2. Castle Pines Village, Colo.
3. Glenview, Ill.
4. Carpinteria, Calif.
5. Marblehead, Mass.
6. Paradise Valley, Ariz.

PREVIEWS® TREND REPORT:

SIX U.S. COMMUNITIES THAT OFFER GREAT VALUE FOR LUXURY HOMEBUYERS

\$1-2 MILLION MARKET

1. Bonita Springs, Fla.

Population: 43,914
Current Listings Between \$1-2M: 140
Sold Price Per Square Foot: \$366
Price Per Square Foot Trend Year-to-Year: +.5%
Average Sale Price \$1-2M: \$1,384,609
Price Gain Year-to-Year: +.7%
Overall Price Gain/Loss From Peak (2006): -45%
Best for: Snowbirds seeking tropical temps and Florida tax rates

Naples has long been a haven for high-income vacationers from the Midwest and Northeast seeking the golf course lifestyle and the calm of the Gulf's white sandy beaches and turquoise waters. It's also No. 7 on the Previews list of "Top Cities for Luxury Sales," frequently making waves in the media last year with multiple residential sales over \$10 million. However, just 14 miles away from Naples is Bonita Springs, where comparable real estate values can be as much as 40% less, estimates local Previews specialist, Doug Grant.

"I just sold a 4-bedroom home on the beach in Bonita Springs for \$1.9 million, and that same home would have probably sold for double and maybe even triple in Naples," said Grant.

The average sale price of homes priced \$1-2 million is just over \$1.3 million—about the same as Naples homes in the same price range. The price per square foot in Bonita Springs is \$366, about \$51 less than Naples. Overall market prices are also beginning to creep back up, but are still down 45% from the all-time high in 2006. There is also plenty of inventory in the \$1-2 million range: 215 homes, to be exact. Grant cautions, however, there are only seven homes on the beach—down from 40 in 2009.

Of course, the advantages of living in Bonita Springs are not just financial. The area is teeming with amenities: renowned beaches, championship golf courses, upscale shopping at Coconut Point Mall in Estero and Waterside Shops in Naples, as well as new restaurants and movie theaters. It's also 25 minutes closer to the Southwest Regional Airport than Naples—a draw for homeowners who consider the area their second home.

"Twenty years ago, the perception of Bonita Springs was that it was a little fishing village," said Grant. "But that has completely changed with all of the amenities and retail that have come in the last seven or eight years. In my opinion, Bonita Springs is the best location in Florida. You're close to Naples and you can be over to the Keys, Miami, Lauderdale or Orlando in just a few hours. We're in the subtropics, too, which means our winter temperatures run about five degrees warmer than cities just 150 miles north of us. That's the difference between sitting by the pool or not."

2. Castle Pines Village, Colo.*

Population: 1,700**
Current Listings Between \$1-2M: 30
Sold Price Per Square Foot: \$352
Price Per Square Foot Trend Year-to-Year: -4.1%
Average Sale Price \$1-2M: \$1,303,991
Price Gain Year-to-Year: -3.7%
Overall Price Gain/Loss From Peak (2006): +25-30%***
Best for: Affluent telecommuters with an adventurous spirit and serious backswing

When people talk about luxury neighborhoods in the Greater Denver area, Cherry Creek is usually one of the first places mentioned. But less than 20 miles away is a gated golf course community called Castle Pines Village, just north of Castle Rock, Colorado which ranked No. 17 on CNNMoney's "Best Places to Live" in 2012. Castle Pines Village has been luring affluent families and active retirees with its Jack Nicklaus-designed Country Club at Castle Pines (informally known as the resident's club), dramatic mountain setting, new upscale shopping and theaters in Castle Rock, two brand-new hospitals, five-star rated schools and proximity to Denver's tech center (15 minutes) and downtown (25 minutes). Even more appealing? Homes in the \$1-2 million range.

"My wife is an appraiser, and we marvel at the value of Castle Pines Village compared to other upscale neighborhoods in Denver," said local Previews specialist Louie Lee, who has lived in the community for 11 years. "A 4,000 square foot, 2-story, 4-bedroom, 3.5-bath home might cost \$1 million in Castle Pines Village, but that same home would be \$1.2 million or more in places like Cherry Creek or Greenwood Village, minus Castle Pines Village mountain topography."

For homes priced between \$1-2 million, the sold price-per-square-foot in Castle Pines is currently \$23 less than in Cherry Creek—and down just under 4% from the prior year. Lee estimates prices in Castle Pines itself are \$300,000 or \$400,000 less than the all-time high.

"We have a client who recently moved here from California and he thinks his \$1.5 million home in Castle Pines Village is one of the best real estate investments he's seen," said Lee. "The world has changed so much—he can live anywhere he wants because he can work remotely. It's a great environment for kids, golfers and of course, skiers, since some of the best skiing at Breckenridge, Keystone, Vail and Beaver Creek are no more than two hours away."

*Located in Castle Rock, Colo.

** There are 1,700 homes in Castle Pines Village.

***Agent estimate.

PREVIEWS® TREND REPORT:

SIX U.S. COMMUNITIES THAT OFFER GREAT VALUE FOR LUXURY HOMEBUYERS

\$1-2 MILLION MARKET CONTINUED

3. Glenview, Ill.

Population: 44,692

Current Listings \$1-2M: 25

Sold Price Per Square Foot: \$286

Average Sale Price \$1-2M: \$1,345,575

Price Gain Year-to-Year: +7.6%

Overall Price Gain/Loss From Peak (2007): -30.9%

Best for: Successful urbanites who want big city amenities in a small-town setting

Located about 18 miles north of downtown Chicago, Glenview has emerged as a popular suburb for affluent city dwellers over the last decade. The tight-knit community caught the attention of Chicago Magazine in 2010, which ranked it among its “20 Best Towns and Neighborhoods.”

“Buyers from the city really gravitate here because we have so much to offer,” said local Previews specialist, Anne DuBray. “It’s a wonderful community.”

DuBray cites the top-notch schools, world-class golf and park districts, as well as the convenient location between the 294 and 94 expressways as the primary draws for affluent buyers, who are typically families. It’s also just a hop from downtown Chicago, thanks to the area’s three commuter train stations. But there’s no need to leave Glenview with all of the development around The Glen and The Glen Town Center, which has brought new outdoor shopping, restaurants and movie theaters. Noted DuBray: “People come from all over the North Shores to use the shopping center.”

Luxury homes in the \$1-\$2 million category sell on average for just over \$1.3 million and consist of both established homes and newer homes on what are typically half-acre lots. On a price per square foot basis, Glenview luxury homes run about \$286, whereas Chicago’s Lincoln Park neighborhood is \$355 per square foot. Said DuBray: “As you get closer to Lake Michigan, you’re going to pay more for a house.” That is also why Winnetka, an upscale suburb just three miles closer to downtown, will typically command higher prices—although Glenview “seems to be catching up to them,” added DuBray.

Yearly price gains support DuBray’s view: the average sale price is up 7.6% from last year and the price per square foot is up 12.6%. Still, prices are down by 30.9% from the all-time high in 2007.

\$2 MILLION+ MARKET

1. Carpinteria, Calif.

Population: 13,040

Current Listings \$2M+: 20

Sold Price Per Square Foot: \$1,615

Average Sale Price \$2M+: \$6,513,100

Price Gain Year-to-Year: +66.4%

Overall Price Gain/Loss From Peak (2006): -58.4%

Best for: Those seeking one of the last refuges in Southern California for attainable ocean views

If you’re looking to purchase an ocean-view property (one of Southern California’s most precious commodities) for a price that hasn’t yet left this stratosphere, Carpinteria might be worth a second glance. The idyllic coastal town is just seven minutes away from Montecito and an hour north of Malibu (both of which rest on some of California’s most expensive stretches of coastline and consistently rank on the Previews list of “Top Cities for Luxury Sales”). With its seaside charm, quiet setting and comparatively affordable price per square foot, it’s an ideal destination for those willing to venture off the beaten path for their panoramas.

“I don’t see Carpinteria as a stepchild to Montecito or Santa Barbara, but a very decisive choice for people who appreciate the quality of the natural amenities and the quiet lifestyle,” said local Previews specialist, Maurie McGuire, who counts the sandy beaches (rated among the country’s best, according to America’s foremost beach expert, Dr. Beach), calm waves and the exclusive Santa Barbara Polo Club (which hosted the Duke and Duchess of Cambridge in 2011) as draws.

Luxury real estate offerings in the \$2 million and up range include prime beachfront residences (more than half of the closed sales last year were on or close to the ocean), view-oriented properties and equestrian estates set back in the foothills of the Santa Ynez Mountains. Beachfront properties on Padaro Lane command the highest values in Carpinteria, due to their close proximity to Montecito—but they are still generally more affordable than Montecito. A 2,800 square-foot beachfront home on Padaro Lane is currently on the market for \$6,650,000—but that same home would probably be \$10 million more in Montecito, estimates local Previews specialist, Randy Solakian.

Beachfront homes in the private neighborhoods of Sand Point or Sandyland, a little farther south and closer to the town center, are even a better value given the generally larger home and parcel size of these properties. For ocean-view properties, McGuire estimates there is at least a 10% price increase from Carpinteria to Montecito. It seems as though some luxury buyers have already caught on: the average sale price above \$2 million in Carpinteria increased a staggering 66.4% last year, while the average sale price across all

PREVIEWS® TREND REPORT:

SIX U.S. COMMUNITIES THAT OFFER GREAT VALUE FOR LUXURY HOMEBUYERS

\$2 MILLION+ MARKET CONTINUED

price points remained down from the all-time high in 2006. “Value” is obviously relative—but when it comes to Southern California ocean-view properties, Carpinteria is still within reach.

2. Marblehead, Mass.

Population: 19,808

Current Listings \$2M+: 16

Sold Price Per Square Foot: \$650

Average Sale Price \$2M+: \$3,190,480

Price Gain Year-to-Year: +.9%

Overall Price Gain/Loss From Peak (2006): -13.7%

Best for: Financiers harboring dreams of a year-round Nantucket lifestyle

Only 17 miles north of Boston and set on the peninsula, Marblehead is known as the birthplace of the American Navy and Marine Corps Aviation. Thanks to the town’s historic charm (dating back to revolutionary times), strong yachting heritage and majestic harbor location along the eastern seaboard, it has long been thought of as a summer destination, but that is a “misconception,” says local Previews specialist, Bill Willis, Jr. According to Willis, it has become a sought-after, year-round enclave for affluent couples with children and yachters who desire a home near the waterfront.

“It’s very much the combination of the beautiful historic town, with unparalleled ocean views and access to Boston and everything a major metropolitan area has to offer,” said Willis. “When you’re here, it feels very much like you’re away from the world, but in 35 minutes, you could be in Boston for dinner. You’re also just 35 minutes from Boston-Logan International Airport. It’s the best of both worlds.”

The value proposition of Marblehead is compelling: prices in the \$2 million+ category are slightly up from the year prior in Marblehead—but still down over 13% from the peak in 2006. The average sale price in this range is \$3,190,480, whereas average prices in the more established high-end areas of Boston run about \$480,000 more. While Marblehead generally consists of single-family homes set on a half- to full-acre and Boston is mostly made up of posh townhouses, the price per square foot comparison does favor the harbor suburb over the city.

“Historically you get a bigger bang for your buck compared to Boston on a price per square foot basis,” said Willis. “But you also have a lot of buyers coming from the city who are married with children because it is a ‘stage-of-life buy.’”

\$3 MILLION+ MARKET

1. Paradise Valley, Ariz.

Population: 17,026

Current Listings \$3M+: 90

Sold Price Per Square Foot: \$419

Average Sale Price \$3M+: \$4,104,366

Price Gain Year-to-Year: 12.7%

Overall Price Gain/Loss From Peak (2006): -48.6%

Best for: Jetsetters who want more space, hot nights and a 2-hour bounce from L.A.

At one time, Paradise Valley was nothing more than a few modestly sized ranches set on vast swatches of land. Today that picture has shifted dramatically as new luxury communities have cropped up in the hillsides and celebrities, professional athletes and prominent leaders have set up residence. Located less than three miles from Phoenix, Paradise Valley presents a significant value opportunity for both affluent Southern California transplants and snowbirds from the Midwest and Canada.

“Buyers get so much square footage for their money in Paradise Valley,” said local Previews specialist, Jan Kabbani. “Our property taxes are also much less than California, the Midwest and Canada. And we can boast 300 days of sunshine! It’s all about big blue skies and beautiful bargains,” said Kabbani.

While the Paradise Valley market has seen lower inventory levels than in years past, it still boasts a healthy inventory of 90 active listings in the \$3 million and up range. Most luxury properties are single-family detached homes set on 1-acre or more, flat and elevated with mountain views of Camelback and Mummy Mountain. The town also posted year-over-year price gains of 12.7% in the \$3 million and up range—at a time when metropolitan Phoenix is leading the nation in housing price appreciation. (Phoenix posted an impressive 23% year-over-year price increase and eighth consecutive month of double-digit annual growth in December 2012). Other signals of stability: according to the Multiple Listing Service, the average selling price per square foot for \$3 million+ properties is \$419—down just .9% from the previous year. In the last few years, Paradise Valley has even become a more affordable alternative to Silverleaf, an affluent Scottsdale neighborhood that has begun commanding higher dollar sales, according to Kabbani. And of course, proximity to private country clubs, world-class resorts and transportation hubs (Phoenix Sky Harbor International Airport is just 11 miles away and the Scottsdale Municipal Airport is nine miles away) and some of the top public schools in Arizona doesn’t hurt either.



THE PREVIEWS[®] TOP TEN REPORT
Top Ten ZIP Codes & Cities for Luxury Sales & Listings



THE PREVIEWS® TOP TEN REPORT

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 pg. 20.

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

| \$1,000,000+ | | | | \$5,000,000+ | | | |
|--------------|-----------------|-------|-----------------|--------------|-------------------|-------|-----------------|
| Zip Code | City | State | Number of Sales | Zip Code | City | State | Number of Sales |
| 94010 | Burlingame | CA | 370 | 90210 | Beverly Hills | CA | 82 |
| 95070 | Saratoga | CA | 344 | 81611 | Aspen | CO | 48 |
| 90266 | Manhattan Beach | CA | 334 | 90265 | Malibu | CA | 43 |
| 92037 | La Jolla | CA | 316 | 93108 | Montecito | CA | 41 |
| 92660 | Newport Beach | CA | 308 | 33139 | Miami Beach | FL | 36 |
| 90049 | Brentwood (LA) | CA | 306 | 90049 | Brentwood (LA) | CA | 35 |
| 94025 | Menlo Park | CA | 298 | 06830 | Greenwich | CT | 32 |
| 94539 | Fremont | CA | 290 | 90077 | Bel Air (LA) | CA | 24 |
| 90210 | Beverly Hills | CA | 287 | 06831 | Greenwich | CT | 23 |
| 94024 | Los Altos | CA | 275 | 90272 | Pacific Palisades | CA | 22 |

| \$10,000,000+ | | | |
|---------------|----------------|-------|-----------------|
| Zip Code | City | State | Number of Sales |
| 90210 | Beverly Hills | CA | 21 |
| 81611 | Aspen | CO | 16 |
| 93108 | Montecito | CA | 15 |
| 90077 | Bel Air (LA) | CA | 10 |
| 33139 | Miami Beach | FL | 8 |
| 90049 | Brentwood (LA) | CA | 8 |
| 90265 | Malibu | CA | 7 |
| 94027 | Atherton | CA | 7 |
| 06830 | Greenwich | CT | 6 |
| 33156 | Miami | FL | 6 |

* January 2012-December 2012

THE PREVIEWS® TOP TEN REPORT

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 pg. 20.

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

| \$1,000,000+ | | | |
|--------------|-------------------|-------|--------------------|
| Zip Code | City | State | Number of Listings |
| 92037 | La Jolla | CA | 613 |
| 33160 | North Miami Beach | FL | 572 |
| 06880 | Westport | CT | 572 |
| 33139 | Miami Beach | FL | 541 |
| 90210 | Beverly Hills | CA | 538 |
| 94010 | Burlingame | CA | 512 |
| 90265 | Malibu | CA | 510 |
| 92651 | Laguna Beach | CA | 493 |
| 85253 | Paradise Valley | AZ | 479 |
| 81611 | Aspen | CO | 463 |

| \$5,000,000+ | | | |
|--------------|-------------------|-------|--------------------|
| Zip Code | City | State | Number of Listings |
| 90210 | Beverly Hills | CA | 178 |
| 81611 | Aspen | CO | 153 |
| 90265 | Malibu | CA | 153 |
| 33139 | Miami Beach | FL | 115 |
| 06831 | Greenwich | CT | 104 |
| 93108 | Montecito | CA | 100 |
| 06830 | Greenwich | CT | 87 |
| 92651 | Laguna Beach | CA | 78 |
| 90077 | Bel Air (LA) | CA | 75 |
| 90272 | Pacific Palisades | CA | 73 |

| \$10,000,000+ | | | |
|---------------|---------------|-------|--------------------|
| Zip Code | City | State | Number of Listings |
| 90265 | Malibu | CA | 65 |
| 90210 | Beverly Hills | CA | 58 |
| 81611 | Aspen | CO | 54 |
| 90077 | Bel Air (LA) | CA | 44 |
| 93108 | Montecito | CA | 40 |
| 06831 | Greenwich | CT | 34 |
| 33139 | Miami Beach | FL | 29 |
| 92651 | Laguna Beach | CA | 27 |
| 94027 | Atherton | CA | 25 |
| 34102 | Naples | FL | 22 |

* January 2012-December 2012

THE PREVIEWS® TOP TEN REPORT

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

U.S. CITIES WITH THE HIGHEST NUMBER OF LUXURY HOME SALES*

| \$1,000,000+ | | | \$5,000,000+ | | |
|---------------------------|-------|-----------------|---------------------------|-------|-----------------|
| City | State | Number of Sales | City | State | Number of Sales |
| New York City (Manhattan) | NY | 2,382 | New York City (Manhattan) | NY | 247 |
| Los Angeles | CA | 1,533 | Los Angeles | CA | 84 |
| San Francisco | CA | 1,507 | Beverly Hills | CA | 81 |
| Hamptons | NY | 963 | Greenwich | CT | 58 |
| Miami | FL | 790 | Miami | FL | 52 |
| Chicago | IL | 713 | Aspen | CO | 48 |
| Naples | FL | 651 | San Francisco | CA | 48 |
| Washington | DC | 646 | Malibu | CA | 43 |
| San Jose | CA | 589 | Montecito | CA | 29 |
| Newport Beach | CA | 561 | Miami Beach | FL | 25 |

| \$10,000,000+ | | |
|---------------------------|-------|-----------------|
| City | State | Number of Sales |
| New York City (Manhattan) | NY | 71 |
| Los Angeles | CA | 21 |
| Beverly Hills | CA | 21 |
| Aspen | CO | 16 |
| Greenwich | CT | 11 |
| Miami | FL | 11 |
| Montecito | CA | 10 |
| San Francisco | CA | 9 |
| Malibu | CA | 7 |
| Atherton | CA | 7 |
| Santa Barbara | CA | 7 |
| Coral Gables | FL | 7 |

* January 2012-December 2012

THE PREVIEWS® TOP TEN REPORT

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

U.S. CITIES WITH THE HIGHEST NUMBER OF LUXURY HOME LISTINGS*

| \$1,000,000+ | | |
|---------------------------|-------|--------------------|
| City | State | Number of Listings |
| Los Angeles | CA | 2,609 |
| Miami | FL | 1,871 |
| San Francisco | CA | 1,759 |
| New York City (Manhattan) | NY | 1,665 |
| Naples | FL | 1,436 |
| Dallas | TX | 1,025 |
| Greenwich | CT | 924 |
| Beverly Hills | CA | 663 |
| La Jolla | CA | 612 |
| Fort Lauderdale | FL | 555 |

| \$5,000,000+ | | |
|---------------------------|-------|--------------------|
| City | State | Number of Listings |
| New York City (Manhattan) | NY | 419 |
| Los Angeles | CA | 236 |
| Greenwich | CT | 196 |
| Miami Beach | FL | 178 |
| Beverly Hills | CA | 177 |
| Aspen | CO | 153 |
| Malibu | CA | 152 |
| Naples | FL | 106 |
| San Francisco | CA | 81 |
| Laguna Beach | CA | 78 |

| \$10,000,000+ | | |
|---------------------------|-------|--------------------|
| City | State | Number of Listings |
| New York City (Manhattan) | NY | 177 |
| Los Angeles | CA | 85 |
| Malibu | CA | 65 |
| Miami | FL | 60 |
| Beverly Hills | CA | 58 |
| Aspen | CO | 54 |
| Greenwich | CT | 51 |
| Montecito | CA | 28 |
| Laguna Beach | CA | 27 |
| Atherton | CA | 25 |

* January 2012-December 2012



DOMESTIC SPOTLIGHT | METROPOLITAN NEW YORK



DOMESTIC SPOTLIGHT

METROPOLITAN NEW YORK

Following the surge in Manhattan luxury home sales during the final months of 2012, Manhattan has continued to see record sales of luxury condos in 2013. The first quarter has gotten off to a robust start, with the number of signed contracts in Manhattan soaring to its highest level for a January in four years. January 2013 sales were up 40% from the previous January, and February 2013 numbers were also trending upward compared to 2012. Both months were anchored by announcements of two major ultra high-end sales—a \$50 million full-floor co-op on Fifth Avenue (just \$4 million less than the record-setting co-op sale of 2012) and a \$32.5 million luxury condominium overlooking Central Park. These figures follow on the heels of the 2012 boom, when sales of Manhattan homes over \$15 million doubled. The most significant factors contributing to the ongoing surge include: 1) wealthy American and international buyers who continue to see Manhattan real estate as a safe haven for their investments, 2) buyers looking to close escrow before capital-gains tax rates increase and 3) growing optimism fueled by current inventory levels—which is at a seven-year low, according to New York State Association of REALTORS®. Overall, brokers in the Greater Manhattan area remain optimistic about the long-term potential of luxury real estate moving deeper into 2013.

| Top Closed Sales* | | | |
|-------------------|-------|-------|--------|
| Area | \$1M+ | \$5M+ | \$10M+ |
| Downtown | 889 | 77 | 12 |
| Upper East Side | 608 | 99 | 41 |
| Upper West Side | 523 | 54 | 12 |
| Midtown East | 218 | 13 | 5 |
| Midtown West | 122 | 4 | 1 |

| Top Active Listings* | | | |
|----------------------|-------|-------|--------|
| Area | \$1M+ | \$5M+ | \$10M+ |
| Downtown | 527 | 123 | 51 |
| Upper East Side | 495 | 157 | 65 |
| Upper West Side | 206 | 58 | 25 |
| Midtown East | 227 | 46 | 20 |
| Midtown West | 172 | 34 | 15 |

* January 2012-December 2012



DOMESTIC SPOTLIGHT | CHICAGO



DOMESTIC SPOTLIGHT CHICAGO

Now in 2013, the Chicago area is beginning to see economic improvement as luxury high-rise development has started to return and the unemployment rate has dropped from 2011. These improvements have had a more stabilizing effect on pricing at the higher end of the housing market.

"In the \$3-5 million price range, the average sales price is just over \$3.6 million with the list-to-sale percentage at 94%, depicting a very stable market," said Craig Hogan, Previews® Luxury Director, City Region. "Also, more properties closed over \$5 million in 2012 since the highs of 2008 and 2010, culminating in a record-breaking condo sale of \$15 million. This one fact alone sent a message to the market that high-net-worth buyers are out there and willing to pay a premium for a property in our city."

While pricing in the overall luxury market (\$750,000+) has stabilized, sales volume has not yet been restored to pre-recession levels. Unit sales were down 41% and volume was down 38% from five years ago, Hogan said. Lower sales numbers in 2012 could be partly due to lack of luxury housing inventory.

"While we still have many homes available in our upper-bracket sector, the quantity of the most premium properties is tight," Hogan said. "This supply and demand issue has resulted in some of the quickest sales we have seen in some time, with some properties selling without ever being brought to market."

Lack of inventory remains at play in both the single-family and condominium segments. In upscale suburban neighborhoods such as Winnetka and Kenilworth, location remains king as

it relates to community, since "there are limited opportunities in an urban market to purchase a luxury home near excellent schools and amenities," explains Hogan. The condominium market in downtown Chicago—and specifically Gold Coast—has seen such a dramatic increase of record-breaking sales and price per square foot that "a connection to amenities and services continue to set the bar and draw buyers to our most expensive and outstanding towers," notes Hogan.

New government policies taking effect in 2013 have also impacted the Chicago luxury market—most notably in the last quarter of 2012 as highly motivated sellers sought to close escrow before January 1, 2013, when tax cuts were set to expire under the pending fiscal cliff deal. Hogan points to an 18-room lakefront mansion in Winnetka that sold for \$12.25 million on December 31, which the Chicago Tribune declared as "one of the single highest-priced residential sales in Chicago-area history." However, he cautions, "the significant increase in activity that was witnessed cannot be explained by that alone. The market was and has continued to show signs of new strength and stability." He remains particularly optimistic about the long-term potential of the affluent sector, noting several new large-scale luxury condominiums that have been approved in the Gold Coast and River North neighborhoods.

AT A GLANCE

- Top Previews Listings: The Penthouse at Trump Tower, 401 N. Wabash, listed at \$32,000,000 USD*. [Click Here to View](#)

North Shore Estate in Winnetka, Illinois, designed by renowned architect, Richard Landry, listed at \$21,900,000 USD*. [Click Here to View](#)

- Highest Priced Properties Sold in 2012: A Michigan Avenue penthouse sold for \$15,000,000 USD, listed by Chezi Rafaeli.

An 18-room lakefront mansion in Winnetka sold for \$12,250,000 USD, listed by Maureen Mohling.

*Price and exchange rate subject to change



INTERNATIONAL SPOTLIGHT | AUSTRALIA



INTERNATIONAL SPOTLIGHT

AUSTRALIA

Australia has recently been in the news for having some of the most expensive cities in the world to live in, with Sydney and Melbourne ranking among the top 10. According to Jonathan Chancellor, managing editor of Sydney-based Property Observer (www.propertyobserver.com.au) and preferred independent journalist for the Australian Coldwell Banker affiliates, the “prestige” market in Australia is defined between “\$5 million and \$50 million AUD,” or about \$5,159,053 to \$51,590,536 USD. He identifies Sydney’s Point Piper and Mosman, Perth’s Peppermint Grove and Mosman Park and Melbourne’s Toorak and Hawthorn as the neighborhoods that command the highest values, with Wolseley Road in Sydney often considered to be one of the most expensive streets in the world. In the last published authoritative list of the world’s priciest streets, published by *Financial Review*, Wolseley Road in Point Piper was ranked the ninth-richest street in the world, valued at \$21,152 USD per square meter.

Although economic growth throughout the country has led to inflation and currency strength, Sydney’s “prestige” housing market has seen lower prices and fewer sales than at the peak of the market five years ago. In general, “prices are 5% to 15% lower on average, and a few sales have been reduced by about 25%,” said Chancellor. However, Alex Caraco, manager of Coldwell Banker Gold Coast Property Group, notes that in the \$10-20 million range, there has been “an increase in the amount of sellers meeting the market on price” in the first part of 2013. He said: “Demand and sales are marginally higher with more all-cash buyers who are buying well below 2008 prices.”

Still, Chancellor points out, Sydney prestige property transactions are considerably less, compared to 2008 because “there has been an aversion to debt and even conspicuous consumption among the wealthy set of merchant bankers. The second home market—especially the Palm Beach* weekender homes—has been hit by this trend, along with increases in government land taxes.”

Unlike U.S. domestic luxury markets, affluent buyers in Australia have plenty of luxury home inventory to choose from—in fact, “2013 has begun with about 500 homes with asking prices of \$5 million or higher,” said Chancellor. However, he adds that “there are even more prestige listings on the market than actually advertised. Many secret pocket listings exist with homeowners reluctant to have it publically known they are sellers and even more reluctant to have their asking price known.”

Chancellor indicates that there have been several dynamics at play in the market, including the strength of the Australian dollar, which “has held back purchasing by expatriates” and “the lack of confidence in national and international economies” since the start of the global financial crisis. That said, cautious optimism has begun to return in 2013, as “the commodities market and demand in China and India for Australia’s mineral resources have created a new niche of buyers eager to purchase prestige properties,” said Chancellor. Industry insiders also hope the government’s recent decision to loosen overseas visa applications “will encourage prestige property acquisitions by international buyers—most especially from Asia,” he said.

Under the new “Significant Investor Visa,” according to *The Wall Street Journal*, wealthy internationals “must invest \$5 million AUD in state and territory Australian government debt, privately-owned Australian companies and managed funds that invest in Australian assets regulated by the Australian Securities & Investment Commission for four years.” In exchange, “the government will cut residency requirements from two years to 160 days” over that period. With these changes, it will be interesting to see if Australia can finally top its record-breaking sale from 2009—a 7,500-square-metre residential compound in Perth, Western Australia, which sold for \$57.5 million AUD (or about \$59.3 million USD). Already, Caraco has noticed an uptick in interest coming from Asia, who are partly responsible for the latest “surge in purchases of new prestige condominiums in city areas.” Rest assured, Previews will continue to keep a close watch on this market.

AT A GLANCE

- Top Previews Listing:
Sanctuary Cove, Queensland—
\$16,326,400 USD**
[Click Here to View](#)
- Highest Priced Property Sold in 2012:
Kalua, a 5-bedroom, 6-bathroom plantation-style Palm Beach home, just on the outskirts of Sydney—
Approximately \$23,000,000 USD.

*Suburb of Sydney

**Price and exchange rate subject to change



AGENT SUCCESS STORY | JADE MILLS

AGENT SUCCESS STORY

JADE MILLS

Even at an early age, Jade Mills seemed a natural when it came to sales. While growing up in the small town of Alamo, Calif., she entered a contest to sell newspaper subscriptions. She won the competition, earning a prize of \$100, which she donated to charity.

“It was really my first sales job,” said the ebullient Mills, who today is a Previews® Estates Director and International Ambassador with Coldwell Banker Residential Brokerage in Beverly Hills. “I’ve always loved sales. I really love the thrill of the deal and I love having everyone happy at the end of the sale.”

What began with a \$100 prize has turned into a career that has produced more than \$1 billion in residential real estate sales in the last decade and numerous accolades as one of the nation’s top-selling agents. Mills is ranked the No. 1 agent nationally and internationally for NRT and Coldwell Banker and achieved a total sales volume of more than \$338 million in 2012.

“I love what I do,” said Mills. “It’s very rewarding to me to see both buyer and seller happy.”

Mills grew up as the daughter of a dairy farmer in Alamo, located 20 miles east of Oakland, and her parents were significant in shaping Mills’ approach to life and business.

“My mother was extremely positive,” said Mills. “From the time I can remember, she always told me I could do anything that I wanted to do, and that if you work hard, you can achieve all of your goals. She was so positive with every aspect of life.”

“My father told me he never had a contract in writing for anything. He said your word is your bond. You don’t need a contract; you just do what you say you’re going to do. I always conduct myself and my business with the utmost integrity and honesty, and I try to instill in new agents the importance of integrity.”

Mills got her real estate license in 1975 after her husband of three years left her alone with their infant daughter. As a young single mother, Mills had to make a future for herself. She was encouraged by broker Spike Dresser, who was in the process of selling Mills’ home at the time, to pursue a career in real estate. Mills found immediate enjoyment in the profession and some early success.

After marrying her second husband, she stepped away to raise her family, but when he passed away many years later, she again made her way through this difficult time by selling real estate. Mills’ primary objective, though, was not to

become a top agent.

“My goal was supporting my children,” said Mills. “That was all I could focus on.”

Mills worked hard supporting her family, to the point of becoming the No. 1 and No. 2 agent in the nation for the past several years. Her client base has grown through referrals and includes business managers, attorneys, CEOs, members of the Forbes 400 and celebrities.

Even though Mills works with some of the country’s most expensive homes, she sells in all price ranges. Her focus for each transaction is making sure everyone is satisfied. In 2012, her sales ranged from \$1 million to \$50 million.

“I work hard for all of my clients,” said Mills. “I enjoy today what I’ve always enjoyed about the business: I love the process, meeting new people, selling and finding my clients the perfect home.”

MEET JADE MILLS

Jade Mills has four children and two work with her, son Zachary Quittman and daughter Tiffany Barcena. Daughter Alexis LaMontagna also worked in real estate before starting a successful eponymous clothing line. Mills’ son Austin Mills is a freshman at Pepperdine, where he plays basketball. Austin was the third all-time leading scorer at Beverly Hills High School. Her husband Adam designs and builds homes in the Los Angeles area.

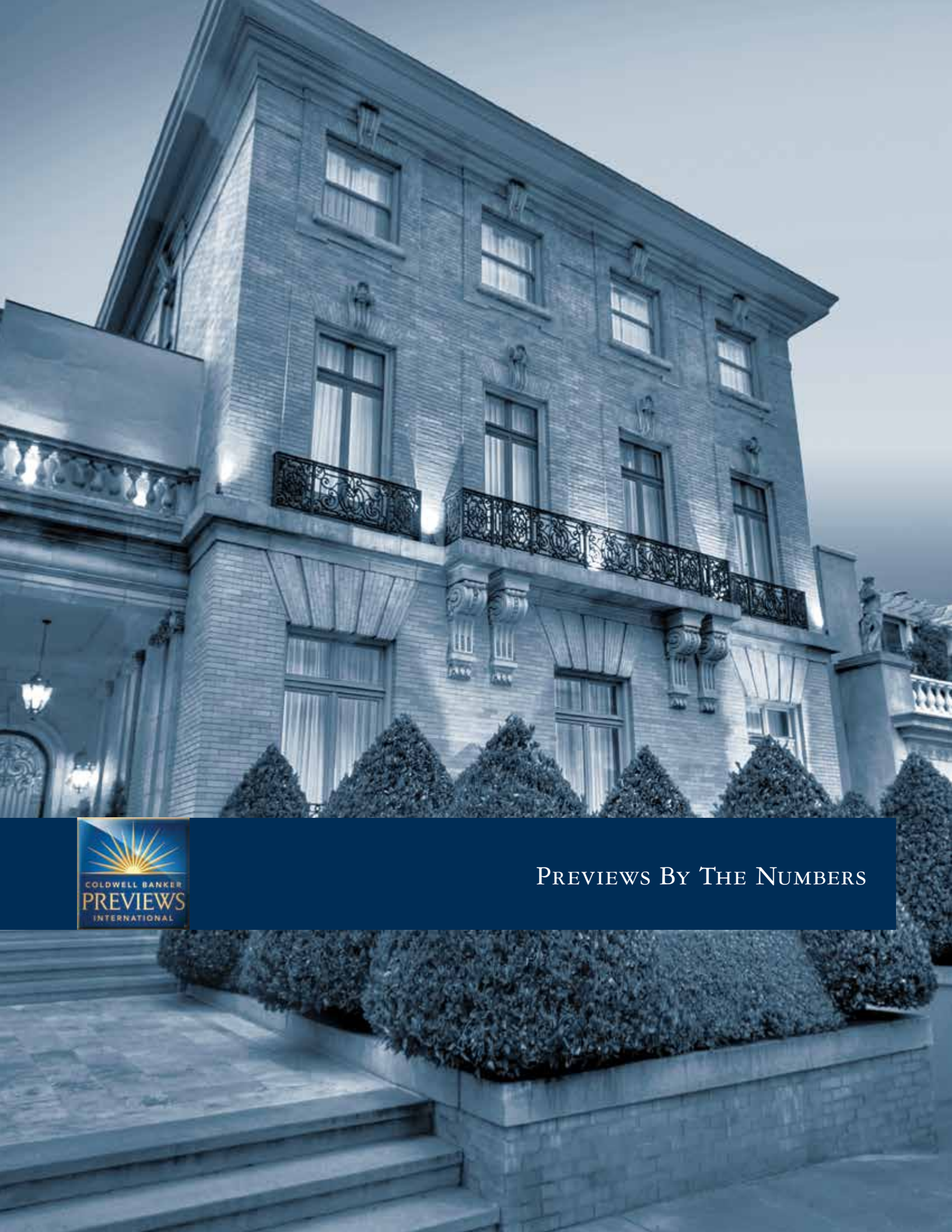
“I have four fabulous children and five amazing grandchildren—and I am very proud of all of them,” said Mills. “There is nothing more important in my life than my husband, children and grandchildren. I am truly blessed.”

Prior to working in real estate, Mills traveled the country with her first husband, who was a singer, and discovered a passion for working with people that carried into her career as a broker.

“Traveling around the country, I found that people were very friendly and welcoming,” said Mills. “I found that I really wanted to work with people rather than in an environment where I didn’t.”

Her small-town roots were transplanted easily in Beverly Hills.

“Beverly Hills is really a very small town. People are very friendly and I really enjoy walking down the street and knowing so many people. It’s very comforting to live in a place where you feel safe. Beverly Hills is truly my home. I can’t ever see myself living anywhere else.”



PREVIEWS BY THE NUMBERS

PREVIEWS® BY THE NUMBERS



2012 was a milestone year for the luxury real estate market with a surge in both buyer interest and several major record-setting sales. Coldwell Banker Previews International® has remained at the center of much of this activity. From historic sales to the volume of luxury sales we handle everyday, our numbers show the depth of our leadership in the affluent space.

OUR ACHIEVEMENTS INCLUDE:

- Previews agents participated in more than 16,400 transaction sides of homes priced at \$1 million or more in 2012.
- On average, Previews handles \$86.1 million in luxury home sales every day.*
- The average sale price for Previews homes is \$1.93 million.
- 218 Agents & Teams listed among "The Thousand."

Coldwell Banker Previews International® Significant Sales 2012

| City | State | List Price** | Agent(s) |
|---------------|-------|--------------|---------------------------|
| Beverly Hills | CA | \$55M | Jade Mills, Joyce Rey |
| Malibu | CA | \$55M | Chris Cortazzo |
| Indian Creek | FL | \$52M | Jill Eber, Jill Hertzberg |
| Great Neck | NY | \$39.5M | Diane Polland |
| San Francisco | CA | \$34M | Dona Crowder |
| Santa Barbara | CA | \$29M | Randy Solakian |
| Malibu | CA | \$27M | Chris Cortazzo |
| Bel Air | CA | \$24.9M | Jade Mills, Joyce Rey |
| Atherton | CA | \$24M | Carol MacCorkle |

*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 2012. USD\$

**List price does not indicate sales price



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