



LUXURY HOME MARKET REPORT

DARLENE L. STREIT

SANTA FE REAL ESTATE PROPERTY

MARCH 15, 2016

I have prepared an update on the current market conditions for the Luxury Home Market to share with you. I am also including new resources that we have just added in order to help us increase the number of sales within the luxury home market and to increase the exposure for your home - **Luxury Real Estate & Luxury Homes**.

Detailed statistics for price segments are given for the following Sept. 2015 to February 2106 (Tables & Graphs):

Click on the price range you would like to preview

[\\$200,000 - \\$499,999](#)

[\\$1,000,000 and Above](#)

[\\$500,000 - \\$799,999](#)

[\\$1,000,000 - \\$1,249,999](#)

[\\$800,000 - \\$999,999](#)

[\\$1,250,000 - \\$1,499,999](#)

[\\$1,500,000 and Above](#)

Please call me if you have any questions or would like to discuss the current conditions in the Luxury Home Market.

In order to help me market and sell your home more effectively, two particularly strong Internet marketing platforms have been engaged within the last week:

Luxury Real Estate at LuxuryRealEstate.com and Luxury Homes at LuxuryHomes.com. Our Luxury Home listings are being added at this time and will be completed soon. Sotheby's International Realty marketing assets are not included here.

The following is a partial list of marketing assets for my Luxury Home clients in Santa Fe:



New Web Luxury Real Estate LuxuryRealEstate.com

(See why we invested in this opportunity to promote your home...at the end of this Market Report are details on the coverage and reach of Luxury Real Estate.)


ELITE AGENTS



Darlene Streit
Santa Fe, New Mexico



New Web Luxury Homes LuxuryHomes.com



DARLENE L. STREIT
SEE ALL LUXURY HOME LISTINGS IN SANTA FE - CLICK HERE
505.982.6207 | 505.920.8001 | SantaFeRealEstateProperty.com

SantaFeRealEstateProperty.com

DARLENE L. STREIT
SANTA FE REAL ESTATE PROPERTY

Darlene Streit - Luxury Site

DarleneStreit.com Top brokers in the U.S.
(Full browser high resolution photos and videos)

New Santa Fe Luxury Homes and Land SantaFeLuxuryHomesandLand.com

**SANTA FE LUXURY
HOMES AND LAND**

This new site will have great descriptions of all Luxury Home areas and full screen browser photos.

Sotheby's International Realty

SothebysHomes.com Worldwide Syndication

Sotheby's

INTERNATIONAL REALTY

New

Santa Fe Real Estate Expert

SantaFeRealEstateExpert.com

Video

Vimeo - [Santa Fe Luxury Home Portfolio](#) These videos are also on each individual listing and in the MLS - Examples: [73 Sundance](#) Click on Video

YouTube Channel - [Real Estate in Santa Fe](#)



Virtual Tours

All homes have a virtual Tour - Example: [TourFactory](#)

New

Proxio Pro - International Broker to Broker Network with Translation

Print Advertising

[Santa Fe Showcase](#)

Home Magazine - Santa Fe Real Estate Guide

New



Adwerx is a powerful retargeting and remarketing tool. After a visitor comes to our website and views a listing, Adwerx tracks the prospect while they are looking for other real estate and serves up an ad on rotation.

The screenshot shows a retargeting advertisement for Darlene Streit. At the top, it displays the website URL 'SantaFeRealEstateProperty.com'. Below this is a portrait of Darlene Streit, a woman with long brown hair wearing a pearl necklace. To the right of the portrait, her name 'Darlene Streit' is written in large white text on a dark blue background. Underneath her name, it says 'Luxury Home & Land Sales in Santa Fe, New Mexico' and 'Your #1 Broker'. At the bottom left of the ad, the Sotheby's International Realty logo is shown with the phone number '505.982.6207'. To the right of the logo, it says 'Santa Fe, New Mexico' and 'Call (505) 920-8001'. At the very bottom, in small text, it says 'ADS BY ADWERX.COM'.

As an example, the ad to the left has been viewed 185,050 time from June 11 to August 11, 2015 ! Out of those views, 395 click throughs to our website have been captured.

I am using many effective marketing avenues to help bring a qualified purchaser to buy your home.