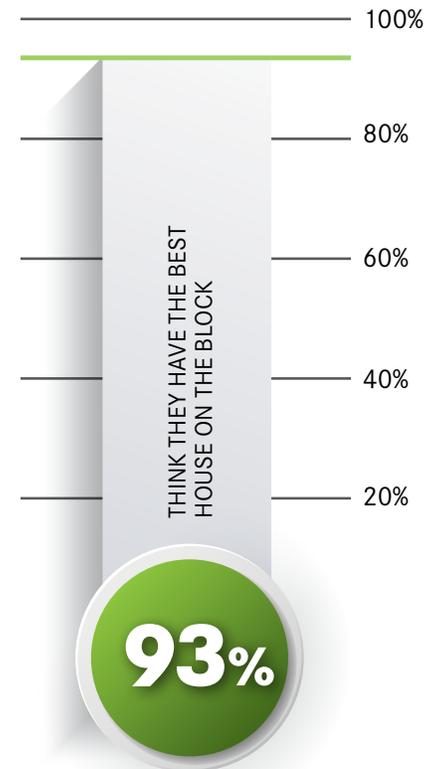


MOST LUXURY HOMEOWNERS THINK THEIR HOUSE IS BEST ON THE BLOCK

Lifestyle Homes and High-Tech Amenities the New Norm for Affluent

Today's luxury homeowners and buyers are savvier and more confident than ever. They know what they want and have the resources and capabilities to get it, allowing them to transform luxury living spaces into ultra-comfortable, high-tech homes. Gone are the days when overwhelming amounts of square footage equated to a dream home. The luxury consumer now seeks multiple homes to fit their lifestyle needs and extra amenities, especially the high-tech ones.

Today, more than nine in 10 (93%) luxury homeowners think they have the best house on the block, according to a new survey by Better Homes and Gardens® Real Estate. A majority of employed luxury homeowners (57%) believe their house is a bigger indicator of success than their job or title, and 75 percent believe it is a more sound investment than the stock market.



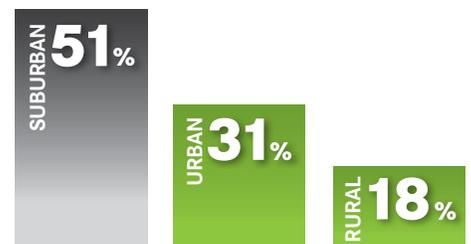
MULTIPLE PROPERTIES AND LIFESTYLES



As the real estate market comes roaring back, a new vote of confidence is apparent among the luxury buyer. Investing in more than one home has become a trend in today's luxury market. A majority of luxury homeowners surveyed (53%) prefer owning multiple "lifestyle" homes to support activities like skiing or theater going. In fact, more than half (58%) of luxury homebuyers already own multiple homes to support their lifestyle activities.

SUBURBAN FANCY

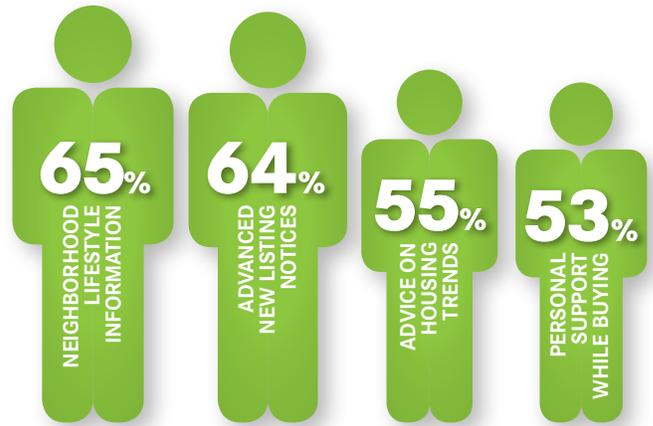
While luxury homebuyers can indulge in their location of choice, suburbia remains the biggest draw. More than half of luxury homebuyers surveyed (51%) feel a suburban location is ideal for their main residence, followed by urban (31%) and rural (18%)



TECH-SAVVY CONSUMERS CALL ON “CONSULTANT” REAL ESTATE AGENT

Technology has Evolved the Role of the Agent

In recent years, the real estate industry has seen how technology has made not only the luxury consumer, but all consumers, more informed than ever. However, this level of knowledge has not diminished the role of the real estate professional in the home search process. Ninety-six percent of today’s luxury homebuyers lean on their real estate agent for more than just transaction execution. As a group, luxury homebuyers expect five-star service and are accustomed to seeking professional advice and reaping the benefits of that counsel. Real estate agents are viewed as trusted advisors for luxury homebuyers.



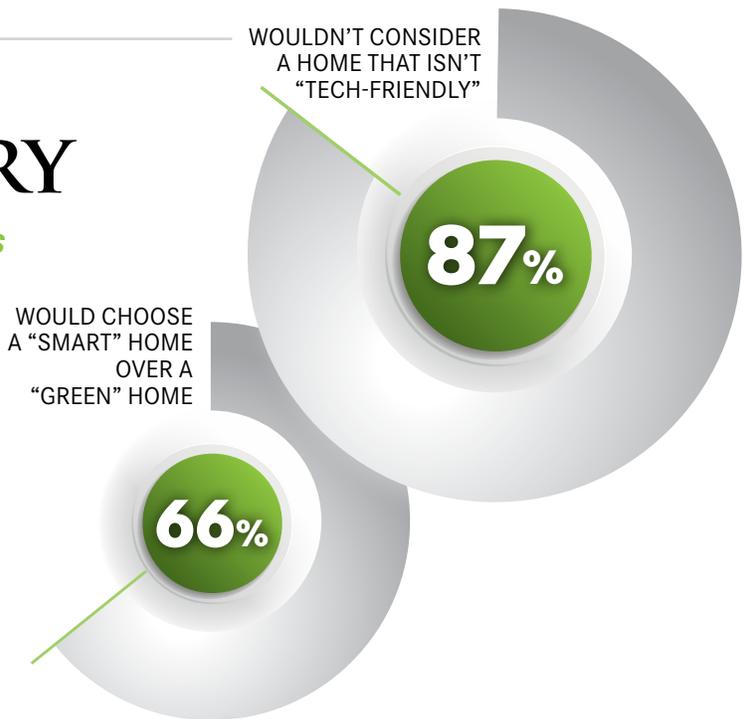
The Roles of the Agent: The majority of luxury homebuyers surveyed rely on their agent for: neighborhood lifestyle information (65%), advanced new listing notices (64%), advice on housing trends (55%) and support on a personal level through the buying process (53%).

WIRED FOR LUXURY

“Smart” Beats “Green” for Luxury Homebuyers

When it comes to a dream home, a majority (66%) of luxury homebuyers surveyed say a “smart” home is more important to them than a “green” home.

Tech-Ready Required: Digital is essential. Of those surveyed, when house hunting, most (87%) luxury homebuyers would not consider living in a home that isn’t “tech-friendly” – meaning a home that is easy to retrofit for new technology.



LUXURY “MUST HAVES” Not all “must-haves” are high-tech related. Three of the top five luxury home “essentials” are outdoor-oriented, including a **garden oasis (53%)**, **outdoor fireplace or fire pit (50%)** and a **separate guest house outside of the main home (47%)**.

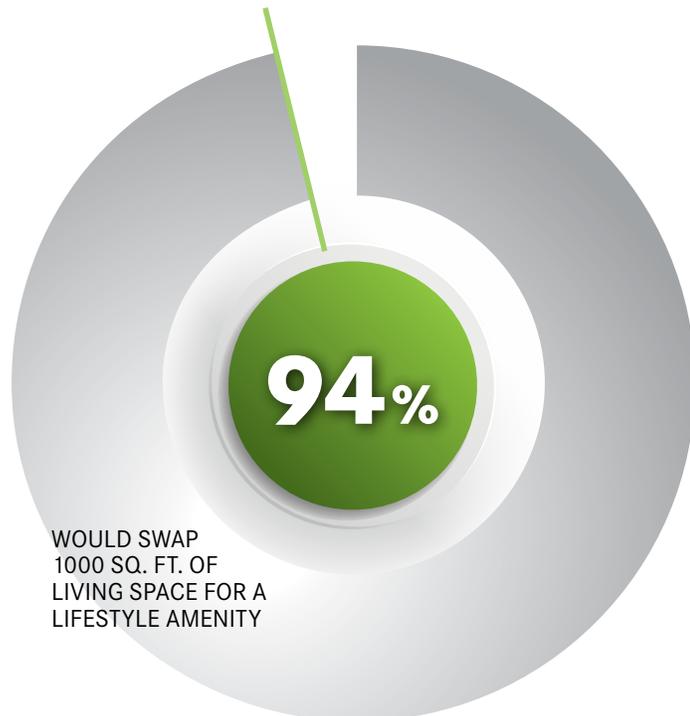
Top Home Tech: Most luxury homebuyers (98%) have a home technology feature they consider essential:

SECURITY SYSTEM	70%
ENERGY EFFICIENT WASHER/DRYER	65%
SMART THERMOSTAT	62%
HOME THEATER	55%
FLUSH MOUNT WIRELESS SPEAKERS	50%
HOME AUTOMATION SYSTEM	48%
KEYLESS ENTRY	40%

FABULOUS LIFESTYLES MEET FABULOUS AMENITIES

The Affluent Essentials

Luxury homeowners want a location that meets their needs and the amenities that enhance their lifestyle, fit their character and add prestige to their homes. But bigger isn't necessarily better – for luxury homebuyers, the “good life” means indulging in plenty of fabulous home design “essentials” – especially in the kitchen, bathroom and outdoors – which go far beyond home design basics. Nearly all (94%) of luxury homebuyers would be willing to give up 1,000 square feet of living space from their next home in order to get a lifestyle amenity they desire, such as; living in a better neighborhood (54%), living in a house with “character” (51%), more land on their lot (44%), access to dining and entertainment (39%), a shorter commute to work (38%), and more community amenities, like a country club (35%).



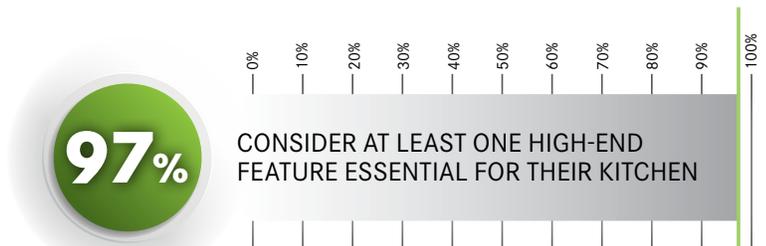
HOME SPA PLEASURES

The luxury homeowner likes to relax in style. 94% of luxury homebuyers surveyed consider at least one luxury bathroom feature essential. The top features include: **multiple shower heads (58%), a dedicated makeup or grooming space (50%), heated floors (46%), ports for digital music players (43%), a “focal point” tub (43%), and a sauna or steam room (43%).**



KITCHEN WOW

Findings reflect that most luxury homebuyers (97%) consider at least one high-end feature essential for their kitchen including: “extra” appliances, such as a built-in wine refrigerator or coffee maker (58%), islands with extra sinks or appliances (55%), outdoor eating area (50%), granite countertops (49%), flat screen TV (46%).





METHODOLOGICAL NOTES

The Better Homes and Gardens Real Estate Luxury Homes Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 500 luxury homebuyers, between May 20 and June 4, 2013, using an email invitation and an online survey.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4.4 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

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Better Homes and Gardens Real Estate LLC is a dynamic real estate brand that offers a full range of services to brokers, sales associates and home-buyers and sellers. Using innovative technology, sophisticated business systems and the broad appeal of a lifestyle brand, Better Homes and Gardens Real Estate LLC embodies the future of the real estate industry while remaining grounded in the tradition of home. Better Homes and Gardens Real Estate LLC is a subsidiary of Realogy Holdings Corp. (NYSE: RLGY), a global leader in real estate franchising and provider of real estate brokerage, relocation and settlement services. The growing Better Homes and Gardens Real Estate network includes approximately 8,300 sales associates and approximately 250 offices serving homebuyers and sellers in Canada and across the U.S.: Alabama, Arizona, California, Florida, Georgia, Idaho, Indiana, Kentucky, Kansas, Pennsylvania, Maine, Massachusetts, Minnesota, Missouri, Nevada, New Hampshire, New Jersey, New York, North Carolina, Ohio, Oregon, South Carolina, Texas, Vermont, Virginia and Washington.

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