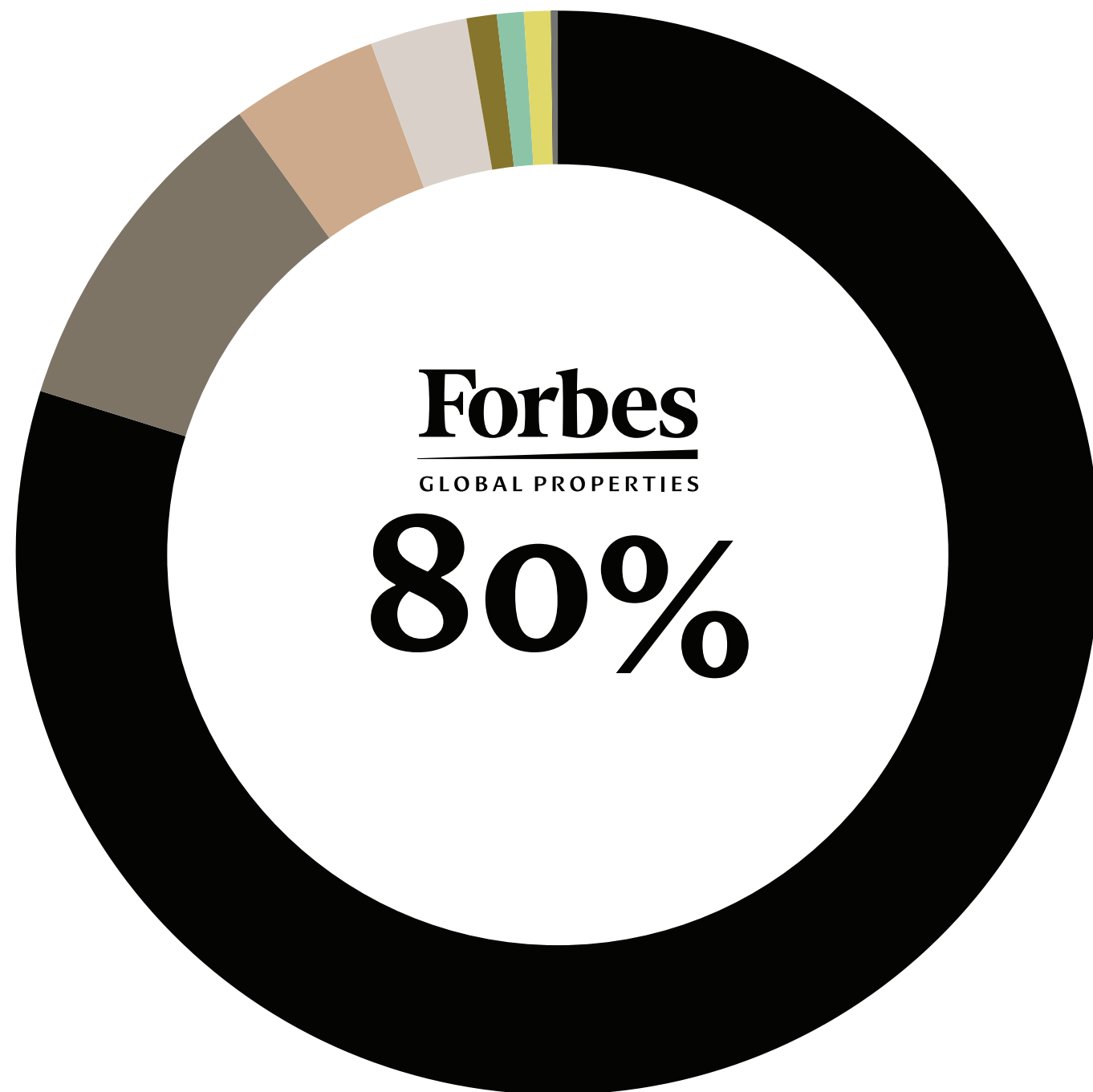


More earned media reach than any brand globally in the luxury real estate space

Forbes Global Properties benefits from an unparalleled brand
halo effect and global brand awareness through Forbes



- 79.9% Forbes / Forbes Global Properties
- 10.2% Berkshire Hathaway / BHHS
- 4.4% Sotheby's / Sotheby's Int. Real Estate
- 2.9% Christie's / Christie's Int. Real Estate
- 0.9% Savills
- 0.8% Coldwell Banker
- 0.8% Knight Frank
- 0.2% Engel & Völkers

Source: Meltwater Media Monitoring, Q1 — Q4 2024.
Comparison of aggregate brand mentions across global
media publications, digital forums, and social media.