



CHRISTIE'S INTERNATIONAL REAL ESTATE

Frequently Asked Questions

1 What is the difference between Christie's and Christie's International Real Estate?

Founded in 1766, Christie's is the world's oldest leading fine arts auctioneer, selling paintings, furnishings, and other decorative arts. Christie's ventured into the international real estate market to satisfy lifestyle requirements of their discerning clientele, forming Christie's International Real Estate (CIRE). Christie's International Real Estate is the largest international network of independent real estate brokers specializing in luxury properties worldwide.

2 I noticed that the real estate side of Christie's has been referred to as both Christie's Great Estates and Christie's International Real Estate (CIRE). Which is correct?

Christie's International Real Estate is the current name of the organization. Established in 1995 as Christie's Great Estates by Christie's, the world's oldest and leading fine arts auctioneer, Christie's Great Estates changed their name in 2011 to Christie's International Real Estate to create clarity in the global market and strengthen the ties between Christie's, the auction side and Christie's International Real Estate, the luxury real estate side.

[Click here to view and/or download versions of the new CIRE logos.](#)

3 How is Long & Foster's affiliation with CIRE beneficial to sales associates?

By combining the strength of Long & Foster's luxury marketing with the strength of Christie's International Real Estate marketing, you can deliver sellers maximum exposure of his/her home to the most qualified prospects in the world. No sales associate from any other real estate company in our affiliation territories can make this promise.

In addition, as an exclusive affiliate of CIRE, all CIRE luxury buyers moving into one of our exclusive territories must be referred to a Long & Foster sales associate.

4 How do I become a CIRE affiliate?

Long & Foster was selected to become the exclusive affiliate of CIRE in select markets. Only brokers with leading market share and who meet CIRE strict business standards of service excellence and consistent achievement are awarded affiliate status. As a Long & Foster sales associate, you may use CIRE luxury marketing to enhance your ability to secure listings and market luxury homes. You may also distinguish yourself as an exclusive affiliate of CIRE in advertising within specific guidelines.

5 What are the requirements for a property to qualify for the CIRE program?

The first requirement is that the property must be priced at \$1 million and above (with some exceptions in select counties). The second requirement is that only properties located in one of Long & Foster's exclusive affiliation territories can be listed in the program. Please be sure to reference the [Territories Guide](#) for a list of counties and sales offices included in the CIRE program.

6 Does an agent have to pay any type of "administrative" or "marketing fee" in order to market a luxury listing with the Christie's International Real Estate brand?

No, there is no fee attached to the use of the CIRE brand for a Long & Foster agent. This is the biggest misconception regarding our CIRE exclusive affiliation. If you list a luxury home in one of Long & Foster's exclusive CIRE territories, there is no fee required in order to take full advantage of the benefits of the CIRE affiliation. There are only costs associated with certain advertising opportunities, which are only required should you choose to utilize them. Plus, every \$1 million+ listing gets immediate exposure.



CHRISTIE'S INTERNATIONAL REAL ESTATE EXCLUSIVE AFFILIATION LUXURY PROGRAM

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7 I currently have a listing that I consider to be in the luxury category that is priced just below the designated luxury price point for my market. Can it be listed on the CIRE website?

Properties priced below the designated luxury price point do not meet the website listing guidelines established by CIRE. Occasionally exceptions may be considered on a case by case basis and must be approved by CIRE headquarters in New York. To request an exception, please contact the Long & Foster Marketing Team at LuxuryHomes@LongandFoster.com or 703-653-8363.

8 Does Long & Foster have any marketing materials that are co-branded with CIRE and the Long & Foster Luxury Homes program?

Yes. Long & Foster Luxury Homes provides a multitude of co-branded materials for use in the marketing of luxury homes. By marketing the combined strength of both Long & Foster and CIRE, we can leverage our position as the #1 seller of luxury homes in the Mid-Atlantic. Please review The [Long & Foster | Christie's Media Menu](#) for information on all the materials available.

9 What are the elements of CIRE marketing?

CIRE has a wide selection of marketing products and services designed to help provide global exposure for your luxury clients. Some products and services are provided automatically, while others **may be purchased** if desired. Items include:

- Christie's International Real Estate Magazine (listings priced at \$2 million+)
- Direct Mail & Mailing List Services
- Property Brochures (for listings priced at \$2 million+)
- Customized Video Gallery
- Co-Branded Yard Sign (ordered through Long & Foster's Business Services)
- Listing Presentation Kits

10 Are there specific guidelines for the use of the CIRE Logo?

Yes, there are very specific guidelines. CIRE does have brand requirements that we must follow at a company level and at an agent level. For instance, the CIRE logo may not be used alone; it must be used in conjunction with the Long & Foster logo and may only be 75% of the size of our logo. In addition, there are color and spacing requirements. Please refer to the CIRE Brand Guide in C-Suite.

11 How can I sign up to participate in CIRE marketing?

There is no formal enrollment process or marketing fee to utilize the CIRE marketing program. Once you list a luxury property in a CIRE territory, your listing will automatically be uploaded to the CIRE website and you can begin to order any print, signage, or other marketing materials to use in your marketing efforts.

12 What market areas are included in the CIRE/Long & Foster affiliation?

The area in which the sales office is located and the location of the listing both determine whether or not the property can be marketed through CIRE. Key areas include the entire States of Maryland and Delaware, Washington D.C and selected areas in Virginia, Pennsylvania and New Jersey. Please refer to the [Territories Guide](#) on the CIRE Café Page.



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13 What determines whether or not a property is located in one of our exclusive territories and is therefore eligible to be marketed as a "CIRE" listing?

The area in which the sales office is located and the location of the listing both determine whether or not the property can be marketed through CIRE. Key areas include the entire States of Maryland and Delaware, Washington D.C and selected areas in Virginia, Pennsylvania and New Jersey. For a list of counties and sales offices included in the Long & Foster affiliation, please refer to the [Territories Guide](#).

14 Do I have access to the Long & Foster Luxury Homes and CIRE co-branded yard sign and if so, how do I order one for my luxury property?

Yes. For all luxury properties listed in our approved CIRE territories, the recommended sign is the Long & Foster Luxury Homes/CIRE co-branded sign (launched early 2012). This sign is designed to clearly differentiate your luxury listing and establish that you are an exclusive affiliate of CIRE. Personalized sign riders are also available to order, with the option to add your agent photo.

15 How does the CIRE affiliation impact the online exposure of my luxury listings?

All listings are showcased on LongandFoster.com, LongandFoster.com/LuxuryHomes, ChristiesRealEstate.com, LuxuryPortfolio.com and LuxuryRealEstate.com in addition to many other luxury sites which house our listings as a direct result of our Christies affiliation.

16 What other services does Long & Foster offer to help sales associates with the listing and selling of luxury homes?

Long & Foster offers a wealth of marketing and advertising opportunities through its proprietary Luxury Homes luxury marketing and its affiliations with several other luxury networks, including Luxury Portfolio International™ and Who's Who in Luxury Real Estate. For a comprehensive overview of all the products and services offered for the marketing of luxury homes, go to the [Long & Foster Luxury Homes Page](#) on the Café.

17 Who should I contact if I have any questions regarding the CIRE marketing program?

Please contact the Long & Foster Marketing Team at LuxuryHomes@LongandFoster.com or 703-653-8363.
