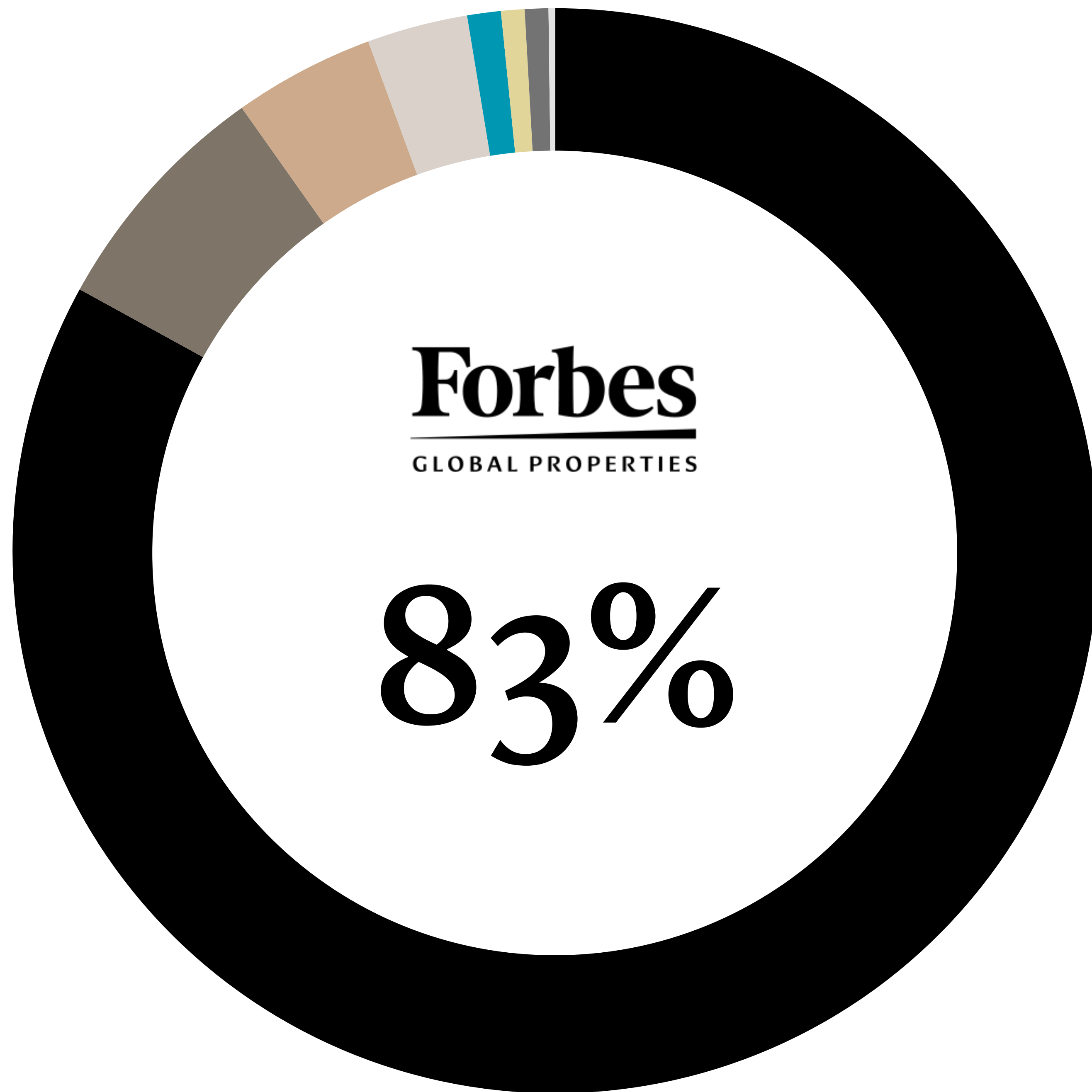


# More earned media reach than any brand in the luxury real estate space

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



## Industry share of voice

- 83% Forbes / Forbes Global Properties
- 7.2% Berkshire Hathaway / BHHS
- 4.2% Sotheby's / Sotheby's Int. Real Estate
- 3% Christie's / Christie's Int. Real Estate
- 1% Coldwell Banker
- 0.7% Savills
- 0.7% Knight Frank
- 0.2% Engel & Völkers

*Source: Meltwater Media Monitoring, Q1 — Q4 2023.  
Comparison of aggregate brand mentions across global  
media publications, digital forums, and social media*