

# THE WORLD OF BARNES

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# BARNES INTERNATIONAL REALTY

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- **A leader** in the international luxury real estate market.
- Founder - **Heidi Barnes**
- President - **Thibault de Saint Vincent**.
- **25+ years of expertise** worldwide.
- Presence in 16 countries with 90 offices: from the major cities and capitals in the world to the most prestigious vacation destinations.



**BARNES**  
INTERNATIONAL REALTY

## Our comparative advantages

- ❖ A presence where UHNWIs live, vacation and invest
- ❖ A fully integrated and independent international group; not a franchise network
- ❖ A global marketing power
- ❖ High-level consultants
- ❖ A variety of expert departments beyond real estate





# AN INTERNATIONAL FOOTPRINT

## GLOBAL

BARNES LONDON  
BARNES GENEVA  
BARNES YVERDON  
BARNESBUSSIGNY  
BARNES CRANS MONTANA  
BARNES FRIBOURG  
BARNES GSTAAD  
BARNES LUGANO  
BARNES LUTRY  
BARNES MIES  
BARNES MONTREUX  
BARNES MORGES  
BARNES ROLLE  
BARNES SION  
BARNES VERBIER  
BARNES VEVEY  
BARNES ZURICH  
BARNES BERNE  
BARNES PORTO CERVO  
BARNES BRUSSELS  
BARNES BUDAPEST  
BARNES MONACO  
**BARNES LUXEMBOURG**  
BARNES MADRID  
BARNES BARCELONA  
BARNES MARBELLA  
BARNES LISBON  
BARNES GREECE  
BARNES MARRAKECH  
**BARNES QUEBEC**  
**BARNES NEW YORK**  
**BARNES WESTCHESTER**  
**BARNES MIAMI**  
BARNES MAURITIUS  
**BARNES ST BARTH**  
BARNES MOSCOW  
BARNES SOFIA

## EXPERT / LUXURY

BARNES CLUB  
**BARNES CASTLES**  
BARNES LUXURY RENTALS  
BARNES PROPERTY MANAGEMENT  
BARNES INVESTMENT CONSULTING  
BARNES INVESTMENT REALTY  
**BARNES PRIVATE OFFICE**  
BARNES NEW DEVELOPMENTS  
**BARNES ART ADVISORY**  
**BARNES YACHTS**  
BARNES FINE WINES  
**BARNES VINEYARDS**  
BARNES HOTELS

## FRANCE

BARNES PARIS MARAIS (Ile / Ile / IVe)  
BARNES SAINT-GERMAIN-DES-PRÉS (VIe / VIIe)  
BARNES CHAMP-DE-MARS (XIVe / XVe)  
BARNES PARIS Ie/ VIIIe / XVIIe  
BARNES PARIS IXe / Xe / XVIIIe/XIXe  
BARNES PARIS XVIe  
BARNES PARIS EST (XIe / XIIe / XXe)  
BARNES VAL DE MARNE  
BARNESBOULOGNE  
BARNES HAUTS DE SEINE  
BARNESNEUILLY  
BARNESYVELINES  
BARNESLILLE  
BARNESDEAUVILLE  
BARNESBORDEAUX  
BARNESLYON  
BARNESLEMAN  
BARNESNANTES  
BARNESPERIGORD  
BARNES PROVENCE  
BARNESDEAUVILLE  
BARNES LA BAULE  
BARNES ILE DERE  
BARNES BASSIN D'ARCACHON / PYLA  
BARNES CÔTE BASQUE  
BARNES CANNES  
BARNES SAINT-TROPEZ  
BARNES SANARY  
BARNES MARSEILLE  
BARNES CORSE  
BARNES MEGEVE  
BARNES SAINT-GERVAIS  
BARNES CHAMONIX  
BARNES ANNECY  
BARNES MERIBEL-COURCHEVEL  
BARNES GENEVOIS PAYS DE GEX



**90 offices in 16 countries • 900 consultants • \$6bn+ of sales in 2019**





# BESPOKE LUXURY & LIFESTYLE SERVICES

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## **BARNES EXCEPTIONAL ASSETS / PRIVATE OFFICE**

Managing the investments, the profitability and the commercialization of prestige properties and assets all over the world, while offering a wide variety of complimentary services for UHNWIs. A white-glove all-inclusive service.



## **BARNES CASTLES & HISTORIC PROPERTIES**

Heritage and testimony of a millennial art of living, landmarked properties and castles attract a diversified clientele, with a keen interest in history, architecture, and the preservation of heritage.



## **BARNES VINEYARDS & FINE WINES**

Offering expert services to buyers and sellers of exceptional vineyards; as well as assisting in the acquisition, sale and management of wine portfolios.



## **BARNES ART ADVISORY**

From a first purchase to the full management of art collections.



## **BARNES YACHTS**

Any and all tailored services in the yachting world: acquisition, sale, charter, management...

And coming in 2022... **BARNES** Private and Business **AVIATION**

**J. Michael Glovsky** | [jm.glovsky@barnes-international.com](mailto:jm.glovsky@barnes-international.com)





# KEY FIGURES

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**40,000**  
Properties



**15**  
Countries



**170,000**  
Clients



**\$6bn.**  
Sales 2019



**900**  
Consultants



**90**  
Offices



# OUR VALUES

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**GLOBAL • EXCELLENCE • VISION • TRUST • ELEGANCE**





# OUR COMPARATIVE ADVANTAGES

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We develop ambitious communication strategies on a global scale by pooling resources at the level of the Group.

## A marketing power on a global scale



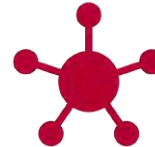
We are present where the UHNWIs live, invest and travel.

## A presence in key countries



## High-level consultants

Our brokers have international backgrounds and networks, and behave in a highly professional manner, respecting the codes and etiquette of luxury living.



## An integrated network

All of BARNES offices worldwide are closely linked and share clients and opportunities thanks to a fully integrated collaboration platform.



# WHY WE ARE DIFFERENT

BARNES is a leader and a reference in international luxury and 'prestige' real estate.



**From the local independent** – They are not in capacity to respond to the international clientele demand, and do not have a solid structure to back their efforts. They only rely on their local implantation and limited network.

**From the big franchises** – Those offices are not integrated between themselves and therefore do not share clients or resources. They only rely on the name brand, but every agency (and agent) is rather isolated and limited in its abilities.

**BARNES provides as much exposure and expertise as any strictly local agency, to which the weight of a professional and extended international team, an already established network of (U)HNW partners and clientele, and far-reaching, 'beyond MLS' marketing capability is added.**

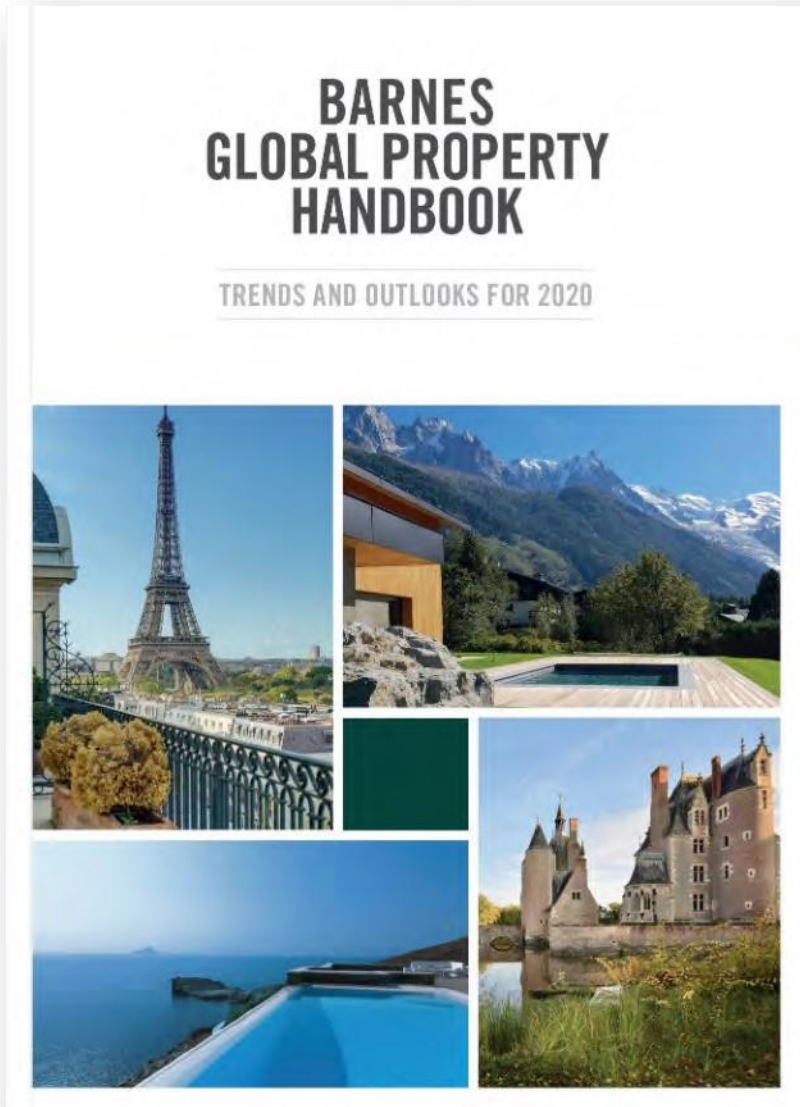
**BARNES International Realty is the entry point for the European investors' community; a sought-after global partner for relocation and asset diversification in coveted North American destinations: New York / Westchester, Miami / South Florida, Montreal / Quebec and St-Barts.**





# BARNES GLOBAL PROPERTY HANDBOOK

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Published once a year, the **BARNES Global Property Handbook** provides information on trends in the **luxury real estate market** worldwide, profiles and behaviors of **UHNWIs**, and establishes an **Index** of the world's top cities and holiday destinations for wealthy clients.

This survey is presented to the media in BARNES largest markets, as well as to **partner investment funds, family offices and private banks** at conferences organized by our different offices.

The GPH compiles all relevant information categorized by destination, making it a comprehensive and unique tool to help understand the changes in this unique market and its main players.

## **Table of Contents 2020** *(pre Covid-19)*

- 10 Key points of an eventful year
- A world of conscious and responsible entrepreneurs
- Ultra high-net-worth individuals: slower growth
- Trends and opportunities
- Expert opinion
- Top cities for high-net-worth individuals
- Secondary residences: fashionable destinations
- 20 Destinations to watch



# BARNES MAGAZINE(S)

A powerful communication tool printed in 180,000 copies, the **BARNES Magazine** presents a selection of our **finest properties** as well as the latest news and trends when it comes to luxury **lifestyle**.

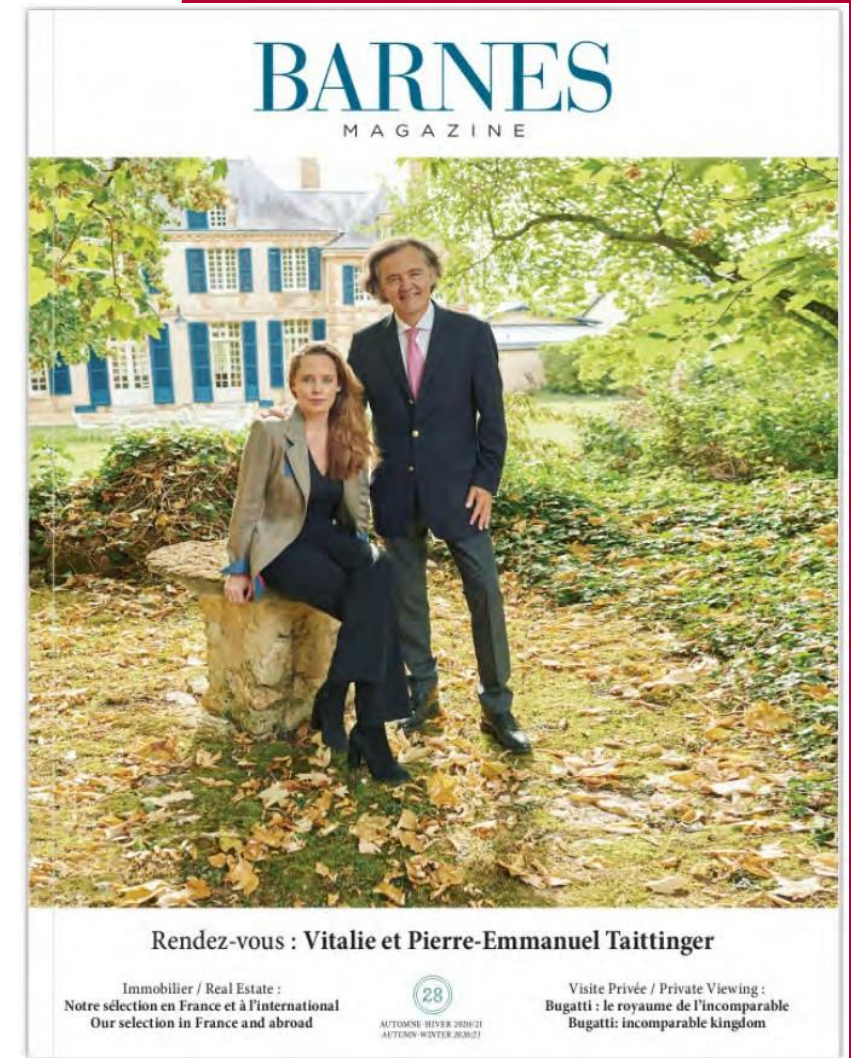
An enterprising and visionary figure in the world of luxury is featured on each cover and gives us a behind-the-scenes tour of their home.

“National” editions of the BARNES Magazine are also published in Switzerland, Spain, North America and Russia.

This is to date the real estate print media with **the largest distribution worldwide**, including several palaces and airline lounges.

Both combined, the **BARNES Global Property Handbook** and **BARNES Magazine** aim to respond to the two main categories of interests of HNWIs:

- **Wealth, investment, diversification** (BARNES GPH)
- **Luxury, personal pleasure and development** (BARNES Magazine)





# DIGITAL MARKETING PRESENCE



PROPRIÉTÉS  
LE FIGARO

PrimeLocation

JamesEdition

Green-Acres



HILTON HEAD



lohud.  
PART OF THE USA TODAY NETWORK

AJC.com



blankslate.



trulia



gulf live

ハワイに住む



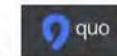
ListHub



Imprev



YHT



THE WALL STREET JOURNAL  
WSJ

UrbanDigs



MANSION  
GLOBAL  
ONLY THE EXCEPTIONAL

PENTA  
OWN INVEST GIVE COLLECT EXPERIENCE





**BARNES**  
INTERNATIONAL REALTY

Miami

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INTERNATIONAL REALTY

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