

# THEKEEP

PRIVATE LUB

LAUNCHING 10TH APRIL 2017

MEDIA KIT

# "Luxury is attention to detail, originality, exclusivity and above all quality"

#### Angelo Bonati

The Keep Club is a members only platform that lists asset that are for sale by leading agencies and brokers within their respective field. We ensure that our members get the very best assets on and off the market that will benefit & add value to our members luxury portfolio. Each member is vetted before being given access to the assets on the site. Six out of ten applications get approved by us. We look at who they are, what they do, how they have built their wealth and what they are looking to get out of the platform. We take a very personal approach to luxury, and our members demand the very best.

We are also in period were 'new money' will surpass 'old money', and this is mainly because the 'old money' generation have access to better health care, but also they are seeing their money through their age and into retirement. In the last decade, we have seen internet based businesses explode turning certain investors, and business owners into multi-millionaires and in some cases billionaires over night.

With wealth comes travel, and the UHNWI's are travelling more often and are often exposed to new luxuries from different countries. A big influence has come from Asia and South America. This means that UHNWI's are more aware and have built up a good portfolio of luxury brands. This is why clients and agencies want to work with us. We have the ability to work anywhere in the world, without limitations. We work around our members and dealers/agencies rather than the other way round.

**ASSETS WE WORK WITH:** 

CARS

REAL ESTATE, APARTMENTS, VILLA'S, MANSIONS AND PRIVATE ISLANDS

AVIATION BOTH HELICOPTERS AND IETS

YACHT!

AITERNATIVE INVESTMENTS





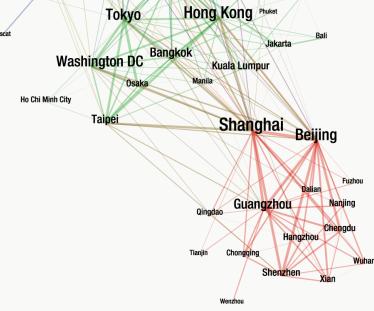


#### **The Most Connected Cities**

The most connected cities in the network are enlarged and drawn to the centre of the graph, while those with fewer connections shrink and are pushed to the periphery. The proximity of cities reflects the volume of traffic between them: the greater the number of passengers, the closer the cities will be, and the thicker the connecting line. Sub-networks of cities that are particularly densely connected are grouped by colour.

It is the combination of these relationships that gives rise to the hub-and-spoke effect that can clearly be seen in the graph, with a relatively small number of very well connected cities acting as gateways to less well connected satellites.

Miami's status as a hub for Latin American wealth is clearly shown, for example, as are the vital roles played by London, New York, Hong Kong and Singapore in this critical global network.



Source: KnightFrank Wealth Report 2017



#### **Our Members**

The bulk of our members are aged between 35-45, meaning they are already established within their professional career and have a luxury portfolio. They are graduates who have been to college and mainly family business professionals. They are either a company director, CEO or equivalent. The majority of our readers earn over £350k a year, excluding bonus's.

Our members have keen interests in multiple sectors such as, Travel, Financial/Investment Services, Real Estate, and Motoring.

#### **Statistics**

Members:- 8,500+

#### Job Profession

Owner -30% CEO -49% 21% Director -

Age Gender 25-35

Male - 60% Female - 40%

#### Average # of Homes owned: 3+ Average # of Motors owned: 4

#### Top five country of residence

- 1. United Kingdom
- 2. United States of America
- 3. France
- 4. Middle East
- 5. China

#### Top five cities of residence

- 1. London
- 2. New York
- 3. Los Angeles
- 4. Monaco
- 5. Dubai

#### **AVERAGE ASSET VALUE**



£260.000 €350.000 O US\$ 400,000 AED 1,500,000



£7,000,000 €9.500.000 US\$ 10,800,000 AED 39,500,000



£25.000.000 €34,000,000 US\$ 38,500,000 AED 141,500,000



£10,000,000 €13,600,000 US\$ 15,500,000 AED 56,500,000



£16,000,000 €21,700,000 US\$ 24,600,000 AED 90,500,000

### NEWSLETTER

Our newsletter goes out twice from Sunday to Wednesday & Thursday to Saturday. Newsletters are a great way to highlight what you are offering and what they may have missed from the site.

ASSETS FOR SALE	COST PER WEEK		
Number of Listings	GBP	USD	EUR
1. Featured Header	980	1,190	1,116
2. Listed in Newletter	450	547	512



## THE KEEP

PRIVATE CLUB

#### What you have missed!









#### JUST IN McLAREN 650S

This stunning Molaren 650s has just been sent to us from our friends in Duabi. Priced at \$190,000 it is needy for a new home.

With only 2,000 miles on the clack and with £15,000 worth of extrain it is perfect for the summer.

Tell Me More!



A Room of Gold What you are looking at over 100 safety deposit boxes that can be moved to anywhere in the world.



The Batmobile

Just when you think that your car
portiolo has everything, and this
beauty comes along!

Test Mile Micro



Apartment in Paris, Prance Welcome to the city of style. This stunning spertnern is located in the only centre, with easy access to the heat of the city.



This is just moving art. This sturning yeart is all about style and exclusivity!

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