



THE KEEP

PRIVATE CLUB

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 JETS

YACHTS

ALTERNATIVE INVESTMENTS



Passion Drivers

Why UHNWIs collect and buy luxury assets

Personal Enjoyment 8/10

Potential for an increase in capital values 7/10

Stature 7/10

Becoming part of a community of like-minded collectors/owners 6/10

Diversifying their investment portfolios 6/10

Intellectual Curiosity/developing own knowledge/becoming an expert 6/10

Safe haven for capital 6/10

Source: KnightFrank Wealth Report 2017

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%
Director - 21%

Age

25-35

Gender

Male - 60% Female - 40%

Average Wealth Value: \$75 million

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 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		
	GBP	USD	EUR
Number of Listings			
1. Featured Header	980	1,190	1,116
2. Listed in Newsletter	450	547	512



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What you have missed!



1.

JUST IN McLAREN 650S

This stunning McLaren 650s has just been sent to us from our friends in Dubai. Priced at \$1,190,000 it is ready for a new home.

With only 2,000 miles on the clock and with \$15,000 worth of extras it is perfect for the summer.

[Tell Me More!](#)



2.

A Room of Gold

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

[Tell Me More!](#)



The Batmobile

Just when you think that your car portfolio has everything, and the beauty comes along!

[Tell Me More!](#)



Apartment in Paris, France

Welcome to the city of style. This stunning apartment is located in the city centre, with easy access to the heart of the city.

[Tell Me More!](#)



The Art of Kinetic

This is just moving art. This stunning yacht is all about style and exclusivity!

[Tell Me More!](#)

RATE CARD

ASSETS FOR SALE	COST PER 90 DAYS		
	GBP	USD	EUR
Number of Listings			
1 to 10	95	116	109
11 to 20	83	102	96
21 to 35	68	83	78
36 to 50	52	63	60
51+	40	49	46

ASSET REQUIREMENTS

Our members require the best assets the market offers. Which is why we control the value of assets that we list.

Minimum Asset Listing Value

Supercars-	£120,000
Real Estate-	£1,500,000
Private Jet-	£1,000,000
Helicopter-	£600,000
Super Yacht-	£2,500,000



**“Quality is simplicity,
understatement and
clear lines”**

**Ciro Paone,
Patron of Kitron**

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