

Here is a “taste” of how I work with any agent interested in a **PLAN**, a **SYSTEM** to create your Luxury Real Estate network. This is an example for **LEXINGTON, KENTUCKY**. Together we can put together an individual plan for your area. I hope you’ll enjoy the 34-minute recording being sent on June 24th, but I want to share with you the potential of thinking differently. **Hopefully, you’ll see what is possible.**

If I were advising a luxury real estate agent in the Lexington market for the next 5–10 years, I would focus on where wealth is being created, where taxes are driving relocation decisions, and where Lexington offers a **LIFESTYLE ADVANTAGE**.





My Prediction along with using AI: Top Sources of Future Luxury Buyers for Lexington

1. Ohio (Cincinnati, Columbus, Cleveland)

This is likely the largest source.

Why:

- Lexington is within driving distance.
- Buyers can often sell a higher-priced suburban home and purchase a larger luxury property with land.
- Horse farms, equestrian estates, and country estates are attractive to affluent Ohio buyers.
- Retirees and business owners seeking lower taxes and a slower pace are increasingly looking south.

Focus ZIP codes around:

- Cincinnati suburbs
 - Dublin and Upper Arlington near Columbus
 - Affluent Cleveland suburbs
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2. Chicago Metro Area

Many wealthy Chicago area residents are looking for:

- Lower taxes
- More land
- Less congestion
- Second-home opportunities

Lexington offers a unique combination of:

- Bluegrass horse country
 - University culture
 - Healthcare access
 - Relative affordability compared with Chicago luxury markets
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3. Nashville Area

This may sound surprising, but some affluent Nashville residents are being priced out of the acreage and estate market they want.

Lexington offers:

- Similar cultural values
- Strong equestrian lifestyle
- Larger properties per dollar

Many buyers seeking 10–50 acres will find far better value in Kentucky.

4. Florida Residents Seeking Four Seasons

Particularly:

- Southwest Florida
- South Florida

Some affluent retirees eventually want:

- Cooler summers
- Green landscapes
- Less hurricane exposure
- A second residence

Lexington's climate and horse-country lifestyle appeal to this segment.

Recent luxury market analysis shows affluent buyers increasingly pursuing lifestyle, land, privacy, and wellness-oriented properties rather than simply waterfront locations.

5. Texas (Dallas, Austin, Houston)

Texas continues to create enormous wealth, especially among:

- Entrepreneurs
- Energy executives
- Technology professionals

Many are looking for:

- Recreational properties
- Horse properties
- Legacy estates

Luxury migration patterns increasingly show wealthy buyers expanding into secondary and emerging luxury markets rather than concentrating solely in traditional luxury hubs.

6. New York & Northeast Horse Enthusiasts

This is a smaller but extremely affluent niche.

Target:

- Connecticut
- Westchester County
- New Jersey

- Long Island

Many horse enthusiasts know Lexington's reputation as the "Horse Capital of the World."

The combination of:

- Thoroughbred industry
- Lower property taxes
- Larger estates

creates a compelling value proposition.

International Buyers Most Likely to Consider Lexington



1. United Kingdom
2. Ireland
3. Canada
4. Australia

These buyers already understand and appreciate equestrian culture and may view Lexington as a natural extension of their interests.

The Most Powerful Luxury Buyer Narrative for Lexington

The biggest opportunity is not selling Lexington as "Kentucky."

It's selling Lexington as:

"One of America's best-kept luxury lifestyle secrets."

Key themes:

- Privacy
- Land
- Equestrian prestige
- University culture
- Medical facilities
- Four distinct seasons
- Less congestion
- More estate for the money

Luxury buyers nationwide are increasingly seeking space, wellness, privacy, and lifestyle-driven properties rather than simply the most expensive ZIP codes.

For your luxury real estate coaching, I would rank future Lexington luxury buyer sources as:



1. Ohio
2. Chicago metro
3. Nashville/Tennessee
4. Texas
5. Florida
6. Northeast equestrian markets
7. United Kingdom / Ireland

Those are the groups I would target first if I were building a luxury listing strategy for Lexington.

TOGETHER WE CAN CREATE YOUR PLAN!

I LOVE stats and doing research.