

# Magazine touts area's upscale homes

By JIM HART  
Staff Reporter

Brad Taylor sits in his Willamette second-story office, turns his cell phone off, and talks about the business venture that he and his wife, Cathy, are investing in with their time and money.

If the Taylors had any trepidation at the beginning, it was washed clean when Brad heard about a man who owns a Mercedes.

"This man was having his car serviced and washed at a Mercedes dealer in Wilsonville," Taylor says. "In the lobby, he picked up the magazine, brought it home, called his realtor and said 'I want my (million-dollar) home advertised in this magazine.'"

With that type of reception, the Taylors' "staircase" has only gone up.

Three issues later, Luxury Home Magazine has grown in number of pages with each succeeding issue.

Nowadays, the Taylors have nothing but enthusiasm for their work. Brad calls it his passion.

In fact, he is driven to succeed.

"Someone once told me," Taylor said, "'don't ever forget what got you started.' When you first start, you work hard and you're driven to be successful, but somewhere in that approach (some) people become complacent.

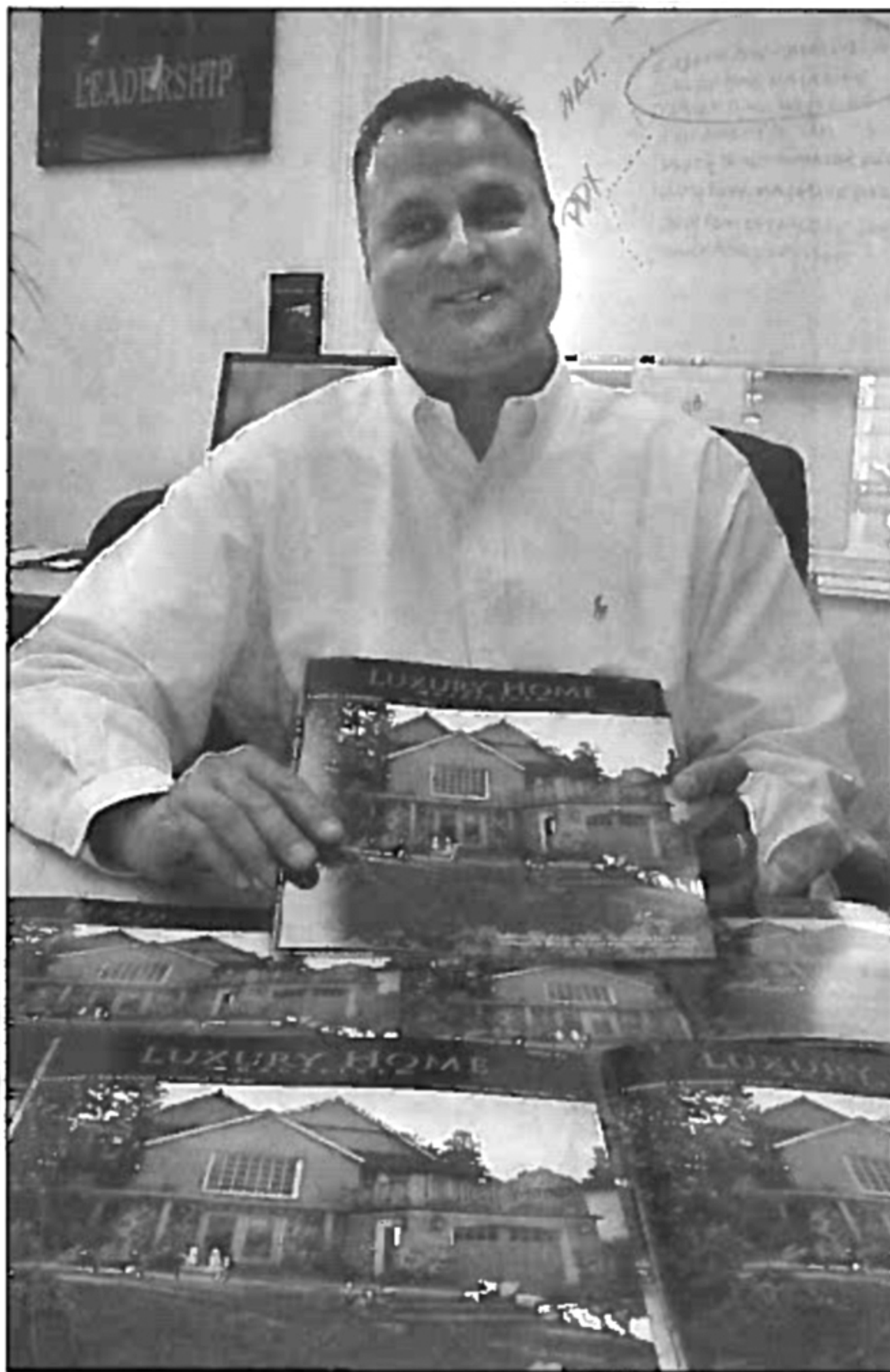
"But we are constantly thinking out of the box and trying not to become complacent. We are constantly aware of our surroundings and how best to market our magazine."

Taylor's incessant quest to be better, more successful is what defines his every move.

If there's one thing he will not say it is that he is the best. Even though he now is laying the foundation to bring the magazine to the next level, he will not say it is the best.

"I never want to say I'm the best," he said, "until I've done everything I want to do. And right now, every issue we put out is better."

Taylor's clients are realtors, the type of salespeople who are consistently in the million-dol-



STAFF PHOTO / JIM HART

Brad Taylor shows off recent issues of Luxury Home Magazine, a publication owned by the Taylors – Brad and Cathy, whose office is in the building they built five years ago in historic Willamette area.

lar club.

"If anybody is looking to list a (upscale) home," he said, "they need to tell their realtor that they want to be in this magazine. This (exposure) will get them results that they possibly aren't getting currently."

The Taylors have placed their trust in a small niche of the real estate industry. They're publishing a magazine designed for people living in (or wanting to live in) homes ranging in price from \$800,000 to several million dollars.

And the magazine matches its clientele: It will be a wel-

come addition to any coffee table in a mansion's elegantly appointed living room.

Printed in full color on 100-pound glossy paper, the magazine is larger than 10 by 12 inches and is color coordinated to the geographical location of the home depicted on each page.

Each page has the same format, with well-written text and several beautiful reproductions of the showiest areas of each home.

Previously 48 pages, the issue available this week has 72 pages filled with homes valued

up to more than \$4 million in the Portland, Vancouver and central Oregon areas.

This year's move into the real estate advertising field is not new to the Taylors.

After many years in the retail industry in Florida, they moved to Oregon about 10 years ago and began to produce the Real Estate Book. Interest in that business was sold a couple of years ago to allow time to plan the Taylors' current business venture.

That venture requires a substantial investment, due to the expense of publishing a magazine of such high quality.

"You could buy a very nice car for what it costs to print one issue," Taylor said. "And it costs \$8,000 postage just to mail one issue."

Five issues are printed each year, he said, approximately one every two months, with a break around the holidays.

Circulation includes at least 15,000 copies sent free to people who own homes equal in value to those in the magazine.

"We don't send this magazine to people who own half-million-dollar homes," Taylor said. "And we're constantly upgrading our list of subscribers."

The results that realtors are getting with advertising in the Luxury Home Magazine is the buzz around Portland. Those results are, in part, due to the ease with which realtors work with the Taylors – a couple whose personalities are matched to their work.

"I believe that having a good work ethic and telling people you're going to do something and doing it is so important," he said, "because that's how you build relationships. And to me this business is all about relationships."

"This business is about doing the best job you can and putting out an awesome product. This is an awesome magazine because it's getting results."

For more information, visit the Taylors' business Web site at [www.luxuryhomemagazine.com](http://www.luxuryhomemagazine.com)

To have an upscale home featured in the magazine, contact your realtor.