

**FGP**  
SWISS  ALPS

**Forbes**  
GLOBAL PROPERTIES



## FGP Swiss & Alps

As a founding member of the Forbes Global Properties consortium, the Comptoir Immobilier Group is proud to launch its subsidiary, which is exclusively dedicated to exceptional properties in Switzerland and the French Alps. FGP Swiss & Alps offers a unique showcase of properties in the luxury real estate market.



## **A Swiss organisation with international influence**

Created in 2020, the Forbes Global Properties platform brings together the world's most renowned luxury estate experts; approximately one hundred handpicked brokerage firms working across some of the world's wealthiest regions - from Hong Kong to Honolulu, Los Angeles, New York and Geneva. As a founding member and co-shareholder of this network, Comptoir Immobilier will be inaugurating its subsidiary, 'FGP Swiss & Alps' - representing Forbes Global Properties in Switzerland and the French Alps, on 24th June 2021. In doing so, the organisation will be able to assist its VIP customers in targeting an international "high net-worth" and "ultra high-net-worth" clientele, and enable this clientele to identify properties suited to their needs, with the

help of Forbes' impressive media reach. Under the joint guidance of Quentin Epiney, Senior Executive Officer of the CI Group, and Quentin du Pasquier, Managing Director of FGP Swiss & Alps, the organisation aims to position itself as a key player in the market and a partner of choice for owners, buyers and sellers of prestigious real estate in Switzerland and neighbouring France. "Forbes Global Properties is proud to support companies such as the Comptoir Immobilier Group which has a proven track record in the real estate industry," says Bonnie Stone Sellers, co-founder of Forbes Global Properties. Together, we aspire to initiate an evolution of real estate marketing and sales, offering a guarantee of unique added value for brokers, buyers and sellers."





## Exceptional properties in a sought-after market

With a sole focus on prestigious residences, [forbesglobalproperties.com](https://forbesglobalproperties.com) sells a selection of the planet's most extraordinary properties, with prices ranging from \$2 million to over \$160 million. Faithful to its roots and sharing this exclusive vision of luxury, FGP Swiss & Alps is rolling out its range throughout Switzerland, as well as in neighbouring France, with a focus on the Lake Geneva region and Alpine resorts particularly sought-after by international customers. "Today, we have an unprecedented collection of exceptional properties consisting of architect-designed villas, sumptuous chalets, waterfront mansions, and mansions in the heart of charming towns. Prices start at around 2 million and can go up to 75 million Swiss francs" explains

Quentin du Pasquier. "Switzerland and the adjacent French Alpine region are establishing themselves as safe havens and arousing ever greater interest," confirms Quentin Epiney. "This enthusiasm has further accelerated over the past two years with the socio-economic and environmental upheavals in certain regions, with the pandemic as a backdrop. High-income foreign buyers still value, and perhaps increasingly appreciate the country's political and fiscal stability, the resilience of its economy, the quality of its health infrastructure and the excellence of its education system. The region's intrinsic value makes it the investment of choice for those looking to develop a real estate portfolio.»





## The Power of Forbes

Thanks to the strength of the Forbes brand, FGP Swiss & Alps has a considerable advantage in reaching its core target audience. Active in 76 countries and translated into 28 different languages, Forbes' digital platform reaches up to 140 million unique visitors per month, as well as 45 million subscribers on social networks. As an essential reference point for decision-makers, it offers direct and measurable access to wealthy buyers thanks to its unparalleled media presence, and is a powerful tool able to reach a niche target audience that represents barely 3% of the world's population. «Recognised brands in luxury real estate exist, but prior to Forbes, they did not have an effective media platform with such influence within their target audience,» adds Quentin Epiney. Capitalising on the

reach of Forbes, selected properties are presented to potential buyers in a unique setting. Alongside this is Forbes other excellent editorial content, produced expressly by Forbes experts, on economic or lifestyle topics, designed to arouse the interest of the most discerning reader. With a strong presence on social media, tailor-made editorial content, and a dedicated page on forbes.com, Forbes Global Properties members also benefit from innovative marketing tools, resources supported by cutting-edge analyses, exclusive advertising opportunities, and Forbes events, such as the «30 under 30 Summit» or the «Forbes just 100 Summit», bringing together the most influential personalities on the planet.





## **A tailor-made service for owners and buyers...**

FGP Swiss & Alps relies on a team of seasoned professionals able to offer a global vision for the sector, a strong local presence, as well as an exemplary sense of service. “FGP Swiss & Alps shares the same core values as the CI group, namely service, ethics, performance, and sustainable development, but at the same time, we are focused on a different, more discerning and reserved audience”, explains Quentin du Pasquier. “Luxury real estate has a particular method. The acquisition of a property does not necessarily meet a real primary

need, is not subject to budgetary constraints, nor does it necessarily follow an active search but is above all a romance, favoured by personalised support.” In addition to the scope of the Forbes name, the new entity will therefore benefit from the focus on excellence, local market knowledge and exclusive partnerships developed by the CI Group. Among them, the sponsorship of the Grand Prix d’Horlogerie de Genève, which is particularly symbolic for FGP Swiss & Alps.

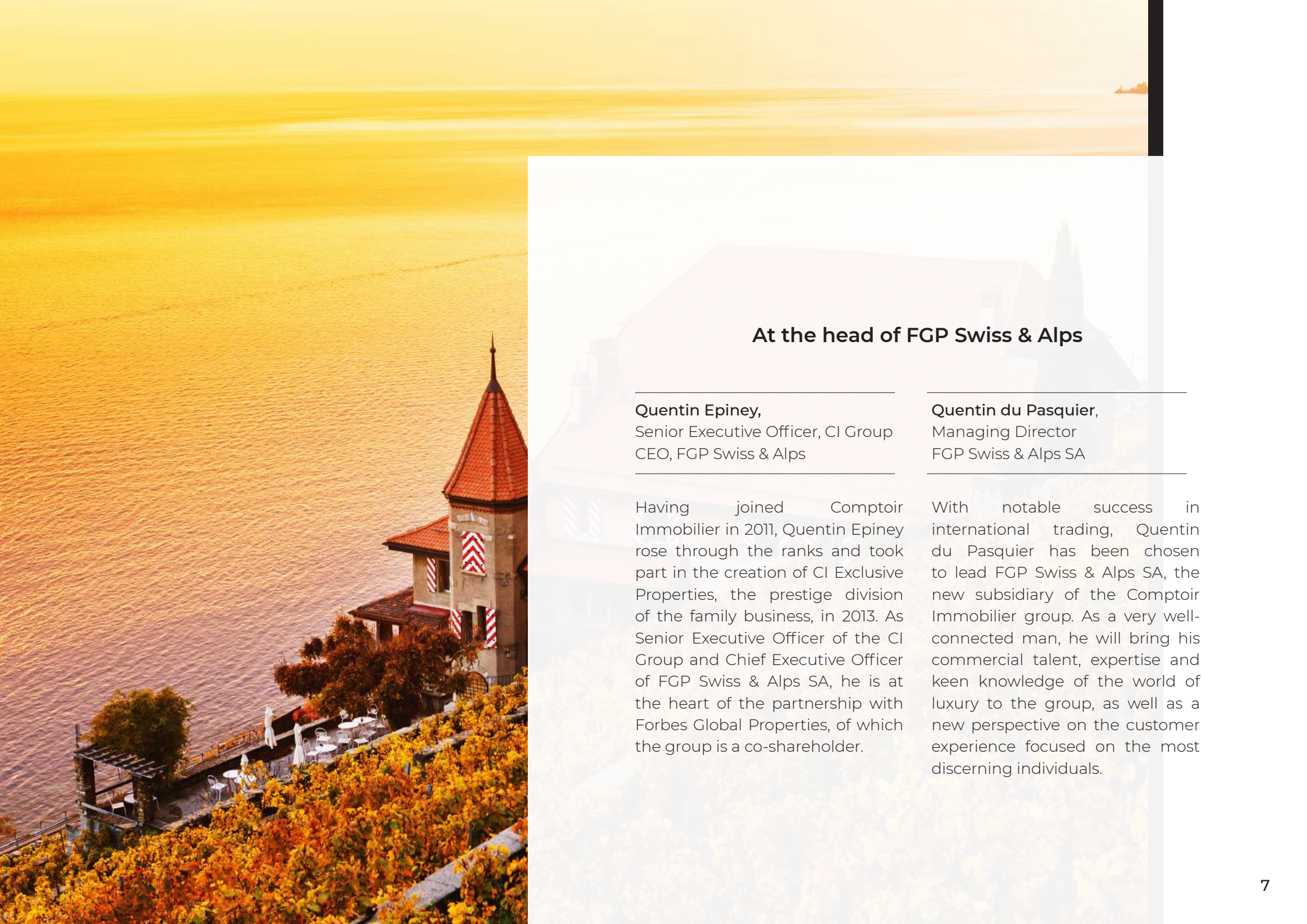




### **... but also dedicated to professionals**

In addition to addressing a target audience of owners and buyers, the new subsidiary will also offer brokerage professionals access to the Forbes Global Properties showcase through different types of collaboration, ranging from a joint mandate to a marketing package, with the intention of adding unprecedented value to the entire profession. An exclusive B2B offer will allow companies actively engaged in luxury real estate to benefit from the advantages of this unique showcase, with more targeted visibility than an advertising campaign and often at a lower cost, but most importantly to allow the most extraordinary properties on the planet to meet their future owners, coordinated by the Forbes Global Properties service.





## At the head of FGP Swiss & Alps

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**Quentin Epiney,**  
Senior Executive Officer, CI Group  
CEO, FGP Swiss & Alps

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Having joined Comptoir Immobilier in 2011, Quentin Epiney rose through the ranks and took part in the creation of CI Exclusive Properties, the prestige division of the family business, in 2013. As Senior Executive Officer of the CI Group and Chief Executive Officer of FGP Swiss & Alps SA, he is at the heart of the partnership with Forbes Global Properties, of which the group is a co-shareholder.

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**Quentin du Pasquier,**  
Managing Director  
FGP Swiss & Alps SA

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With notable success in international trading, Quentin du Pasquier has been chosen to lead FGP Swiss & Alps SA, the new subsidiary of the Comptoir Immobilier group. As a very well-connected man, he will bring his commercial talent, expertise and keen knowledge of the world of luxury to the group, as well as a new perspective on the customer experience focused on the most discerning individuals.





## **Forbes Global Properties founders and partners**

The consortium was co-founded by Jeff Hyland, an esteemed broker and architectural historian with multi-billion dollar real estate sales in the United States, alongside Bonnie Stone Sellers, former CEO of Christie's International Real Estate and Partner and Head of Real Estate at McKinsey & Company. They are supported at the European level by Quentin Epiney as well as José Ribes

Bas, CEO of Rimontgó in Spain and Olivier de Chabot-Tramecourt of the French Mercure group, as well as in the United States by John Pfeiffer, president and chief broker of Slifer Smith & Frampton, Vail Valley and Summit County, Colorado, Frederick Warburg Peters of Warburg Realty in New York, and Andrew E. Nelson, owner of Willis Allen Real Estate in San Diego.





## About Comptoir Immobilier

Aiming for excellence since its origins in 1825, Comptoir Immobilier is an active company in all areas of real estate, headquartered in Geneva, which today has more than 200 employees in its main business areas and more than 320 within its sister companies. With innovation, quality, the transmission of know-how, ethics and discretion as its core values, the group has forged close links with international networks since 2013, such as the Leading Real Estate Companies of the World as well as EREN (European Real Estate Network). These affiliations have opened the doors to excellent collaborations, especially those within the Forbes Global Properties

network. Indeed, following the launch of the international platform last December, the CI Group is launching FGP Swiss & Alps under the leadership of Quentin Epiney, endowed with a dedicated team that is focused on the satisfaction of a particularly discerning clientele and benefitting from the local expertise of each Comptoir Immobilier division. It is an ambitious and strategic development for the family group, bearing a real openness to the international scene and a keenness to promote the hidden treasures of Switzerland and the wider Alpine region.





## About Forbes

Forbes is an American business magazine founded in 1917 by Bertie Charles Forbes, now a multidimensional brand reaching more than 200 million people every month worldwide, thanks to its qualitative and avant-garde journalism, exclusive events run by the biggest global decision-makers, its virtual platform, personalised

marketing programmes and its 32 local editions with an unrivalled audience in 71 countries. Extensions to the Forbes Media brand include contractual collaborations in education, financial services and real estate with the establishment of the Forbes Global Properties consortium in December 2020.





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