



Certified Luxury Home Marketing Specialist® Training



ALL AGENTS WELCOME TO ATTEND

Barrington, IL | July 11-12, 2012

Training for the Certified Luxury Home Marketing Specialist® designation is designed to help sales professionals who currently work in the upper-tier move to the next level or to help those just beginning to target the luxury market jump-start their business.

Learn what wealthy buyers and sellers say are the “real secrets” to capturing their business and delivering outstanding service. This intensive two-day CLHMS training is the first step in earning the coveted CLHMS designation. Upon completion of the training you will become a Member of The Institute.

Members of The Institute are part of an exclusive, international network of active luxury agents and enjoy a host of valuable benefits and discounts.

Attend this valuable training & discover how to:

- Reach more affluent prospects
- Increase your average price
- List and sell more luxury homes
- Deliver outstanding service to affluent buyers and sellers
- Set yourself apart as a luxury home expert
- Grow your business and increase your income

Hosted By



Keller Williams Success Realty

Investment: \$550

Includes CLHMS training as well as one year of Institute membership.

Members enjoy thousands of dollars worth of free benefits and discounts such as:

- A complimentary profile in the luxury agent directory on www.LuxuryHomeMarketing.com
- A series of free property listings on The Wall Street Journal's website.
- A FREE standard account with ProxioPro, the international MLS, including unlimited property listings and syndication to dozens of top real estate websites like Trulia, Zillow, Yahoo and more.

The strategies you will learn in these fact-paced, information packed two days are already helping successful upper-tier agents move to the next level.



The CLHMS training course is approved for sixteen units of elective credit towards NAR's Certified Residential Specialist (CRS)

REGISTER TODAY

www.LuxuryHomeMarketing.com/Barrington
214.485.3000

Attendance Limited. ACT NOW.



WHAT DOES THE TRAINING COVER?

START BY DISCOVERING

- The TWO secrets that will guarantee your success
- Myth or Reality? What you thought you knew about the luxury market may not be true!
- The ONE thing you must do to become a luxury home marketing expert

WHAT YOU MUST KNOW ABOUT THE LUXURY MARKET SEGMENT

- Understand why the definition of a luxury home is specific to each individual market
- Learn the reasons for targeting the luxury market and the pitfalls to avoid
- How to determine which segments of the luxury market are still strong -- it's NOT the "lower income affluent" segment.

LEARN WHY THE TOP OF THE MARKET IS STILL HEALTHY

- Discover three BIG opportunities in today's luxury market and how to tap them for business
- Learn how to quickly and easily track key trends in luxury home design and amenities

LEARN THE FACTS ABOUT RICH BUYERS AND RICH SELLERS

- Why old money and new money are irrelevant - but mindset is not!
- The secrets of LifeStyle Selling (Don't tell! But, DO use these secrets to deliver better service and make more money)
- The truth about how the wealthy choose their agents- the checklist that came straight from their lips
- The myth about the wealthy and the Internet

“Valuable insight on the needs and wants of the luxury buyer.”

Sheri Chase | Chase International | Lake Tahoe & London, England

- It's true, you can target by occupation - we'll tell you which occupations are key
- Amazing truths about millionaires. Are they good prospects or not?
- The 7 segments within the luxury market which may be your best prospect groups

July 11-12, 2012

We will start each day with coffee and networking at 8:30am. The door will close promptly at 9:00am each morning and go until 5:00pm. There will be a short morning coffee break and a short afternoon break. Lunch will be provided both days. Attendees must be present the entire course to receive credit.

Instructor

Laurie Moore-Moore

Training Location

Garlands of Barrington
1000 Garlands Lane
Barrington, IL 60010

Overnight Accommodations available at The Garlands
For reservations, please contact
Grace Oliviero at 847.756.3150
Select rooms at \$120.00 per night

Sponsors

BV Real Estate Photography

Citywide Title

“GREAT and INSPIRING training!”

Patricia Choi | Patricia Choi Realty, Inc. | Honolulu, HI

