



*Help your sales associates position themselves as **unique** and **better able** to meet the needs of affluent buyers and sellers.*

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Why offer our Certified Luxury Home Marketing Specialist Training?

Real estate is a local business

Today's market conditions are a reminder that different markets are often in different parts of the real estate cycle at the same point in time. While some cities are setting new records for sales and price appreciation, many other communities are seeing sales slip and prices soften. Yet, one segment stays strong. The top half of the luxury market continues to perform well across the country.

Help your Sales Associates capture their share of the big commissions

Realtors® targeting an increased share of the upper tier in your marketplace – whether that starts at \$500,000 or several million dollars – are implementing a key strategy for success. The Institute for Luxury Home Marketing can help your association members penetrate this lucrative market niche. Real estate agents who go through our two-day training become members of The Institute and gain the confidence and competence to successfully list and sell expensive properties. What's more, they learn how to ask for and get more than "full fee" commissions. Top luxury agents are coming to our training and telling us they have come because they are losing listings to our members. Some of our members are setting highest price, fastest selling time records in their markets and many are pocketing BIG commission checks.

Offer real value to your Sales Associates at little or no cost to you

The cost of the training (charged to the host) will be on a sliding scale based on attendance. A minimum of 40 registrants is required to schedule a private program. Hosts may choose to price the program at a higher cost to cover program and trainer's expenses.

From 40 to 55 registrants: \$475 (U.S.) each

For 56 to 100 registrants: \$450 (U.S.) each

For 101 to 200 registrants: \$400 (U.S.) each

A staff representative of the sponsoring organization (CEO or Education Director) is invited to sit in on any or all of the session. The person who coordinates all the arrangements is also invited to attend at no charge. A \$1000 (U.S.) deposit will hold the date for the training. Reasonable travel costs for the presenter (airfare/hotel/meals) will also be billed to the client. Expenses are to be reimbursed upon receipt of invoice.

Call us!

Call The Institute for Luxury Home Marketing and we'll share success stories with you and explain how you can host our training and contribute to your sales associate's success at little or no cost to your firm. Helping your associates succeed in the luxury market is a value proposition

that you should act on. **The course is also good for 2 elective CRS units for those agents working towards earning their CRS designation!**

For more information on adding value for your members by scheduling a class, please contact Kris Drain, Director of Operations, The Institute for Luxury Home Marketing, at 214-485-3000 or kris@luxuryhomemarketing.com.

What the Training Covers.....

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.

Just some of the topics included:

- Who are the buyers and sellers of luxury homes?
- How do you find them and convince them to work with you?
- What is a more important qualifier than net worth?
- How do “old money” and “new money” attitudes differ?
- What must you know about the six lifestyle categories of the rich and famous (or, why you don’t market to Paris Hilton in the same way you market to Warren Buffet!)?
- Why are millionaires not your best prospects? Who is?
- What “Buying Guidelines” do affluent buyers follow?
- How do wealthy home buyers evaluate and select their agents?
- What are affluent sellers’ marketing plan expectations?
- How can you differentiate yourself as a luxury home expert?
- Tips for marketing to the affluent using the Internet.
- Ideas to help you package, position, and promote yourself as a luxury home marketing expert.
- How do you qualify buyers of luxury homes?
- Specific marketing scripts, letters, and other tools.
- Design and amenity trends in the luxury home market.
- And more...



Seven Questions to Ask Before Choosing a Luxury Home Marketing Designation

1. Was the designation training developed by a luxury home expert?

Anyone can “write” a training course. The Institute for Luxury Home Marketing’s training will help you take your luxury business to the next level because it was developed by an expert.

Institute Founder Laurie Moore-Moore has been in real estate since 1976 and has trained 12,000 top luxury home agents over the past decade. Unique Homes selected her as one of the “35 Top Leaders in Luxury,” The Chicago Tribune calls her “The Luxury Home Diva,” and The Real Estate Intelligence Report selected her as one of the top 10 people having the most impact on the real estate industry in the past 25 years.

Laurie’s book “Rich Buyer, Rich Seller: The Real Estate Agents’ Guide to Marketing Luxury Homes,” is so in demand that agents have paid up to \$125 on e-Bay for a used copy! Don’t do that – we’ll give you a FREE copy at the training session.

Laurie personally developed the training program and updates it constantly. You won’t learn the same real world skills elsewhere. Don’t settle for less.

2. Are the trainers teachers or true luxury market experts?

Each Institute certification class is taught by Laurie or by very successful luxury home agents who understand the business and also have great presentation skills. Why not learn from the best in the business?

3. What do agents who’ve taken the course and associations that have hosted the course have to say about it?

"We held our first Certified Luxury Home Marketing Specialist training session in 2003. It was such a BIG success that we now offer it three times a year! We attract attendees from across the country, and even internationally. The course gets rave reviews and our members love the benefits gained from this valuable training. If you're not offering the Certified Luxury Home Marketing Specialist course in your marketplace, you're missing the boat!"

Maureen Levine
Vice President of Member Relations

The REALTOR Association of Greater Miami and The Beaches

“Great and inspiring training!”

-Patricia Choi, Choi Realty, Inc., Honolulu (HI)

“We’re synonymous with luxury, so Institute membership and training was a perfect fit. The training helped us get a new slant on what’s happening in today’s market. One of the things we’re doing differently is gathering more information about the marketplace and luxury market segments as opposed to acting off the top of our heads. We’re also presenting information to clients in more visually effective ways. Another good thing is, you can take tips you’ve learned from luxury marketing and apply them to other properties.”

-Shari Chase, Chase International, Lake Tahoe and London

“Thank you for lending your keen knowledge and experience about luxury real estate sales to the agents at John L. Scott Real Estate. Given the opportunity, I will recommend your class to others without hesitation.”

– J. Lennox Scott, Chairman and CEO, John L. Scott Real Estate, Washington/Oregon/Idaho

“In 29 years as a real estate agent, owner, manager, this is the best course I’ve taken with the best, specific, practical information to improve my business.”

-Russell P. Long, Long Realty, Tucson, AZ

4. Does the designation have credibility?

The Institute’s *Certified Luxury Home Marketing Specialist* (CLHMS) designation is the first international luxury home designation to be offered to real estate professionals regardless of their company affiliation. Several national real estate firms have made CLHMS their **official** designation. Brokerage firms and REALTOR associations across the country host our training so their associates and members can earn the CLHMS designation. Many states grant continuing education credit for our course. Consumers are beginning to show a preference for Institute members.

The buzz about this designation is so positive that real estate professionals from around the globe travel to the US just to attend The Institute’s designation training.

5. Is it a true LUXURY designation?

To earn the CLHMS designation, an agent must successfully list and/or sell luxury properties in the top 10% of his or her market area (as defined by the area’s sales prices in the most recent 12 months). Homes that are priced below \$500,000 will not be considered for the designation, even if the top 10% of that particular market is below the \$500,000 minimum.

6. Are there multiple levels of membership in the organization?

The Institute offers three levels of membership: Complete the training and become a *Member* of The Institute. Then, meet the sales performance standards and be a *CLHMS* member. CLHMS members who demonstrate success in the million and multi-million dollar residential market can also earn recognition as members of *The Million Dollar Guild*.

7. What are some of the member benefits?

The list is too long to include here, but here are a dozen Institute benefits.

- Membership certificates and pins
- Logos to download and use in your marketing
- Note cards, gold seals, and other materials to position you as a luxury agent.
- A personal promotional listing on our consumer website
- A link to your personal promotional listing from the Wall Street Journal's RealEstateJournal.com
- Exclusive access to research information on the wealthy – plus how to use the information to close more business. Mailing lists of the wealthy, too.
- A monthly online newsletter with marketing ideas and top agent interviews.
- Beautiful property brochures and marketing post cards (affordable and fast!)
- Advertising discounts in major luxury magazines and publications like the Wall Street Journal, Unique Homes, and DuPont Registry.
- “My Market Graphs” – online software you can use to easily create customized Market Update charts and graphs that will set you apart in your market as the expert.
- Special advanced seminars (members only) on topics like “How to Write Better Ad and Brochure Copy,” “How to work the International Luxury Market,” and “How to Jump Start Your Business by Networking with Resort Communities Nationally.”
- ***Leaders in Luxury***, an invitation-only annual event for Institute members who work in the million dollar plus market. Three days of fabulous programs plus networking with THE top luxury agents from around the world.

Sample Agenda

Day One

8:30	Registration
9:00	Meeting begins and door closes
10:30	15-20 minute break (depending on CE requirements)
Noon	Lunch break
1:00	Meeting resumes
2:30	15-20 minute break
5:00	Meeting adjourns

- CRS testing from 5:00-6:00 p.m.

Day Two

8:30	Networking
9:00	Meeting begins and door closes
10:30	15-20 minute break
Noon	Lunch
2:30	15-20 minute break
5:00	Meeting adjourns

- CRS testing from 5:00-6:00 p.m.

Meet our Trainers



Laurie Moore-Moore

Founder, The Institute for Luxury Home Marketing

The Chicago Tribune calls Laurie Moore-Moore “The Luxury Real Estate Diva.” In 2006, *Unique Homes Magazine* honored her as one of the 35 Most Influential Leaders in the Luxury Home Market.

The Real Estate Intelligence Report declared she is one of the ten people having the most impact on U.S. residential real estate in the last 25 years.

Laurie is Founder of The Institute for Luxury Home Marketing, an organization founded in 2003, with thousands of members on four continents. The Institute awards the international *Certified Luxury Home Marketing Specialist* designation for real estate professionals who successfully market upscale residential properties.

She is also the author of the book *Rich Buyer, Rich Seller! The Real Estate Agents’ Guide to Marketing Luxury Homes*.

Laurie is the co-founder and former co-editor of *REAL Trends*, a major real estate industry research and communications company.

Laurie has sold real estate, managed a real estate office, and run two divisions of one of the nation’s largest real estate firms.



Sharon Simms and Tami Simms-Powel

The Institute for Luxury Home Marketing CLHMS Trainers

Sharon and Tami are a dynamic mother-daughter duo who specialize in waterfront and luxury properties in the Tampa Bay area. Their success, their passion for the real estate business, and their dedication to learning and sharing make them an incredible training team for The Institute for Luxury Home Marketing. Both Sharon and Tami are Million Dollar Guild members of The Institute, and both hold the *CLHMS* designation. They also serve on the Advisory Board for RE/MAX International's Collection Program.

Sharon has more than twenty years' experience in residential real estate and holds numerous designations, including Certified International Property Specialist (CIPS) and Certified Residential Specialist (CRS). Recognized as an industry leader in utilizing technology to enhance her top-notch personal service, Sharon is a member of the Allen F. Hainge CyberStars™, and CyberProfessionals. A 2005 member of the Luxury Conclave Advisory Board, Sharon is recognized by Who's Who in Luxury Real Estate and was one of the founding members of the Institute for Luxury Home Marketing.

Tami had a successful graphic design business before joining Sharon as the Team's Director of Marketing & Concierge Services in 2002, bringing professionalism and creativity to the Team's advertising and marketing. Tami's background as a luxury resort concierge resulted in the Team's unique concierge program that takes client service to a new level. A frequent speaker and panelist nationwide on a variety of topics, Tami is a member of the National Board of Directors of Business and Professional Women/USA and President of the Board of the YWCA of Tampa Bay.

Together with Sharon's son Rob Johnson and Director of Information Amy Grashel, they are The SIMMS Team with RE/MAX Metro in St. Petersburg, Florida.

Tami and Sharon were awesome, energetic, and extremely credible." *Amber Weitzer, Southlake, TX*



General Information about Earning the CLHMS Designation

Gain more success and more credibility in the luxury home market with this important designation...

Certified Luxury Home Marketing Specialist (CLHMS)

This valuable designation will position you as an expert in the upper-tier market and give you the knowledge you need to be the agent of choice for affluent buyers and sellers.

Earn the *CLHMS* designation in just two steps:

1. First, attend The Institute for Luxury Home Marketing's two-day training program developed by national speaker, author, and researcher, Laurie Moore-Moore.
2. Second, submit the performance verification form documenting the list of properties which you are using to meet performance criteria, have your broker/owner or manager complete the broker verification form, and attach documentation showing that the properties have closed. The performance criteria must be EITHER:
 - Two closed upper-tier listings in 12 months
 - OR-
 - Four closed upper-tier sales and/or listings in 24 months

For the purposes of the designation, the upper-tier is defined as the top 10% of your MLS area single-family homes sales in the last 12 months, but never less than \$500,000.



The Million Dollar Guild

The Million Dollar Guild offers special recognition for agents working in the million dollar and above market. Agents whose documented performance includes at least two single family property closings at \$1,000,000 or above will also become members of *THE MILLION DOLLAR GUILD*, The Institute's special recognition group for agents who are at the very top of the residential marketplace.

Contact Info

For more information, or to book a training event, please contact Amanda:

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