



Certified Luxury Home Marketing Specialist® Training



ALL AGENTS WELCOME TO ATTEND

Cape Cod, MA May 25-26, 2011

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

Investment: \$499

Early Bird Registration ends March 15, 2011

Regular Registration \$525

Includes CLHMS training as well as:

- One year of Institute membership
- Complimentary agent profile on www.LuxuryHomeMarketing.com
- Free luxury agent profile – plus one free listing every 60 days--on the Wall Street Journal's website (a \$2,900 value)
- Place your listings on the international MLS ProxioPro with a free standard account and automatic translation into 19 languages

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 training course is also good for two units of elective credit towards NAR's Certified Residential Specialist (CRS) designation.

REGISTER TODAY

www.LuxuryHomeMarketing.com/CapeCod
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
- The 6 key features the wealthy are looking for in a property marketing plan
- The resources wealthy buyers say they use to shop for homes
- The simple secret to winning the luxury listing, even when your competition is the top luxury agent in your market
- What big companies like American Express, Chanel, Mercedes, and Cartier know about the rich that you need to know, too
- How the rich are different (in addition to having more money!)

DISCOVER HOW TO DIFFERENTIATE YOURSELF AS THE LUXURY HOME MARKETING EXPERT

- The 6 steps to differentiating yourself as a luxury home expert
- Learn the art of branding yourself as THE Luxury Home Marketing Expert of choice
- The "product" you must sell before you can sell a luxury home
- Why local market knowledge is important and exactly what you need to know to make the right decisions in your business and to advise luxury home buyers and sellers
- The 9 special competencies that will maximize your success and income
- How to capture luxury referrals from other agents
- The Three P's and how to implement them for more success

"GREAT and INSPIRING training!"

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