

## INCLUDED IN YOUR MEMBERSHIP ...

## A POWERFUL WEB PRESENCE:

- FREE**
- Custom-designed Website with full property search and spotlight opportunities for members and their listings
  - Customizable agent Website with geographic design options
  - Ability to have one luxury Website and one standard Keller Williams Website
  - Ability to have both a luxury email address and a standard Keller Williams email address

## A ROBUST SUITE OF MARKETING TOOLS:

- FREE**
- Exclusive, professionally designed branding
  - Lead generation materials including 8 x 8 campaigns, marketing materials and listing presentations
  - Customized press release templates for all new members
  - Email headers to use on your luxury-based emails and campaigns

## EXCLUSIVE TRAINING AND NETWORKING OPPORTUNITIES:

- FREE**
- New Member Orientation Webinar
  - Agent Mastermind and Training Webinars
  - Members-only intranet with discussion boards, quick-start guides and marketing library
  - Annual Luxury Retreat with nationally known and respected speakers, member panels and networking
  - Opportunity to build your profit share tree by recruiting luxury agents
  - International network of KW Luxury Homes International consultants for referrals and masterminding

## A PREREQUISITE TO MEMBERSHIP ...

Agents joining KW Luxury Homes International must complete the Institute for Luxury Home Marketing's CLHMS training course before joining the luxury division, or within 12 months of having joined. This training is available through live courses or online. The Institute offers both U.S. and Canadian versions of the training. KW Luxury Homes International's marketing partnership with the Institute for Luxury Home Marketing includes a one-year additional membership with ILHM (\$225 value). For more information, visit [www.luxuryhomemarketing.com](http://www.luxuryhomemarketing.com) or call 214-485-3000.

ADDITIONAL OPPORTUNITIES AVAILABLE  
THROUGH OUR VENDOR RELATIONSHIPS ...

- KW Luxury Homes International magazine program with a distribution to affluent clientele both print and online through Unique Homes (\$5,500 savings)
- Jumbo product offerings available through **citi**, including 15- and 30-year fixed, 5/1 and 10/1 ARM
- Exclusive discounts and promotions on business gifts ordered through the **TIFFANY & CO.** Website

## COMING ATTRACTIONS ...

- Turnkey marketing solutions and campaigns through eEdge
- Vendors for client services that enhance the client experience

## FIND OUT MORE ...

[www.kwluxuryhomes.com](http://www.kwluxuryhomes.com) | [luxuryhomes@kw.com](mailto:luxuryhomes@kw.com) | 512-327-3070

## KW LUXURY HOMES INTERNATIONAL AND THE INSTITUTE FOR LUXURY HOME MARKETING: PROUD PARTNERS

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The Institute for Luxury Home Marketing provides the official training for KW Luxury Homes International. Agents participating in the luxury division must complete the Institute's luxury-home marketing training before, or within 12 months of, joining KW Luxury Homes International. The course is offered live around the United States and Canada. An online course is also available.

[www.luxuryhomemarketing.com](http://www.luxuryhomemarketing.com)

Completing this training results in membership in the Institute and provides members of KW Luxury Homes International with additional benefits that include the following:

- FREE standard membership in ProxioPro – an international MLS. Post your listings and your agent profile for luxury agents around the world to see. This also provides a great networking opportunity. Through ProxioPro, your properties will also be posted on WorldProperties.com and you can opt-in to having your listings posted on up to 50 additional Websites. Value is \$99.
- Ten FREE financial profiles on prospects through WealthEngine. Not sure a buyer prospect is credible? Get an instant report on their estimated income, net worth, real estate holdings and more.
- FREE marketing list of up to 100 contacts. You define level of wealth, geographic area and lifestyle characteristics. Example: Airplane owners in Texas with \$5 million or more in net worth.
- FREE weekly national luxury market report from Altos Research. This exclusive report provides the statistics you and your clients need to understand what's happening in the luxury market nationally and in 30 metro markets. It will help you answer the question, "How's the luxury market?" If you bought this report, you'd pay thousands of dollars annually.
- Special advertising discounts in DuPont Registry, Unique Homes, Robb Report and other luxury publications.
- Members of KW Luxury Homes International receive a full two years of membership in the Institute, following completion of their training. This FREE second year of membership is a \$225 value.
- Monthly Webinars, a "Luxury Insights" blog, and numerous vendor discounts are also available.

## FOR MORE INFORMATION ABOUT THE INSTITUTE FOR LUXURY HOME MARKETING

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- [www.luxuryhomemarketing.com](http://www.luxuryhomemarketing.com)
- 214-485-3000