

INCLUDED IN YOUR MEMBERSHIP...

A POWERFUL WEB PRESENCE

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

A ROBUST SUITE OF MARKETING TOOLS:

- Exclusive, professionally designed branding
- FREE ▪ Lead generation materials including 8 x 8 campaigns, marketing materials and listing presentation
- 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 consultants for referrals and masterminding

ADDITIONAL OPPORTUNITIES AVAILABLE THROUGH OUR VENDER RELATIONSHIPS...

- Marketing partnership with The Institute for Luxury Home Marketing that includes one-year additional membership with ILHM (\$195 value)
- 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 , including 15 and 30 year fixed, 5/1 and 10/1 ARM
- Exclusive discounts and promotions on business gifts ordered through **TIFFANY & CO.** website

COMING ATTRACTIONS...

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

FIND OUT MORE



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

THROUGH ILHM, OUR MEMBERS RECEIVE:

- **FREE luxury agent profile on the *Wall Street Journal's* Website.** Usual cost is \$800 annually, but the profile is free for you as a member of ILHM. Log in to the members-only section of our website for instructions on creating your *Wall Street Journal* profile (and for the special code you'll need).
- **Three FREE property listings every 60 days on the *Wall Street Journal's* Website.** Usual cost is \$350 per listing – the value of this over 12 months is \$6,300! Use these 60-day listings for special high-end properties or as a listing tool.
- **A FREE 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 for you. Membership value is \$79 annually.
- **FREE monthly luxury market report from Altos.** 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 market areas. It will help you answer the question, "How's the luxury market?" If you bought this report, you'd pay thousands of dollars annually.
- **duPont REGISTRY** magazine offers our members special discounts on marketing packages including advertising in the magazine.

FOR MORE INFORMATION ABOUT
THE INSTITUTE OF LUXURY HOME MARKETING
