



## WELCOME TO LUXURY HOMES by KELLER WILLIAMS®

### LUXURY HOMES BY KELLER WILLIAMS

is an exclusive, elite and sophisticated group of real estate consultants who raise the bar for service in the upper-tier home market.

#### BENEFITS

**Membership in the Luxury Homes entitles you to our exclusive signage, elegantly branded marketing pieces, and access to display your luxury listings on our Website [www.kwluxuryhomes.com](http://www.kwluxuryhomes.com). You will also tap into our nationwide network of consultants for referrals.**

#### Luxury Property Qualifications

- Team leaders must set the luxury market basis for your area. It is based on dollar amounts for the top 10% of closed transactions in the last year.
- If your market typically closes luxury homes at higher than \$750,000, your market basis will be set at the exact price point that represents the top 10% of luxury in your area.
- If your market typically closes luxury homes at lower than \$750,000.00, your market basis will automatically be set at \$750,000.00, and never lower

#### Agent Qualifications

- Two or more completed transactions in the last 24 months at your luxury market basis;  
OR
- One transaction in the last 12 months, and another in the NEXT 12 months at your luxury market basis;  
AND
- Completed the Institute for Luxury Home Marketing (ILHM) two-day class;  
OR
- Will complete the Institute for Luxury Home Marketing (ILHM) two-day class within the 12 months following membership in our luxury division.

**You do not have to have completed the ILHM course to apply.  
You may join for 2008, and then take the class within the next year.**

Please visit [www.luxuryhomemarketing.com](http://www.luxuryhomemarketing.com) for a class near you.

**FIND OUT MORE**

Logon to the KW Intranet via KW.com. Select "Resources", then "Luxury Homes."  
OR  
[luxuryhomes@kw.com](mailto:luxuryhomes@kw.com) | 512-531-2917