



What is Luxury Homes by Keller Williams?

Luxury Homes by Keller Williams is a members-only program that offers eligible associates the opportunity to promote themselves and their listings with special signage, marketing materials, publication discounts, and the exclusive Luxury Homes by Keller Williams website and referral network. Participating associates also enjoy the benefit of membership in The Institute for Luxury Home Marketing, and the opportunity to earn the coveted CLHMS designation.

What is The Institute and what is its role?

The Institute for Luxury Home Marketing trains residential real estate professionals in how to work in the upper-tier market, awards the prestigious international Certified Luxury Home Marketing Specialist (CLHMS) designation, and provides services and support to its thousands of member agents in the U.S., Canada, and overseas.

The training and designation component of the Luxury Homes by Keller Williams program is provided by The Institute for Luxury Home Marketing as part of a partnership between The Institute and Keller Williams Realty.

Frequently Asked Questions (FAQ)

What are the requirements for participating in the Luxury Homes by Keller Williams program?

Agent Qualifications:

Two or more closed transactions at or above your market area basis (but not less than \$750,000) in the last 24 months. Your team leader will determine the market basis for your area.

Completion of The Institute's two-day training course to become a Certified Luxury Home Marketing Specialist (CLHMS) at the time of joining or in the 12 months following.

Property Qualifications:

Regardless of where you live, a transaction must have a value of AT LEAST \$750,000 to qualify as a luxury property.

If your market typically closes luxury homes at higher than \$750,000, your market basis will be set at the price point of the top 10% of closed transactions in your market area.

If your market typically closes luxury homes at lower than \$750,000, your market basis will be set at \$750,000.

More information, including details on how to apply, annual dues, and renewal requirements can be found on the Keller Williams Intranet under "Resources" or by contacting luxuryhomes@kw.com.

With The Institute...

What are the steps for earning the CLHMS designation?

Register for the two-day Certification Training. There are no prerequisites for attending the training. The registration fee includes course materials. Our designation training is required for those agents who wish to participate in Luxury Homes by Keller Williams.

Once you have completed the training, you will receive a two-year membership with The Institute for Luxury Home Marketing. We will send you a New Member Packet in the mail. In that packet will be an application for the CLHMS designation and a form to verify that you have met The Institute's designation performance requirements, which vary slightly from the Keller Williams requirements.

When you have met the performance requirements, complete the application form, and mail to The Institute for Luxury Home Marketing. Active members may wait as long as three years after completing the course to submit performance requirement verification.

When verification of performance requirements has been reviewed and approved by The Institute, you will receive your Certified Luxury Home Marketing Specialist designation. You will receive a certificate, 25 gold seals bearing the designation, and 25 formal announcement cards and matching envelopes to send to your center of influence.

Associates who submit at least two properties sold at one million dollars or more will receive the special acknowledgement of being members of THE MILLION DOLLAR GUILD, a select recognition group within The Institute.

Do I have to meet the performance standards before I can take the training?

No, you can take the training and meet performance standards later. You will be a member of The Institute, but you can't promote yourself as having the CLHMS designation until The Institute sends you confirmation that you have earned it.

What are the benefits of Institute membership?

Membership and the CLHMS designation differentiate you as a professional specializing in the upper-tier market. All active members of The Institute are listed in the member directory on our consumer website, www.CLHMS.org, giving members even more credibility in the marketplace. In addition, you'll have access to discounts on advertising in major publications; have access to our blog, "Luxury Insights," full of cutting-edge marketing ideas and up to the minute news on the luxury market; be able to network with other agents in the luxury market; and have access to specialized products, marketing tools, and services.

*Additional information and the CLHMS performance requirements can be found online:
www.luxuryhomemarketing.com*

