



## Training and Membership Policies

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## Training Classes

### Registration

Registration for live courses is done online (with a few exceptions, which will be identified on the course schedule). Walk-ins are only accepted on a space available basis.

Registration for the web-based course is also online [www.LuxuryHomeMarketing.com](http://www.LuxuryHomeMarketing.com). The Institute reserves the right to close courses when they reach room capacity and to honor the requests of hosts who wish to limit attendance to agents of their own firms.

Hosts may choose to have “private” sessions limited to their own agents or “public” sessions to agents from all firms. Public sessions may have registration costs which vary based on whether agents are with the host firm or not. Hosts may also have early registration fees as well as regular and late registration fees. These fees will be clearly identified on class schedules.

## Auditing the Course

Broker/Owners hosting a program are invited to sit in on any or all of the training session. The staff person who coordinated all arrangements is also invited to attend at no cost. Please confirm this attendance in advance so that materials can be provided.

Marketing Directors and Branch/Sales managers may audit a training session sponsored by their firm for a \$50 materials fee. The Institute requires a count and list of those auditing in advance of the course so that materials can be provided. Those auditing will be provided with handouts and Laurie's book. They will not be Members of The Institute.

Licensed Marketing Directors and Branch/Sales managers who register and pay for the course will be Members of The Institute. If they are not licensed, they will be Affiliate Members.

Current Members may audit the course on a space available basis. The host organization will set the fee for auditing. This will often include the cost of any meals provided. The cost of auditing of classes hosted by The Institute will be \$100 unless otherwise advertised.

## Assistants

Assistants may register for the course at full fee on a space available basis. If they are licensed, assistants who complete the entire course will be Members of The Institute. If they are not licensed, they will not be Members. Assistants may not audit the course unless they have taken the course previously.

## Attendance Requirement

**Because this is a designation training course, attendees must attend the entire course.** Agents who miss more than a total of 30 minutes of the training will not receive credit toward ILHM Membership nor will they receive credit for continuing education (if offered). Neither will they receive credit toward the Certified Residential Specialist® (CRS) designation offered by The National Association of Realtors (if offered for the session.)

Agents who persist in using cell phones, email, or texting or who are otherwise not attentive or are disruptive will be asked to leave and will not receive credit for the course nor will they receive a refund.

## Refunds, Cancellations, and "No Shows"

Cancellations received at least FOURTEEN (14) calendar days prior to the event are eligible for a FULL REFUND of the registration fees, minus a \$50.00 PROCESSING FEE.

Cancellations received from THIRTEEN (13) calendar days to THREE (3) calendar days prior to the event are eligible for a 50% REFUND of the registration fees. The remaining 50% of the registration fees can be held as a CREDIT towards another class or event.

Cancellations received fewer than THREE (3) calendar days prior to the event or "no shows" are NOT ELIGIBLE FOR REFUNDS, but 50% of the registration fees can be held as a CREDIT towards another class or event.

In the event that The Institute cancels a course, it will fully refund all fees collected, or at the registrant's option, apply the credit to another Institute course of equal or greater value.

### **Satisfaction Guarantee**

If you successfully complete one of our training classes and aren't happy, tell us at the end of the program. Your money will be refunded within three (3) business days, no questions asked. Notification of dissatisfaction must be received in writing before 5:00 P.M. on the next business day following the completion of the course.

## **Membership**

Membership is open to Realtors®, members of NAHB, and ICREA-affiliated sales agents worldwide. Affiliate Memberships are open to real estate professionals in related fields who are involved in the sales transaction. To become a Member of The Institute you must successfully complete one of our CLHMS training classes.

### **Membership Dues and Renewals**

The cost of training typically includes the initial Membership period. In most cases, this Membership period will be one year. Some franchise brand relationships provide for two years of initial Membership. (Contact The Institute to see if your franchise has negotiated more than a one year initial Membership.)

Currently, annual dues are \$195. Accounts more than 60 days overdue may be subject to a \$75 reinstatement charge and/or late fees. These fees are subject to change and The Institute may from time to time waive the reinstatement charge or late fees at its sole discretion. A member's anniversary date is the date of completion of certification training and/or previous renewals. The renewal date is the last day of the agent's anniversary month. For instance, for an agent who trained anytime in January, the renewal date is the last day of January each year.

### **Earning the Certified Luxury Home Marketing Specialist® (CLHMS) designation**

Completing training is the first step toward earning the Certified Luxury Home Marketing Specialist® (CLHMS) designation. Performance requirements must also be met. Members must submit a CLHMS application for review and approval. There is no cost for application submission. Once an application has been approved and the member notified that the designation has been awarded, the new CLHMS designee is authorized to use the CLHMS designation logo which is a registered trademark of The Institute. Logos come in various versions and may be downloaded from The Institute's website.

### **Designation application period**

In order to be eligible to earn the designation, agents must be active Members in good standing of The Institute and submit their designation application with qualifying transactions that have closed within three years of their date of training. Agents who have not earned the designation within three years of completing the training may "restart the clock" by auditing the training course. This will create a new training date and extend the time period during which they can complete the designation performance requirements by an additional three years from the audit date.

## Cancellation of Membership and Withdrawal of Designation

The Institute reserves the right to cancel Membership or withdraw the designation from any member based on member violations of Institute policies, what The Institute perceives to be unethical or illegal actions on the part of a member, or simply at Institute's sole discretion. Use of the CLHMS designation, Guild recognition and/or CLHMS or Guild logos when they have not been awarded is cause for Membership cancellation with no compensation. Non-Members who use the designation or any ILHM logos are subject to prosecution under Federal and international trademark laws and may also be subject to action for violations of the REALTOR® Code of Ethics.

## Designation, Trademarks, and Logos

"Institute Member®," "Certified Luxury Home Marketing Specialist®," and "The Million Dollar Guild®" are registered trademarks of The Institute for Luxury Home Marketing® (ILHM).

Only active Members who are in good standing with The Institute and who have been awarded the designations or titles may promote themselves with the designation in text or using the designation logos. Designations may be used on promotional materials, business cards, websites, property brochures, etc. The designation and/or logo should be clearly associated with the name of the Member who has earned it. The standard practice is to list designations after the name of the individual, or individuals who have earned the designation.

You may never use our trademarks in the following ways:

- In, as, or as part of your own trademark.
- To identify individuals who are not active Members.
- To cause confusion.
- To suggest inaccurately that we sponsor, endorse, or are otherwise connected with your activities, products, or services.
- To disparage ILHM or its Members.
- In any other manner that ILHM finds offensive.

More information on trademark use policy can be found on The Institute's website.

## Agreement of Applicant

In making this registering for this course, and in consideration of joining The Institute for Luxury Home Marketing, I understand and agree to the following:

1. I understand that I may become a Member of The Institute for Luxury Home Marketing upon successful completion of the CLHMS training course, and as a Member I cannot use the CLHMS designation until it has been awarded to me upon completion of the designation requirements, and I have been notified in writing. Such misuse will be cause for summary termination of Membership and possible legal action. I also understand that once I am awarded the CLHMS Designation, I must maintain my Membership in good standing in The Institute for Luxury Home Marketing, including the payment of annual dues, to continue to hold and use the CLHMS Designation.

2. I irrevocably waive any claim or causal action of law or equity that I may have in the future against The Institute for Luxury Home Marketing, officers, Members, employees or other persons cooperating with the Council of Residential Specialists either as a group or individuals, for any act or failure to act in conjunction with my Membership or the business of The Institute for Luxury Home Marketing.

3. If admitted to Membership in The Institute for Luxury Home Marketing, I agree to abide by the policies as they currently exist and as they may be amended in the future by The Institute, as well as such policies and procedures as The Institute may promulgate from time to time.

4. I hereby consent and agree to allow The Institute for Luxury Home Marketing to contact me regarding membership matters via fax, email, and postal mail.

**The Institute for Luxury Home Marketing**

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