

MEMBER BENEFITS

One full year of Institute Membership is included with training and is renewable annually. The current annual fee to renew is \$295, or \$525 for two years.

LUXURY HOME COLLECTION

Complimentary Benefit

Showcase your high-end listings on The Institute's Luxury Home Collection, where you can build a rich property presentation featuring photos and videos, and see your listings on the public site, where luxury buyers and sellers can connect with Institute professionals.

LUXURY MARKET REPORTS

Complimentary Benefit | Members Save \$1,000+

The Institute's Luxury Market Report helps Members gain insights into North American market trends and provides monthly analysis for more than 150 luxury markets in the United States and Canada.

THE INSTITUTE NETWORK

Institute Members get exclusive access to our proprietary social media platform, The Institute Network. Get business tips and solutions, join online training sessions, promote listings, expand your referral network, and connect one-on-one with other luxury professionals.

QUALIFIED CONTINUING EDUCATION

Complimentary Benefit | Members Save \$200+

Get complimentary access to unlimited state-approved Continuing Education (CE) courses from our sister company, McKissock Learning. Multi-state certification is available, and Members only pay \$10 for each additional state certificate.

RISMEDIA'S AUTOMATED CONTENT ENGAGEMENT (ACE)

Complimentary Benefit | Members Save \$480+

The ACE Social platform gives you weekly luxury content branded to you, and automatically published to your social channels.

WEALTHENGINE

Complimentary Benefit | Members Save \$6,000+

Receive access to WealthEngine's Premier platform. Analyze existing client lists, create models to prospect new clients, look up potential clients and buyers to gain insight into their financial snapshot and connected network.

MY MARKET GRAPHS

Complimentary Benefit

Using your MLS data, this interactive tool can help you to create a visual representation of the number or "real buyers" in your community to help guide the pricing discussion with your sellers.

PREMIER BY RISMEDIA

Complimentary Benefit | Members Save \$249+

Sign up for a complimentary one-year subscription to Premier by RISMedia, which includes unlimited access to the Premier content catalog, exclusive monthly reports, admittance to all RISMedia's virtual events and webinars, and receive preferred pricing for in-person events, including RISMedia's Annual CEO & Leaders Exchange.

HURDLR

Complimentary Benefit | Members Save \$100 Seamlessly track your business expenses, mileage, deductions, and commissions in real-time.

DISC ASSESSMENT

Complimentary Benefit | Members Save \$100+

Complete your DISC assessment for self-reflection and begin to recognize different traits in your clients and prospects. Build a better rapport by listening and adapting based on their personality.

KISS, BOW, OR SHAKE HANDS DIGITAL

Complimentary Benefit | Members Save \$100+

This insightful and comprehensive digital reference guide provides a cultural orientation of best practices and protocols when meeting clients of all backgrounds, enabling you to increase revenue opportunities by developing long-term client relationships.

RICH BUYER, RICH SELLER

Complimentary Benefit | Members Save \$20

Fourth Edition is available for Members to download for Kindle, or your mobile e-reader.

MANSION GLOBAL & THE WALL STREET JOURNAL

Reduced Rates on Digital and Print Offers

The Wall Street Journal and Mansion Global reach an affluent, influential audience of real estate enthusiasts with the means and an inclination to buy and sell luxury real estate.

UNIQUE HOMES

Up to 30% Rate on Print and Digital Offers

The award-winning Unique Homes Magazine is published bi-monthly and reaches a national and global audience of affluent readers interested in the buying and selling of luxury real estate.

JAMES EDITION

Institute Members receive 20% off all JamesEdition offers

Position yourself as a Luxury Real Estate leader with the world's luxury marketplace.

MARKETING SOLUTIONS POWERED BY REAL MARKETING

Special Member Pricing on Select Packages

REAL Marketing's comprehensive platform of print and digital marketing materials are created to help market yourself and your luxury properties.

XPRESSDOCS

Special Pricing on Select Templates

Take advantage of a special virtual design center for Members where you can order custom property brochures, fliers, mini-brochures, and more!

FORWARD COACHING

Member Preferred Pricing on Multiple Programs

Receive customized real estate coaching that creates measurable results.

LUXURY PRESENCE

Member Preferred Rates on Multiple Plans

Luxury Presence helps real estate agents grow their business through cutting-edge marketing software, unlike other companies who simply just provide a website.

HUB INTERNATIONAL

Complimentary Consultation

Clients of Institute Members can receive a complimentary insurance review for any property within the United States. Carrie Ousley with HUB will take care of the details.

INTERLUXE AUCTIONS

Complimentary Benefit | Members Earn Enhanced Commissions

Institute Members can receive a consultation on how to guarantee offers to purchase, yielding a highest and best price for their sellers with no sacrifice to commission. In fact, various scenarios present an opportunity for enhanced compensation as a listing agent, buyer's agent, or referral source.

MEMBER WEBINARS

Member webinars and workshops are held regularly, recorded, and available to rewatch.

INSTITUTE BRANDING

Brand yourself as a luxury agent and stand out among the crowd. Members have access to logos based on your membership level.

- GildedBox – Discounts on personalized closing gifts to share with your client on their successful sale.

MEMBER PRODUCTS

Enhance your professional image with our exclusive range of Member Branded Products, tailored specifically for luxury real estate professionals. These high-quality items are designed to showcase your affiliation with The Institute and demonstrate your commitment to excellence in the luxury market.

REFRESH LUXURY TRAINING

Access our Luxury Online training, the recorded online version of our two-day Luxury Home Marketing Training.

SPECIAL RATES ON CLOSING GIFTS

- NEAT Method – Discounts on gift cards for NEAT Method's organizational services and products.

DOWNLOADABLE RESOURCES

- Luxury Marketing Blueprint
- Marketing a Luxury Property Checklist
- Guide to Winning Listings in the Upper Tier
- Guide to Marketing Upper Tier Listings

ADDITIONAL COURSES

Exclusively available to Institute Members:

- **Ditch the Pitch \$199** – learn how to engage and win business from home buyers and sellers by making every conversation more effective and successful.
- **Real Estate AI Specialist (REAIS) \$179** – learn how to use AI responsibly in real estate without risking compliance, credibility, or client trust.
- **Luxury Home Staging \$29** – teaches real estate professionals to enhance luxury properties, collaborate with staging experts, and guide sellers on staging and payment.
- **CNE (Certified Negotiation Expert) \$300** – learn new negotiation styles, trust-building, persuasion techniques, and lead generation strategies to attract and influence home buyers and sellers.
- **CBAE (Certified Buyer Agent Expert) \$150** – learn to navigate real estate changes, excel in buyer representation, build trust, and strengthen your commission discussions with a unique value proposition.