

# INSTITUTE *for* LUXURY HOME MARKETING®

## MEMBER TOOLS AND RESOURCES

**RISMedia's Automated Content Engagement (ACE)** The ACE Social platform gives you weekly, luxury content automatically published to your social channels.

**Brivity** The one-of-a-kind, CRM tool that provides custom branded IDX websites, lead generation, automated lead follow up, nurture tools, and more.

**National Luxury Market Report** Developed by REAL Marketing, the Institute's Luxury Market Report helps members gain insights into North American market trends and provides monthly analysis for more than 90 luxury markets in the United States and Canada.

**Online Wealth Lookup** The Institute's Online Wealth Lookup, OWL, is a simplified interface to WealthEngine's FindWealth 8™ - just for our Members. OWL gives you a quick and easy way to get a financial "snapshot" of prospects, helping you quickly assess credibility, begin your qualifying process, gain leverage in negotiations, strengthen relationships, and earn trust.

**ProxioPro** Valued at \$99, Institute Members have access to a free standard account with unlimited enhanced listings. ProxioPro enables you to get international visibility for you and your listings, connect with more than one million international agents for networking and referrals, and search international agents and their listings.

**Marketing Solutions powered by REAL Marketing** Present your experience, expertise, and marketing strategies through custom marketing tools with REAL Marketing's comprehensive platform of products and services, available to Institute Members at exclusively discounted rates.

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

**Kiss, Bow, or Shake Hands Digital** 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.

**WE Prospecting** Institute Members receive an annual 500 records with WealthEngine's Prospecting tool, allowing you to create a custom mailing list of precisely targeted and qualified affluent prospects, based on your own chosen criteria.

**Hurdlr** Seamlessly track your business expenses, mileage, deductions, and commissions in real-time.

**Member Directory and Class Roster** All Institute Members can set up a public Directory Profile. Members can include links to social media, websites, featured properties, blog, and more. Livestream class attendees are able to use their class roster as the beginning of their targeted list.

**Institute Logos** Brand yourself as a luxury agent and stand out among the crowd. Members have access to the Member, CLHMS™, and GUILD™ logos based on their membership level.

**Institute Products** Institute-branded products have a mark of distinction that your prospects and clients will notice. Institute Members can order materials such as business card jackets, lapel pins, foil-stamps, and more, all branded with logos applicable to their membership level.

**Listing Opportunities** The Institute has negotiated exclusive rates for our Members with print and digital media companies The Wall Street Journal, Mansion Global, Unique Homes, and DuPont Registry..

### **Ongoing Learning**

- Complimentary access to The Institute's online luxury home marketing training
- Complimentary, state-approved CE coursework through McKissock Learning
- Complimentary webinars
- New courses, exclusively available to Institute Members: Ditch the Pitch (\$99), Smart Homes of the High-Net-Worth & Whole Home Automation (\$39), Luxury Home Staging (\$29), Rental Beast University (\$0).

**Training Guides & Next Steps** Luxury Marketing Blueprint, Start Achieving Success Guide, Guide to Winning Listings in the Upper Tier, Guide to Marketing Upper Tier Listings, sample Buyer & Seller Information Forms.

**Forward Coaching** Customized coaching and consulting services for real estate professionals looking to grow their business.

**Rich Buyer, Rich Seller** The book that started it all! Read the free e-book from Institute founder Laurie Moore-Moore, the original guide to luxury real estate marketing.

**HUB** 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.

**ClubCorp** Exclusive marketing opportunities to affluent ClubCorp members, leveraging your luxury real estate business in front of the eyes of a highly engaged and connected community.

**Supreme Auctions** Work with the industry leader in accelerated marketing, which brings buyers and sellers together in a smooth, swift and transparent transaction. Institute Members receive a referral bonus for their first luxury auction.