



COLDWELL BANKER

PARTICIPANT GUIDE

Coldwell Banker Global Luxury®
Certification Course



Prestige. Pedigree. Power. The GLOBAL LUXURY difference.

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COURSE BENEFITS

- The value of the Coldwell Banker Global Luxury® program
- Identifying appropriate Coldwell Banker Global Luxury properties
- Marketing options available through the Coldwell Banker Global Luxury program
- Networking opportunities to build relationships in the luxury market
- Preparing for and conducting exceptional luxury listing consultations
- Best practices for conducting an exceptional luxury buyer consultation
- Identifying essential components of a marketing plan for a luxury listing

WELCOME TO COLDWELL BANKER GLOBAL LUXURY®

How do I become certified in Coldwell Banker Global Luxury?

- To become certified, affiliated sales associates must submit an application to The Institute for Luxury Home Marketing with documentation showing they have sold three (3) luxury properties within any 24-month period. The threshold for luxury properties is determined by the top ten percent of sales of the listing ZIP code. To find the Global Luxury Threshold listing price, please visit the listing tool located on Desk and proceed to Global Luxury Threshold Look Up Tool.
- Affiliated sales associates may also be eligible to receive the Certified Luxury Home Marketing Specialist™ (CLHMS) designation, which calculates the luxury threshold using different criteria (three properties, based on the top ten percent of sales within a county).
- For team members, both members of a team can use the same property as long as they send us a Commission Disbursement Agreement as proof that they both received a commission for it.
- Affiliated sales associates only need to submit one (1) application to be considered for BOTH the Coldwell Banker Global Luxury Certification and the CLHMS Designation.
- The Institute will review all applications and will respond to agents before their desired course. The application process will not affect your ability to register for a course. Your certification becomes active upon completion of the course and the verification of production.

AGENDA

- [Making the Move to the Luxury Market](#)
- [The Power of Global Luxury](#)
- [Marketing a Luxury Listing](#)
- [The Listing Consultation](#)

notes

			
ACHIEVEMENT	Luxury Property Specialist Certification (LPS)	Certified Luxury Home Marketing Specialist™ Designation (CLHMS™)	GUILD™ Recognition
AWARDED BY	Coldwell Banker Global Luxury	The Institute for Luxury Home Marketing	The Institute for Luxury Home Marketing
COURSE REQUIREMENT	Coldwell Banker Global Luxury course	Coldwell Banker Global Luxury course or The Institute's Luxury Home Marketing course	Coldwell Banker Global Luxury course or The Institute's Luxury Home Marketing course
CRITERIA	Three (3) closed residential transactions above the luxury threshold for the ZIP CODE	Three (3) closed residential transactions above the luxury threshold for the COUNTY	First earn CLHMS, and close two residential transactions above \$1Million USD
TIMEFRAME	Closed transactions within ANY 24 months	Closed transactions within ANY 24 months	Closed transactions within ANY 24 months
BENEFITS	Available in CB Desk	Available in your Institute Member Portal	Available in your Institute Member Portal
TERM	Effective as long as you are with Coldwell Banker	Two years of membership included with your training <i>Renewable annually with The Institute</i>	Two years of membership included with your training <i>Renewable annually with The Institute</i>

notes

COURSE MATERIALS



notes

YOUR MISSION

YOUR MISSION

- ✓ **LISTEN**, learn & take notes
- ✓ **BE INSPIRED** by others
- ✓ **COMMIT** to one takeaway from each module
- ✓ **IMPLEMENT** new ideas
- ✓ **APPLY** for the designation(s)



notes

ZOOM ETIQUETTE

- ✓ Engage through chat and polls
- ✓ Take advantage of scheduled breaks
- ✓ Communicate with all panelists, when needed
- ✓ Minimize the chat if it becomes distracting
- ✓ Send email to: info@luxuryhomemarketing.com

notes

MAKING THE MOVE TO THE LUXURY MARKET



notes

MAKING THE MOVE SUCCEEDING IN A LUXURY MARKET

MAKING THE MOVE - *succeeding in a luxury market*



"The core tasks and processes are the same, but the level changes. The quality of service is different. In the luxury world, mistakes are not acceptable."

- Jade Mills, CA



notes

EXCEPTIONAL FUNDAMENTALS

EXCEPTIONAL FUNDAMENTALS

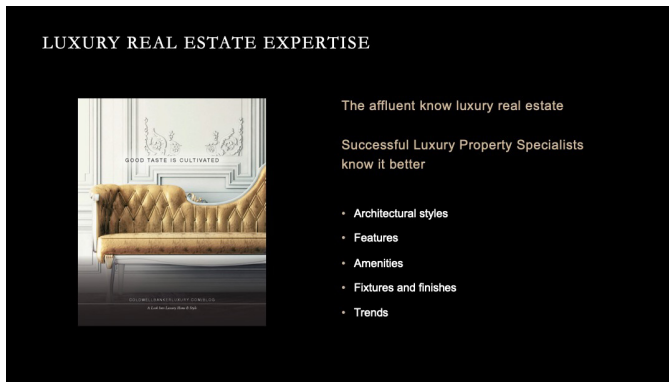
- ✓ Is proactive and organized
- ✓ Conducts thorough research
- ✓ Delivers polished presentations
- ✓ Possesses local market expertise
- ✓ Knows their clientele and how to build rapport
- ✓ Communicates and negotiates effectively
- ✓ Responds to client needs quickly and accurately
- ✓ Leverages multiple marketing venues, including social media
- ✓ Networks actively with potential clients
- ✓ Cultivates a robust referral pipeline



notes

- Proactive and organized
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LUXURY REAL ESTATE EXPERTISE



notes

Think About It:

How can you grow your luxury real estate knowledge?

- Knowledge of luxury architecture, features, amenities, fixtures, finishes and trends is important.
- Viewing luxury homes helps develop this knowledge, as does reading prominent luxury real estate publications.

DETAILED KNOWLEDGE OF THE LOCAL LUXURY MARKET

DETAILED KNOWLEDGE OF THE LOCAL LUXURY MARKET

- Neighborhoods and communities
- Details of prominent recent sales and listings
- Market trends
- Feeder markets
- Luxury service providers



notes

Think About It:

How will you maintain your local market knowledge?

- Prominent neighborhoods and communities
- Local market trends
- What has sold, when, and for how much
- Important feeder markets and how they are trending
- Local luxury builders and service providers

FLUENCY IN LUXURY CULTURE: AFFLUENT CONSUMER MINDSET

FLUENCY IN LUXURY CULTURE



"Luxury clients need to know you, they need to like you and they need to trust you before they'll do business with you."

- Christophe Choo, C.A.

THE AFFLUENT CONSUMER MINDSET

- Hands-on, driven, self-confident
- Pursue the best in all things
- Expect respect and recognition for their accomplishments
- Expect exceptional professionalism at all times

notes

Think About It:

What does the affluent mindset look like in your local market?

- Hands-on, driven, self-confident
- Pursue the best in all things
- Expect respect and recognition for their accomplishments and exceptional professionalism

FLUENCY IN LUXURY CULTURE: AFFLUENT CONSUMER LIFESTYLE



notes

Think About It:

What are the prominent affluent consumer activities in your local market?

Ways to stay current on luxury culture include:

- Participating actively in the local luxury culture.
- Following luxury lifestyle publications.
- Following luxury lifestyle influencers on social media.

GROWING YOUR LUXURY NETWORK

GROWING YOUR LUXURY NETWORK

To grow their network, many successful Luxury Property Specialists:

- Take steps to actively cultivate referrals from their clients
- Live, work and play in places where there are prospective luxury clients
- Attend broker open houses



"You have to be a social beast!"
- Francois Carriere, Spain

notes

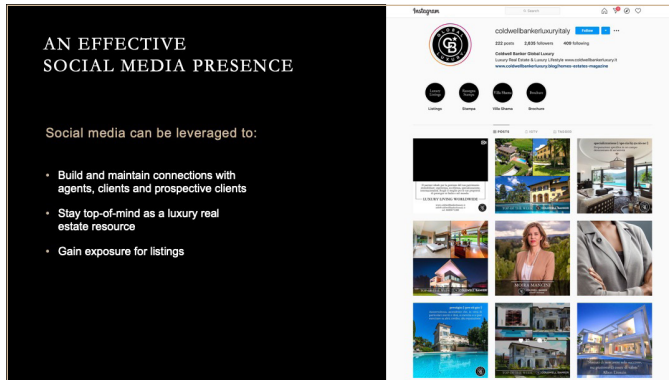
Think About It:

What creative ways are there to expand your luxury network for your real estate business?

Personal referrals are essential to success in the luxury world. Successful Luxury Property Specialists often:

- Actively cultivate referrals from clients.
- Live, work and play where there are prospective affluent clients.
- Attend broker open houses.

AN EFFECTIVE SOCIAL MEDIA PRESENCE



notes

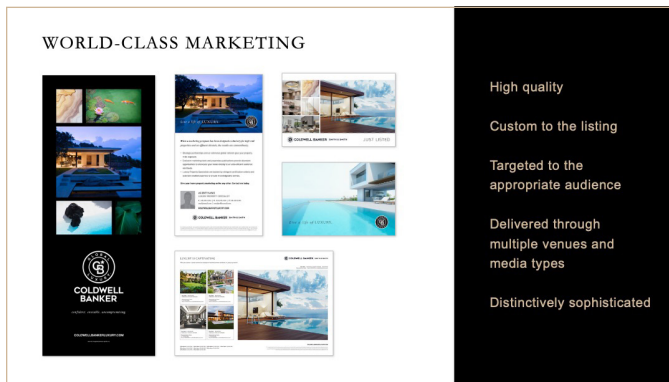
Think About It:

How would you rate the social media presence of your business?

For many, social media is an effective means to:

- Build and maintain connections with agents, clients and prospective clients.
- Stay top-of-mind as a luxury real estate resource.
- Gain exposure for listings.

WORLD-CLASS MARKETING



notes

Think About It:

What distinguishes world-class marketing?

- High-quality and custom to the listing
- Targeted to the appropriate audience
- Delivered through multiple venues and media types
- Distinctively sophisticated

WORLD-CLASS SERVICE

<p>WORLD-CLASS SERVICE</p> <ul style="list-style-type: none">✓ Experienced✓ Personalized✓ Responsive✓ Flexible✓ Discreet✓ Delivered with a luxury finish	<p>“LUXURY TO OUR CLIENTS MEANS SEAMLESS. THERE’S NO WORK. THERE’S NO HASSLE. WHATEVER YOU WANT IS THERE TO MAKE YOUR LIFE AS EASY AS POSSIBLE. AS AGENTS, WE BRING LUXURY TO LIFE BY PREDICTING OUR CLIENTS’ NEEDS BEFORE THEY EVEN THINK TO ASK.”</p> <p>- Danny Hertzberg, FL</p>	<p><i>notes</i></p>
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Think About It:

What does world-class service mean to you?

- Experienced, personalized, responsive, flexible and discreet
- Delivered with a luxury finish from top to bottom – personal appearance and comportment, presentations, marketing materials, communications, etc.
- Accompanied by a 24/7 mentality and aspirations to be among the best in the world

SEVEN STAGES OF A SALE

SEVEN STAGES OF A SALE

- ✓ Excitement
- ✓ Frustration
- ✓ Fear
- ✓ Disappointment
- ✓ Acceptance
- ✓ Happiness
- ✓ Relief

“UNDERSTANDING THE
PROCESS AND THE EMOTIONS
IS CRITICAL. AS AGENTS AT
THIS LEVEL IT IS OUR JOB. IF
YOU CAN'T GUIDE THE
PROCESS, YOU WILL FIND
YOURSELF AT ODDS WITH THE
INEVITABLE.”

- Carrie Wells, Aspen, CO

notes

SPEAKING SKILLS

SPEAKING SKILLS

- ✓ Posture
- ✓ Breathing
- ✓ Practice your craft
- ✓ Use a mirror
- ✓ Loosen up
- ✓ Yawn
- ✓ Tongue twisters

HE THREW THREE BALLS

THE GREAT GREEK GRAPE
GROWERS GROW GREAT GREEK
GRAPES

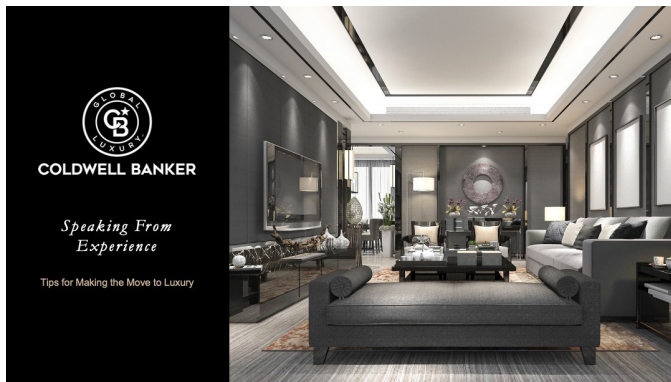
UNIQUE NEW YORK

RED LEATHER YELLOW LEATHER

THIS IS THE SIXTH ZEBRA
SNOOZING THOROUGHLY

notes

SPEAKING FROM EXPERIENCE: TIPS FOR MAKING THE MOVE TO LUXURY



notes

Think About It:

What will you do to make a successful transition to the luxury market?

Tips from successful Luxury Property Specialists:

- View as many fine properties as possible.
- Learn from other Luxury Property Specialists.
- Adopt a philosophy of “luxury at all levels.”
- Treat every high-end listing as an audition for the next one and put in the premium touch.
- Identify an interest or activity of the affluent you enjoy and make it a cornerstone of your networking strategy.

THE POWER OF GLOBAL LUXURY



notes

JOURNEY OF A LISTING



notes

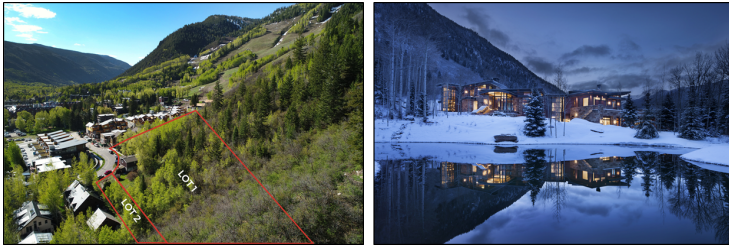
MARKET POSITION



notes

- Positioned within the top 5–10% of its market
- Price points available on the listing threshold tool located on Desk
- Minimum threshold for international listings is \$750k

LUXURY CHARACTER



The Coldwell Banker Global Luxury® program is first and foremost a *luxury* real estate program. Its aesthetics are designed to appeal to affluent clientele, and the high-end publications included in the marketing program were selected for the same reason.

notes

COLDWELLBANKERLUXURY.COM

COLDWELLBANKERLUXURY.COM

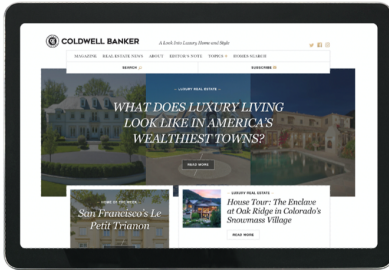


THE OFFICIAL WEBSITE OF
THE COLDWELL BANKER
GLOBAL LUXURY® PROGRAM

- ✓ One in 10 visitors to the Coldwell Banker Global Luxury® website is international*
- ✓ Currency and language converter
- ✓ Exclusive to Global Luxury listings

notes

BLOG.COLDWELLBANKERLUXURY.COM



THE OFFICIAL BLOG OF
THE COLDWELL BANKER
GLOBAL LUXURY® PROGRAM


- ✓ Home of the Week
- ✓ Luxury Market Reports
- ✓ Homes & Estates Magazine
- ✓ Content for Luxury

notes

- Online destination for fine living, distributed monthly as an electronic newsletter to 100,000 affluent influencers
- Includes up to 30 individual content sessions each month covering all things luxury
- Features popular “Home of the Week” program, highlighting a new Coldwell Banker Global Luxury® property each week

WEALTHENGINE

WEALTHENGINE



The logo for WealthEngine features the word "We" in a large, green, stylized font, with "ALTHENGINE" in a smaller, white, sans-serif font below it. The logo is overlaid on a photograph of an airplane on a tarmac at sunset.

TARGETED MARKETING

The Coldwell Banker Global Luxury® program enables Luxury Property Specialists to identify and target the right affluent clientele for exceptional homes. Our relationship with WealthEngine gives us access to the largest database of high-net-worth individuals in existence, elevating direct marketing for some of the most exclusive properties to a new level.

By curating the data based on lifestyle, interests and financial resources, Luxury Property Specialists are able to target the precise audience of affluent buyers.

notes

- Access to this enormous database of the affluent is available through your marketing department or broker/home office for Luxury Property Specialists only.
- WealthEngine uses big data and predictive analytics to help you identify ideal clients and provides insights to help you engage with those clients effectively.
- WealthEngine also offers marketing services that target highly specified wealth audiences across multiple platforms and channels.

HOMES & ESTATES



THE PROPRIETARY PUBLICATION
OF THE COLDWELL BANKER
GLOBAL LUXURY® PROGRAM

- ✓ Brand new look and feel, debuting May 2022
- ✓ Offers articles covering a range of luxury pursuits, lifestyle, and more
- ✓ Distributed four times a year in the Wall Street Journal, our latest distribution update!
- ✓ Inserted into Unique Homes for each issue

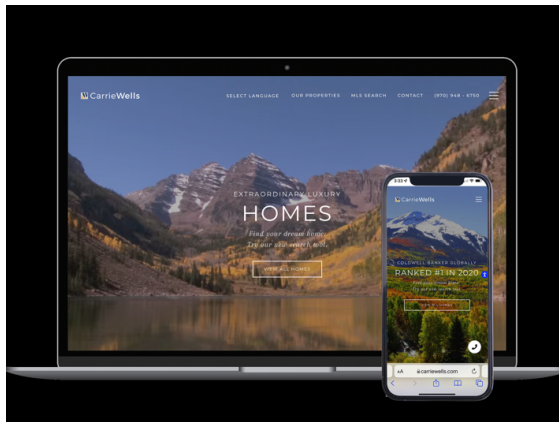
notes

THE REPORT



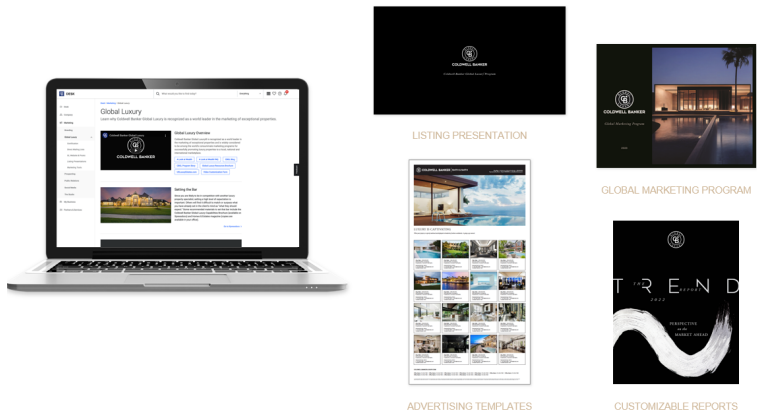
notes

LUXURY PRESENCE AND THE COLDWELL BANKER GLOBAL LUXURY® PARTNERSHIP



notes

RESOURCES ON DESK



notes

- Many Coldwell Banker Global Luxury® resources can be found on Desk
- Some of these resources include:
 - Advertising templates for flyers and magazines.
 - The International Marketing Program Book, which provides details on Coldwell Banker Global Luxury marketing venues and is a key resource for developing a marketing plan for a listing.
 - The Coldwell Banker Global Luxury Listing Presentation.

PANEL DISCUSSION

notes

REFRESH

notes

MARKETING A LUXURY LISTING



notes

WHAT DISTINGUISHES LUXURY MARKETING?



notes

Think About It:

What can you do to raise the caliber of your marketing?

- High-end from top to bottom
- Extensive in duration and breadth of venue
- Custom to the property and strategically planned and executed
- Presented in writing to the client

PHOTOGRAPHY



notes

- Use a photographer well versed in “fashion photography.”
- Capture images that draw the eye and emphasize striking features of the property.
- Photograph the home in various lights – early morning, sunset and during the evening.
- Avoid shooting in midday sun or when skies are overcast.
- Produce dramatic lighting by shooting at twilight with interior house lights on.
- Take listing photographs in color, not black and white. Apply effects post-production if desired.

THE WRITTEN WORD

THE WRITTEN WORD

"Palazzo di Amore represents the ultimate lifestyle. Its extraordinary 25 acres of spectacular vistas over sculpted canyons and jeweled city lights are both exceedingly private and exceptionally convenient to world-famous shopping. The estate is able to comfortably host up to thousands of very special guests for a divine and intimate sit-down dinner. It can easily accommodate parking for 150 cars, and its proximity to world-class cultural opportunities is virtually unbeatable... Outstanding amenities include: privacy and security up a 1/4-mile driveway, guard house, private driver's quarters, guest house, state-of-the-art theater, discotheque, bowling alley, wine cellar, wine-producing vineyard, pool, spa, formal gardens, tennis court and city-to-ocean views. With all the lush beauty of the Mediterranean, and all the cosmopolitan grandeur of a Beverly Hills address, Palazzo di Amore is indisputably without rival."



notes

Think About It:

- How much time do you spend crafting your luxury listing descriptions?

360° MARKETING APPROACH



notes

Think About It:

What channels do you leverage most effectively for marketing your luxury listings? Where are there opportunities for growth?

- Direct marketing
- Media publications
- Social media
- Live events
- Personal networking
- Media relations

SOCIAL MEDIA - WHY

SOCIAL MEDIA: WHY

- ✓ Made for multimedia
- ✓ Popular among affluent consumers
- ✓ Reaches a global audience
- ✓ Relatively simple to use
- ✓ Provides control over your digital reputation
- ✓ Acts as two-way communication channel
- ✓ Measurable



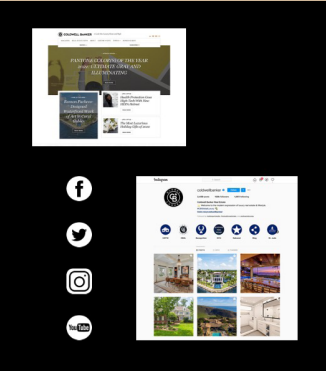
notes

- Relatively simple to use and designed for sharing multimedia
- Provides access to a worldwide audience
- Has become an accepted norm of business communications
- Allows for constant two-way conversations
- Provides some control over your digital reputation
- Is measurable (likes, comments, shares, retweets, repins, etc.)

SOCIAL MEDIA - HOW

SOCIAL MEDIA: HOW

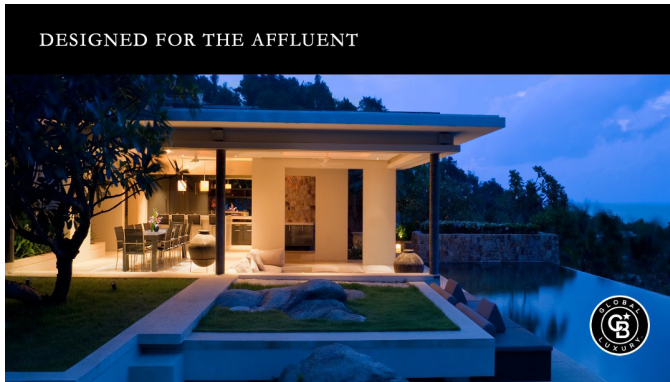
- ✓ Post listings in a thoughtful way
- ✓ Post luxury content
- ✓ Post about successes
- ✓ Be the neighborhood expert
- ✓ Choose your platforms carefully and remain active

A collage of social media content. At the top is a real estate listing post with a large image of a house and text. Below it are icons for Facebook, Twitter, Instagram, and YouTube. To the right is a screenshot of a social media profile with a grid of photos showing various real estate listings and interior shots.

notes

- Choose your platforms carefully and commit to them.
- Post listings in a thoughtful way.
- Post luxury content.
- Post about successes.
- Post content that demonstrates neighborhood expertise.

DESIGNED FOR THE AFFLUENT

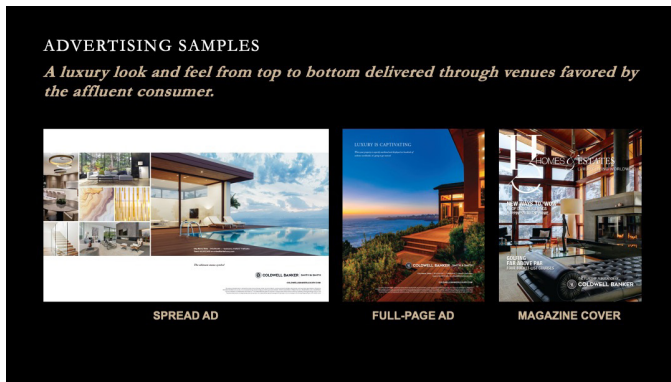


notes

Think About It:

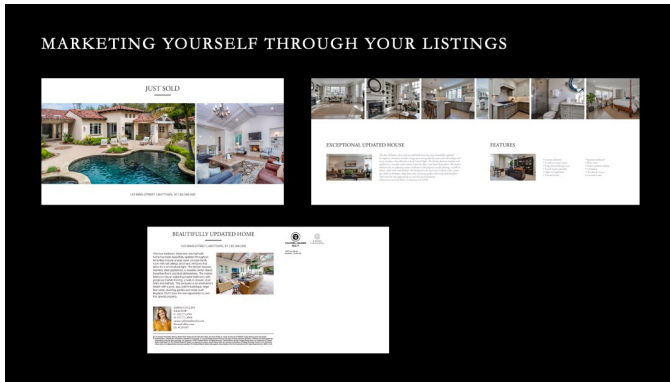
- How are you targeting affluent consumers with your luxury listing marketing?

ADVERTISING SAMPLES



notes

MARKETING YOURSELF THROUGH YOUR LISTINGS



notes

Think About It:

How are you using your luxury listings to market your business?

- Your luxury listings are one of your best sources of personal marketing.
 - They target the right audience.
 - They help associate your name with luxury real estate and keep you top-of-mind.
 - Through your marketing materials, they demonstrate your professionalism and understanding of a luxury aesthetic.
- Coldwell Banker Global Luxury® marketing materials create an association between your business and this highly regarded luxury program.

THE COST OF MARKETING

<p>THE COST OF MARKETING</p> <p>MOST SALES ASSOCIATES SPEND ABOUT 5% TO 10% OF THEIR PROJECTED “NET” COMMISSION ON MARKETING THEIR LISTINGS*.</p> <p><small>*Based on national survey, National Association of REALTORS®</small></p>	<p>“THESE PROPERTIES HAVE A COST TO CARRY AS THEY DON’T SELL OVERNIGHT. THE AGENT HAS TO HAVE THE MARKETING ACUMEN AND RESOURCES TO KEEP THE PROPERTY RELEVANT, VISIBLE AND FRESH.</p> <p>- Randy Bragdon, CA</p>
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notes

Think About It:

What is the marketing budget for your luxury business?

- Marketing costs should be considered when deciding whether to take a luxury listing.

THE APPROACH OF A LUXURY PROPERTY SPECIALIST



notes

Think About It:

What can you take from this sample approach to marketing a luxury listing and apply to your own business?

SPEAKING FROM EXPERIENCE: TIPS FOR MARKETING LUXURY LISTINGS



Think About It:

What will you do to successfully market a luxury listing?


notes

THE LUXURY LISTING CONSULTATION: KNOWLEDGE IS THE DIFFERENCE



notes

THE CLIENT

<p>THE CLIENT</p> <ul style="list-style-type: none">✓ Profession✓ Interests✓ Unique traits and accomplishments	
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notes

Think About It:

What steps can you take to learn more about your luxury clients before meeting with them for a consultation?

PERSONALITY TYPES



PERSONALITY TYPES

Luxury clients often fit a high-achiever
DISC "Dominance" profile


- ✓ Dominance: Outgoing and Task-Oriented
- ✓ Influence: Outgoing and People-Oriented
- ✓ Steadiness: Reserved and People-Oriented
- ✓ Conscientiousness: Reserved and Task-Oriented

notes

Being able to recognize and respond appropriately to a range of personality types is a valuable skill for working in any real estate market. This knowledge can provide insight into client motivations, value systems and communication styles.

- DISC is a popular model of personality types offered by Abelson that some luxury specialists have used successfully. Luxury clientele often fit the profile of “Achievers,” skewed toward the Dominance (D) style in this model; however, you will find many different personality types among this clientele.
- DISC Styles
 - D = Dominate/Dominance. Quick. Land the plane. How long will this take? Say what you need to say.
 - I = Influence. They are the most fun. Chatty. Gravitate toward groups. Love social interaction.
 - S = Security/Steadiness. Everyone’s mother. They move slower and need to be heard.
 - C = Compliance/Conscientiousness. Attorneys/accountants/etc. They read the contract, so be prepared. They will need a full explanation and an answer to all questions. Do not push.
- 78% of the population is S or C, so remember if you are a D or I, pay attention and slow it down.

THE PROPERTY

<p>THE PROPERTY</p> <ul style="list-style-type: none">✓ Features and amenities✓ Story of the home and history of the surrounding area✓ Challenge spots✓ Recent comparable sales✓ No comparable sales	
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notes

- Luxury homes tend to be unique, making property-specific research crucial.
- Knowing the property allows you to speak intelligently about the home, how you will market it and how you will address any potential challenge areas.
- Knowledge of the neighborhood, local community and surrounding area is also critical to arriving at your listing consultation equipped for a detailed discussion. In particular, it is important to be familiar with features that will be of interest to a luxury clientele.

HOME TOURS



HOME TOURS

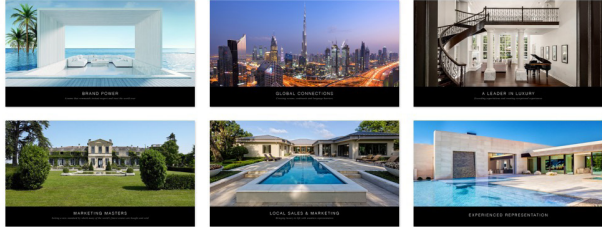
- ✓ Take detailed notes and ask questions
- ✓ Acknowledge special features
- ✓ Build rapport

notes

- Take your time, view the entire property, take notes and ask questions. Show appreciation for the unique features of the home and build rapport with the homeowner.
- A home tour can also be an opportunity to get pricing expectations from clients, without suggesting a price. Knowing their initial expectation will help you prepare for a positioning discussion.

A LUXURY LISTING PRESENTATION

A LUXURY LISTING PRESENTATION



"The listing materials that are given to us by our luxury division show that we have international presence and connect to many countries. It is very impressive."
- Jade Mills, CA

notes

The Coldwell Banker Global Luxury® program provides a high-quality, customizable listing presentation that is available in several formats.

THE BLACK BOX - A LISTING PRESENTATION

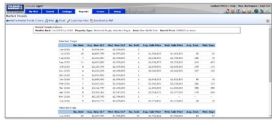


notes

A sophisticated package demonstrates that you offer high-level real estate service, you understand a luxury aesthetic and you have prepared for and invested in the appointment.

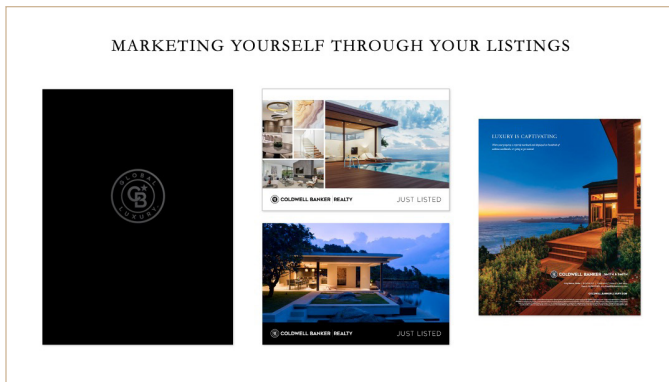
- Through the Coldwell Banker Global Luxury® program, you can access a distinguished luxury package that includes:
 - Coldwell Banker Global Luxury Capabilities Brochure.
 - Latest issue of *Homes & Estates* and other options as well.
 - Listing Presentation bound in a hardcover binder.

THE LOCAL MARKET

<p>THE LOCAL MARKET</p> <ul style="list-style-type: none">✓ Increases your value to the client✓ Forms the foundation of a <p>Strategic Price Analysis</p> 	<p>“IF YOU DON’T KNOW ABOUT THE RECENT SALES, IF YOU DON’T KNOW WHAT THEY WENT FOR, IF YOU DON’T KNOW WHO SOLD THEM, THEN FRANKLY YOU’RE UNDEREDUCATED AND YOU’RE GOING TO GET PASSED OVER.”</p> <p>- Franz Diessner, WVA</p>	<p><i>notes</i></p>
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- Because luxury markets tend to be more volatile and include properties that are truly unique, a finer-grain understanding of the local market is often needed.
- Prior to a listing consultation, it is important to make sure your knowledge of the local luxury market is up to date. This will support your positioning of the property and allow you to demonstrate your value as a local market expert.

MARKETING YOURSELF THROUGH YOUR LISTINGS



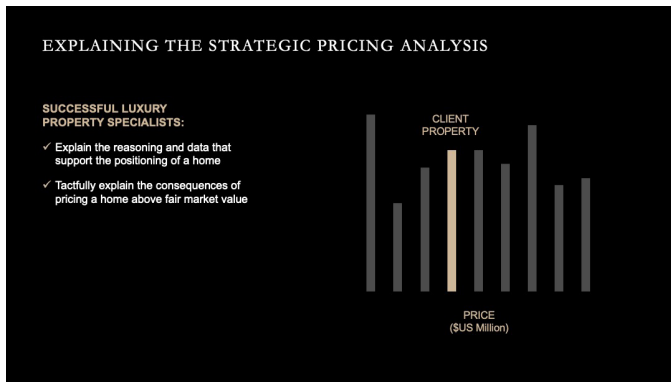
notes

Think About It:

What does your luxury listing portfolio say about your luxury business?

- Hardcover portfolio binders are available through [Xpressdocs.com](https://www.xpressdocs.com).

EXPLAINING THE STRATEGIC PRICING ANALYSIS



notes

Many successful Luxury Property Specialists:

- Explain the reasoning and data that support the positioning of a home.
- Tactfully explain the consequences of pricing a home above fair market value.

A BESPOKE MARKETING PLAN

A BESPOKE MARKETING PLAN

Accommodating a budget

- List the elements of the ideal plan.
- Set a priority for each element.
- Establish the cost of each element.
- Decide the amount to be budgeted for the total plan.
- If the budget is exceeded, eliminate the lowest-priority, highest-cost items first.

COLDWELL BANKER			
Proposed Coldwell Banker Global Luxury Marketing Plan			
MONTH	KEY VENUES	AD RATE	COST
12/23	Global Luxury Marketing Plan	1000	1000
1/24	Global Luxury Marketing Plan	1000	1000
2/24	Global Luxury Marketing Plan	1000	1000
3/24	Global Luxury Marketing Plan	1000	1000
4/24	Global Luxury Marketing Plan	1000	1000
5/24	Global Luxury Marketing Plan	1000	1000
6/24	Global Luxury Marketing Plan	1000	1000
7/24	Global Luxury Marketing Plan	1000	1000
8/24	Global Luxury Marketing Plan	1000	1000
9/24	Global Luxury Marketing Plan	1000	1000
10/24	Global Luxury Marketing Plan	1000	1000
11/24	Global Luxury Marketing Plan	1000	1000
12/24	Global Luxury Marketing Plan	1000	1000
1/25	Global Luxury Marketing Plan	1000	1000
2/25	Global Luxury Marketing Plan	1000	1000
3/25	Global Luxury Marketing Plan	1000	1000
4/25	Global Luxury Marketing Plan	1000	1000
5/25	Global Luxury Marketing Plan	1000	1000
6/25	Global Luxury Marketing Plan	1000	1000
7/25	Global Luxury Marketing Plan	1000	1000
8/25	Global Luxury Marketing Plan	1000	1000
9/25	Global Luxury Marketing Plan	1000	1000
10/25	Global Luxury Marketing Plan	1000	1000
11/25	Global Luxury Marketing Plan	1000	1000
12/25	Global Luxury Marketing Plan	1000	1000
1/26	Global Luxury Marketing Plan	1000	1000
2/26	Global Luxury Marketing Plan	1000	1000
3/26	Global Luxury Marketing Plan	1000	1000
4/26	Global Luxury Marketing Plan	1000	1000
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6/26	Global Luxury Marketing Plan	1000	1000
7/26	Global Luxury Marketing Plan	1000	1000
8/26	Global Luxury Marketing Plan	1000	1000
9/26	Global Luxury Marketing Plan	1000	1000
10/26	Global Luxury Marketing Plan	1000	1000
11/26	Global Luxury Marketing Plan	1000	1000
12/26	Global Luxury Marketing Plan	1000	1000
1/27	Global Luxury Marketing Plan	1000	1000
2/27	Global Luxury Marketing Plan	1000	1000
3/27	Global Luxury Marketing Plan	1000	1000
4/27	Global Luxury Marketing Plan	1000	1000
5/27	Global Luxury Marketing Plan	1000	1000
6/27	Global Luxury Marketing Plan	1000	1000
7/27	Global Luxury Marketing Plan	1000	1000
8/27	Global Luxury Marketing Plan	1000	1000
9/27	Global Luxury Marketing Plan	1000	1000
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4/28	Global Luxury Marketing Plan	1000	1000
5/28	Global Luxury Marketing Plan	1000	1000
6/28	Global Luxury Marketing Plan	1000	1000
7/28	Global Luxury Marketing Plan	1000	1000
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10/28	Global Luxury Marketing Plan	1000	1000
11/28	Global Luxury Marketing Plan	1000	1000
12/28	Global Luxury Marketing Plan	1000	1000
1/29	Global Luxury Marketing Plan	1000	1000
2/29	Global Luxury Marketing Plan	1000	1000
3/29	Global Luxury Marketing Plan	1000	1000
4/29	Global Luxury Marketing Plan	1000	1000
5/29	Global Luxury Marketing Plan	1000	1000
6/29	Global Luxury Marketing Plan	1000	1000
7/29	Global Luxury Marketing Plan	1000	1000
8/29	Global Luxury Marketing Plan	1000	1000
9/29	Global Luxury Marketing Plan	1000	1000
10/29	Global Luxury Marketing Plan	1000	1000
11/29	Global Luxury Marketing Plan	1000	1000
12/29	Global Luxury Marketing Plan	1000	1000
1/30	Global Luxury Marketing Plan	1000	1000
2/30	Global Luxury Marketing Plan	1000	1000
3/30	Global Luxury Marketing Plan	1000	1000
4/30	Global Luxury Marketing Plan	1000	1000
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6/30	Global Luxury Marketing Plan	1000	1000
7/30	Global Luxury Marketing Plan	1000	1000
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10/30	Global Luxury Marketing Plan	1000	1000
11/30	Global Luxury Marketing Plan	1000	1000
12/30	Global Luxury Marketing Plan	1000	1000
1/31	Global Luxury Marketing Plan	1000	1000
2/31	Global Luxury Marketing Plan	1000	1000
3/31	Global Luxury Marketing Plan	1000	1000
4/31	Global Luxury Marketing Plan	1000	1000
5/31	Global Luxury Marketing Plan	1000	1000
6/31	Global Luxury Marketing Plan	1000	1000
7/31	Global Luxury Marketing Plan	1000	1000
8/31	Global Luxury Marketing Plan	1000	1000
9/31	Global Luxury Marketing Plan	1000	1000
10/31	Global Luxury Marketing Plan	1000	1000
11/31	Global Luxury Marketing Plan	1000	1000
12/31	Global Luxury Marketing Plan	1000	1000

notes


A written marketing plan is an essential resource used to:

- Plan and manage the extensive marketing often required by a luxury home.
- Explain your marketing plan to a prospective client.
- Provide marketing updates to current clients.
- Track and assess the effectiveness of marketing efforts.
- The written plan should clearly indicate marketing venues, durations and costs.
- A fillable form marketing plan template is available on Desk.

PREPARING FOR THE CONVERSATION

PREPARING FOR THE CONVERSATION

- ✓ Rehearse your presentation
- ✓ Prepare to answer questions
- ✓ Prepare to respond to objections



notes

Many of the most successful Luxury Property Specialists, and many of our most-skilled competitors, rehearse their presentations before each listing consultation to ensure a clear, logical flow. They think about the questions the client is likely to ask and prepare answers for them. And they practice responding to objections, including commission objections.

STRATEGIC PRICING ANALYSIS VS COMPS

STRATEGIC PRICING ANALYSIS vs COMPS

		
123 Anywhere Street, Unit 1 City, ST XXXXX 2 BEDS, 1 BATH, 2,874 SQ. FT.	123 Anywhere Street, Unit 2 City, ST XXXXX 2 BEDS, 1 BATH, 2,461 SQ. FT.	123 Anywhere Street, Unit 3 City, ST XXXXX 2 BEDS, 1 BATH, 2,461 SQ. FT.
LIST PRICE: \$2,581,589 SALE PRICE: \$2,400,000 DAYS ON MARKET: 257	LIST PRICE: \$1,997,443 SALE PRICE: \$1,997,443 DAYS ON MARKET: 199	LIST PRICE: \$2,323,565 SALE PRICE: \$2,220,450 DAYS ON MARKET: 289

notes

Think About It:

- How do you position a luxury home that is truly unique?

MAKING THE RIGHT PERSONAL IMPRESSION



MAKING THE RIGHT PERSONAL IMPRESSION

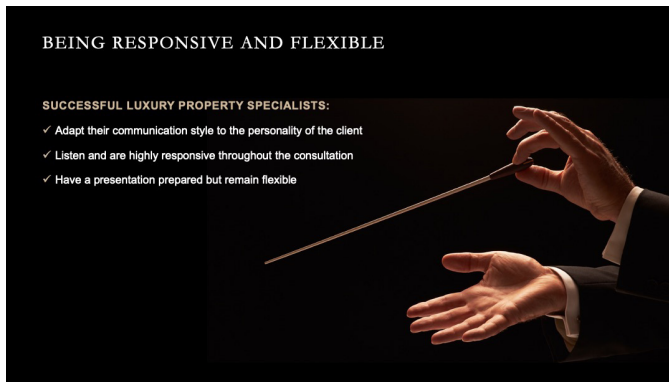
- ✓ What you say is only part of what you communicate
- ✓ Confidence, passion, attentiveness, a detail orientation and a positive disposition are all generally valued by affluent clients
- ✓ Affluent clients are often interested in doing business with real estate professionals who are part of the luxury world

notes

Many successful Luxury Property Specialists:

- Project confidence without coming across as arrogant, are attentive and detail oriented, and are generally positive. They are also passionate about what they do, take pride in their work and truly care about their clients.
- Leverage their understanding of luxury culture to build rapport with clients.

BEING RESPONSIVE AND FLEXIBLE



notes

Many successful Luxury Property Specialists:

- Have a thorough and polished presentation prepared but remain flexible and ready to follow the client's lead.
- Provide clients with an opportunity to tell them about the home in their own words.
- Answer questions thoroughly, expertly and directly.
- Pay attention to details that will help them uncover client goals, objectives and expectations.

A MARKETING EMPHASIS

A MARKETING EMPHASIS

SUCCESSFUL LUXURY PROPERTY SPECIALISTS:

- ✓ Allow plenty of time for marketing and remain flexible regarding how it is covered
- ✓ Share what stands out to them about the property and invite the homeowners to do the same
- ✓ Present a written marketing plan



notes

Many successful Luxury Property Specialists:

- Allow plenty of time for marketing and remain flexible regarding how it is covered.
- Share what stands out to them about the property and invite the homeowners to do the same.
- Present a written marketing plan.

DELIVERING A CLEAR VALUE STATEMENT

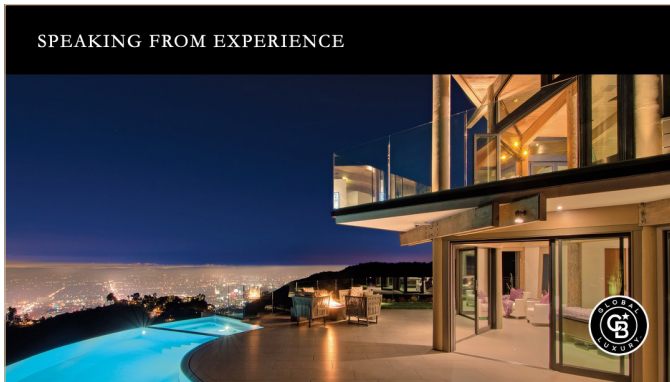


notes

Think About It:

- Can you clearly and succinctly answer the question, “What differentiates you from the competition?”

SPEAKING FROM EXPERIENCE



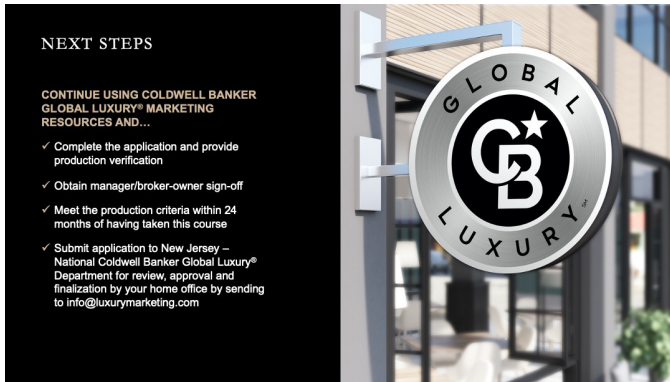
notes

A TOAST



notes

NEXT STEPS



notes

- Complete the application and provide production verification.
- Meet the production criteria within 24 months of taking this course.
- Email completed application and acceptable supporting documentation for each of the qualifying properties to info@luxurymarketing.com. Please allow up to two weeks for verification of qualifying properties and access to training registration. If your application is approved, the institute will contact you via email.



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