

INSTITUTE *for*  
LUXURY HOME  
MARKETING

*Home of the CLHMS™*

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LUXURY MARKETING BLUEPRINT

# 1 *Adopt A* LUXURY MINDSET



To the affluent, buying a home is more about lifestyle than needs. They value your expertise over your ability to live the same lifestyle that they do.

## STEPS TO SUCCESS

- Understand the 4 personality types (DISC)
- Build your knowledge of luxury brands and amenities
- Use price banding to analyze your target market segments
- Upgrade vocabulary (hint: a better way to say “listing presentation” is “marketing consultation”)
- Activate your automated luxury social content with ACE Social
- Follow *Blog.LuxuryHomeMarketing.com*



### INSTITUTE PRO TIP

**Build better rapport with clients by listening to their cues and determining their DISC personality type.**

# 2 *Build Your* PERSONAL LUXURY BRAND



Your personal brand is a key asset in winning affluent clients. Demonstrate your professionalism by creating a brand that represents the kind of service you provide.

## STEPS TO SUCCESS

- Identify your 5 P's (Purpose, Position, Promise, Personality, Performance)
- Create your profile on The Institute's Member Directory
- Add The Institute's Member logo to your website, social profiles, and marketing collateral
- Update your marketing materials: new bio, headshot, logo
- Identify ways to stand out from your competition:
  - Are you a CLHMS™ designee?
  - Are you an expert in a particular field?
- Make a personal marketing video (or several)



### INSTITUTE PRO TIP

**When you update your profile on The Institute's member directory, be sure to add your professional photo, social media pages, and positive testimonials.**

# 3 *Grow Your* SPHERE OF INFLUENCE



Networking isn't just about knowing people. Be generous, add value, and give more than you receive.

## STEPS TO SUCCESS

- Join **The Institute Network**
- Create a calendar of events to attend: charitable events, local community events, chamber of commerce meetings
- Share your local **Luxury Market Report** with your sphere of influence
- Join alumni groups or boards of directors
- Volunteer for a cause that is meaningful to you



### INSTITUTE PRO TIP

**Review *The Definitive Guide to Utilizing Luxury Market Reports* for ideas on how to use reports to build relationships.**

# 4 *Win* LUXURY LISTINGS



Demonstrate your prowess in the marketing consultation. Remember, for the truly unique properties, the marketing consultation is typically a two-step meeting.

## STEPS TO SUCCESS

- Learn more about your potential client by creating your WealthEngine Account
- Ask the appropriate questions before, during, and after the consultation
- Tour the property and take detailed notes of amenities and features
- Identify the pros and cons of the home — remember the *"Principle of Sacrifice"*
- Utilize professional pre-listing materials (print and digital versions)
- Review pricing scripts to handle common questions
- Align with your client on expectations



### INSTITUTE PRO TIP

**Do not suggest a price on the initial visit. Thoroughly evaluate the property, do your research, and present your price recommendation on the second visit.**

# 5 *Negotiate With* THE AFFLUENT



Your fee is a function of value. Your affluent clients value competency and are willing to pay for this peace of mind.

## STEPS TO SUCCESS

- Practice scripts to defend your professional fee
- Communicate the value and expertise you offer, as well as your tools, resources, and network
- Identify your differentiators from local competitors
- Identify everyone in the multi-level sale environment
- Ask the key question: *“As you make your decision to purchase, is there anyone from whom you’ll be seeking input?”*



### INSTITUTE PRO TIP

**If the client reveals that a competitor is offering a lower fee, let them know *“They know their worth far better than I do.”***

# 6 *Market Your* LUXURY LISTING



Sell the home by finding the right story told in the right media to the right prospects.

## STEPS TO SUCCESS

- Identify niche marketing opportunities
- Market the home using preferred advertising rates in **Mansion Global, Unique Homes, The Robb Report**, and more
- Create a property website
- Find unique ways to market the home: mini-movie, host a real estate soiree, etc.
- Upgrade your marketing materials with **REAL Marketing**



### INSTITUTE PRO TIP

**Use your expertise and creativity to create niche marketing. For example, if the home requires maintenance and upkeep, hold a *“Restoration Open House”* and invite local architects and designers.**

# 7

## Use Your MEMBER RESOURCES



You Did It! Now Leverage Your Success!

### STEPS TO SUCCESS

- Work toward the CLHMS™, GUILD™, and GUILD Elite™ designations
- Keep learning with free online accredited Continuing Education courses, webinars, and master classes
- Listen to the **Estate of Mind** podcast
- Subscribe to The Institute's YouTube channel
- Leverage your current listings and sales to further your personal brand
- Continue to network



*Congratulations on embarking on your luxury journey. Use your tools and resources to bring your training into practice, elevate your offerings, and commit to your success.*



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