



Certified Luxury Home Marketing Specialist® Training



ALL AGENTS WELCOME TO ATTEND

Vancouver, BC | July 17-18, 2014

Training for the Certified Luxury Home Marketing Specialist® designation is designed to help sales professionals who currently work in the upper-tier move to the next level or to help those just beginning to target the luxury market jump-start their business.

Learn what wealthy buyers and sellers say are the “real secrets” to capturing their business and delivering outstanding service. This intensive two-day CLHMS training is the first step in earning the coveted CLHMS designation. Upon completion of the training you will become a Member of The Institute.

Members of The Institute are part of an exclusive, international network of active luxury agents and enjoy a host of valuable benefits and discounts.

Investment: \$525

Attend this valuable training & discover how to:

- Reach more affluent prospects
- Increase your average price
- List and sell more luxury homes
- Deliver outstanding service to affluent buyers and sellers
- Set yourself apart as a luxury home expert
- Grow your business and increase your income
- Use Lifestyle Marketing to sell properties faster and for more
- Easily negotiate full fee for your services
- Tap into the International market

Includes CLHMS training as well as two years of Institute membership for Royal LePage associates.

Members enjoy thousands of dollars worth of free benefits and discounts such as:

- A complimentary profile in the luxury agent directory on www.LuxuryHomeMarketing.com
- Discounts in numerous luxury home magazine including Unique Homes new Chinese publication.
- A FREE standard account with ProxioPro, the international MLS with unlimited listings and syndication of your ProxioPro listings to World Properties.com, a major international website for consumers.

The strategies you will learn in these fast-paced, information packed two days are already helping successful upper-tier agents move to the next level.

REGISTER TODAY

www.LuxuryHomeMarketing.com/Vancouver
214.485.3000

Attendance Limited. ACT NOW.

WHAT DOES THE TRAINING COVER?

START BY DISCOVERING

- The TWO secrets that will guarantee your success
- Myth or Reality? What you thought you knew about the luxury market may not be true!
- The ONE thing you must do to become a luxury home marketing expert

WHAT YOU MUST KNOW ABOUT THE LUXURY MARKET SEGMENT

- Understand why the definition of a luxury home is specific to each individual market
- Learn the reasons for targeting the luxury market and the pitfalls to avoid
- How to determine which segments of the luxury market are still strong -- it's NOT the "lower income affluent" segment.

LEARN WHY THE TOP OF THE MARKET IS STILL HEALTHY

- Discover three BIG opportunities in today's luxury market and how to tap them for business
- Learn how to quickly and easily track key trends in luxury home design and amenities

LEARN THE FACTS ABOUT RICH BUYERS AND RICH SELLERS

- Why old money and new money are irrelevant - but mindset is not!
- The secrets of LifeStyle Selling (Don't tell! But, DO use these secrets to deliver better service and make more money)
- The truth about how the wealthy choose their agents- the checklist that came straight from their lips
- The myth about the wealthy and the Internet

“Valuable insight on the needs and wants of the luxury buyer.”

Sheri Chase | Chase International | Lake Tahoe & London, England

- It's true, you can target by occupation - we'll tell you which occupations are key
- Amazing truths about millionaires. Are they good prospects or not?
- The 7 segments within the luxury market which may be your best prospect groups
- The 6 key features the wealthy are looking for in a property marketing plan

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We will start each day with coffee and networking at 8:30am. The course starts promptly at 9:00am (the doors will close). There will be a short morning and afternoon break along with an hour for lunch. Lunch will be provided. The course will end each day at 5:00pm. Attendees must be present the entire time to receive credit.

Instructor

Laurie Moore-Moore

Training Location

Metropolitan Hotel Vancouver
(near corner of Howe and West Georgia Streets)
645 Howe Street
Vancouver, BC V6C 2Y9

“GREAT and INSPIRING training!”

Patricia Choi | Patricia Choi Realty, Inc. | Honolulu, HI