



# Certified Luxury Home Marketing Specialist® Training



ALL AGENTS WELCOME TO ATTEND

**Largo, MD | July 17-18, 2013**

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: \$550

Early Bird Registration before June 15, 2013 is \$495

## 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

## Includes CLHMS training as well as one year of Institute membership.

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](http://www.LuxuryHomeMarketing.com)
- Access to targeted mailing lists of the affluent and discounted pricing on other WealthEngine data and services.
- A FREE standard account with ProxioPro, the international MLS, including unlimited property listings and syndication to dozens of top real estate websites like Trulia, Zillow, Yahoo and more.

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

Hosted By



The CLHMS training course is approved for sixteen units of elective credit towards NAR's Certified Residential Specialist (CRS) designation.

**REGISTER TODAY**

[www.LuxuryHomeMarketing.com/MD](http://www.LuxuryHomeMarketing.com/MD)  
214.485.3000

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# 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

### July 17-18, 2013

We will start each day with coffee and networking at 8:30AM. The door will close promptly at 9:00AM each morning and go until 5:00PM. There will be a short morning coffee break and a short afternoon break. Lunch will be provided both days. Attendees must be present the entire course to receive credit.

### Instructor

Tami Simms

### Training Location

Prince George's County Association of Realtors  
9200 Basil Court  
Largo, MD 20774

**"GREAT and INSPIRING training!"**

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