



LUXURY HOME MARKETING TRAINING

Certified Luxury Home Marketing Specialist Training

Thursday, March 27, and Friday, March 28, 2008

8:30 AM to *5:00 PM, both days

(Attendees taking the course for CRS credit must take a test following class both days)

Investment: \$580.00

Hosted by Zephyr Real Estate

Includes CLHMS Training, one-year Institute membership, your complimentary personal agent listing on www.CLHMS.com linked to www.RealEstateJournal.com, advertising discounts, and other benefits.

Come to this valuable training if you would like to learn how to:

- Reach more affluent prospects
- Increase your average price
- List and sell more luxury homes and condos
- Set yourself apart as a luxury home expert
- Increase your income

We have a stack of enthusiastic testimonials and success stories showing how the information and strategies you will learn in this fast-paced, information-packed two days are already helping successful upper-tier agents move to the next level.

If you are not there yet – but think you should be – then this is your opportunity to learn how to build a booming luxury home business.

View all of the training sessions scheduled at
www.LuxuryHomeMarketing.com/class_schedule.htm
Register online at www.LuxuryHomeMarketing.com

THE INSTITUTE FOR LUXURY HOME MARKETING
1409 South Lamar Suite 215, Dallas, Texas 75215 ▪ PHONE 214-485-3000 ▪ FAX 214-485-3310
service@LuxuryHomeMarketing.com

WHAT IS THE INSTITUTE FOR LUXURY HOME MARKETING?

The Institute for Luxury Home Marketing exists to help real estate professionals provide high quality service to the buyers and sellers of luxury homes, and in so doing, maximize their own success in the upper-tier residential market. Membership is international. The Institute has over 3,000 members on five continents.

Learn more about The Institute at www.LuxuryHomeMarketing.com

WHAT DOES THE INSTITUTE'S *CERTIFIED LUXURY HOME MARKETING SPECIALIST* TRAINING COVER?

- Who are the buyers and sellers of luxury homes?
- How do you find them and convince them to work with you?
- What is a more important qualifier than income?
- How do "old money" and "new money" differ?
- What must you know about lifestyles of the rich and famous?
- Why are millionaires not your best prospects?
- What "Buying Rules" do buyers of \$1,000,000+ homes use?
- How do you position yourself as a luxury home expert?
- What are the affluent looking for when choosing an agent?
- How do you develop a plan for marketing an expensive property?
- How do you reach the multi-million-dollar market?



The cost of training also includes your first year's membership in The Institute for Luxury Home Marketing and your complimentary personal promotional listing on our consumer website www.CLHMS.com and linked to *The Wall Street Journal's* www.RealEstateJournal.com.

WHAT ARE THE BENEFITS OF MEMBERSHIP IN THE INSTITUTE?

(Once you complete the training you become a member)

- Advanced training in luxury home marketing
 - Your personal listing on our consumer website and link on *The Wall Street Journal's* website
 - Opportunity to earn the prestigious Certified Luxury Home Marketing Specialist designation
 - Products, services, and sales tools to help create more success in the upper-tier market
 - A free subscription to *Luxury Home Marketing* magazine, an idea-packet monthly e-zine
 - Networking with the best luxury agents internationally
 - Visibility and credibility with buyers and sellers of luxury homes through Institute marketing and public relations
 - Advertising discounts in major publications
 - Access to research on and mailing lists of affluent buyers and sellers
 - Special event invitations
 - Recognition in the Million Dollar Guild for agents who work in the million-dollar-and-above residential market
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HOW DO I EARN THE *CERTIFIED LUXURY HOME MARKETING SPECIALIST* DESIGNATION?

The Certified Luxury Home Marketing Specialist (CLHMS) designation is earned in just two steps:

1. Attend The Institute for Luxury Home Marketing's two-day training program developed by national speaker, author, and researcher, Laurie Moore-Moore.
2. Submit the application/verification form, documenting agent performance in the upper-tier market*.

This performance must be EITHER:

- Two closed upper-tier listings in 12 months, OR
- Four closed upper-tier sales or listings in 24 months

* For the purposes of the CLHMS designation, the upper-tier is defined as the top 10% of your MLS area single family home sales in the last 12 months or \$500,000, whichever is higher. This must be verified by your broker/manager. The Institute will provide the appropriate form at the training session. *You may attend the training before meeting the performance standards.*

"I have taken three other real estate courses in addition to that for the *Certified Luxury Home Marketing Specialist* designation, and the CLHMS course has been the single most beneficial training in helping me develop my business."

Terri Maney, RE/MAX Classic, Cape Cod, Mass.

REGISTRATION

For more information, go online at www.LuxuryHomeMarketing.com

Register online or download the registration/credit card charge form.

Call The Institute at 214-485-3000 or email us at service@LuxuryHomeMarketing.com to have more information sent to you directly.

CANCELLATION AND ATTENDANCE POLICY

Refunds will be given up to seven days prior to the training program (minus a \$25.00 processing fee) with confirmed written notice to and from The Institute for Luxury Home Marketing. Cancellations made in writing within six (6) days of the event will be refunded at 50%. Later cancellations and "no shows" may apply 50% of their original registration fee to a later course with a written request.

In the event that The Institute cancels a course, it will fully refund all fees collected, or at the registrant's option, apply the credit for another Institute course of equal or greater Texas continuing education credit hours.

To become a member of The Institute for Luxury Home Marketing and/or earn the Certified Luxury Home Marketing Specialist (CLHMS) designation, you must fully attend the two-day CLHMS training session. If you miss as much as 20 minutes of the program on either day for any reason, you will be required to pass an exam covering the course material to receive your membership, earn any available continuing education credit (depending upon rules of the relevant state), and be considered for the designation. Registrants who miss a substantial portion of the course will be asked to retake the training. Those attendees taking the training for CRS credit must pass a 50 question test at the end of the training session.



REGISTRATION

Certified Luxury Home Marketing Specialist
Training Session

March 27 & 28, 2008
Location: St. Mary Cathedral Event Center
8:30 AM to 5:00 PM, both days

Complete this form and fax to **214-485-3310**.
1111 Gough Street, San Francisco, CA 94109
For more details, call 214-485-3000.

Registration Information

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Email _____

Phone _____ FAX _____

* I will be taking this class for two units of CRS credit Yes _____ No _____

Billing Information

Amount to be Charged **\$ 580.00**

Credit Card Visa Master Card American Express
(Check One)

Card Account Number _____

Expiration date ____/____ 3 -digit code from back of card _____
(month/year)

Name on Credit Card _____

Address on Credit Card _____

(if different from Shipping) _____

Signature _____

(All orders must be signed for processing.)

Refunds (minus a \$50.00 processing fee) will be given up to seven days prior to the training program with confirmed written notice to and from The Institute for Luxury Home Marketing. Cancellations made in writing within six (6) days of the event will be refunded at 50%. Later cancellations and "no shows" may apply 50% of their original registration fee to a later course with a written request.

In the event that The Institute cancels a course, it will fully refund all fees collected, or at the registrant's option, apply the credit for another Institute course of equal or greater value.