

SELLING LUXURY HOMES | 90 DAY INTENSIVE

Module One:

Introduction to Luxury Real Estate

- **Luxury Defined**
- **The Rich & Well-Connected Business Plan**
- **False Starts**
- **Categories of High Net Worth Individuals (HNWI's)**
- **Long-Term Wealthy Client Case Study**
- **Luxury Sphere of Influence (SOI) Concepts**
 - **The 10% Rule**
 - **The SOI Certificate**
 - **Luxury SOI Dialogs**
 - **Trolling for HNWI's**
 - **5 Places to Find HNWI's**
 - **SOI Lead Generation Strategies**
 - **Your Lux 100**

Module Two:

Become a Luxury Real Estate Expert

- **5 Critical Areas of Expertise Required to Serve the Wealthy**
 - **Expertise in Markets and Value**
 - **Luxury Real Estate Benchmarks**
 - **The Luxury Location Matrix**
 - **Luxury Real Estate Pricing Challenges**
 - **Luxury Real Estate Pricing and Pricing Process**
 - **Seven Steps to the Right Price**
 - **Nine Elements of Luxury Comparison**
 - **Three Luxury Pricing Spreadsheets**
- **Your Luxury Unique Selling Propositions**
 - **S.W.E.T.ing the Luxury Competition**
- **Marketing Your Luxury Expertise to Key Gatekeepers**
- **Personal Marketing Basics**
- **Public Relations**
- **Luxury Networking**
- **Making the Most of Charity Events**
- **Your Personal Brand**

- Luxury Websites
 - Video
 - Social Media
- Prospecting for Luxury Listings
- Listing Strategies
 - Pre-Listing Strategies
- Luxury Market Preparation
- Luxury Listing Presentation

Module Three:

Prospecting for Luxury Listings

- Luxury Expired's
- The Four Factors
- Direct Mail—Critical Elements

Module Four:

Luxury Listing Sources & Strategies

- Working Hard vs. Smart
- Farming vs. Gardening
- The Listing Process
- Sources of Listings
- Pre-Listing Strategies
- The Luxury Pre-Listing Presentation Package
- Luxury Market Preparation Expertise

Module Five:

The Luxury Listing Presentation

- Convey 7 Areas of Uniqueness
- Connect with HNWI's
- Presentation Delivery Options

Module Six:**The Luxury Listing Two-Step**

- The Initial Appointment—Diagnose
- Things to Avoid
- Building Rapport with HNWI's
- The Second Appointment
- How to Convey Reverence
- Making the Luxury Listing Presentation
- The Power of Stories in Your Luxury Listing Presentation
- The Buyer Profile Story
- The Luxury Marketing Plan
- Quantify Your USP's
- Luxury Listing Presentation PowerPoint Template
- The Luxury Listing Agreement

Module Seven:**Luxury Objection Strategies**

- Objection Handling Basics
- Overcoming the Big “O”

Module Eight:**Luxury Pricing Objections**

- Luxury CMA Elements
- Preparing The Luxury Seller
- Common Luxury Pricing Objections
- Luxury Pricing Truths

Module Nine:**Millionaire Negotiation Strategies**

- Jack's 3 Rules of Negotiation
- Preparing to Negotiate
- Reaching Agreement
- Common Negotiation Tactics of the Wealthy
- Offers
- Commission
- The Billionaire Next Door

Module Ten:**Keeping the Luxury Listing**

- 5 Stages of Seller Emotion
- Luxury Listing Communication Plan
 - Lather, Rinse, Repeat
- The Communication Checklist

Module Eleven:**Marketing the Luxury Listing**

- Budgeting
- The Luxury Buyer Profile
- Where do Luxury Buyers Come From?
- Print
- Online
- Luxury Home Photography
- Brochures
- Email and Direct Mail
- Luxury Listing PR
- Video
- Marketing Recap

Module Twelve:
Luxury Open Houses

- The Bridge From Lurking to Looking
- Luxury Open House Prospect Mindset
- Broker Open Houses
- Getting Traffic

Module Thirteen:
Prospecting for Luxury Clients

- Sources of Luxury Clients

Module Fourteen:
Demonstrating (Showing) Luxury Homes

- At the Luxury Home
- After the Showing
- 12 Showing No No's
- Next Level Luxury Showings

Module Fifteen:
Luxury Agent Action Plan:

Included Resources:

- Luxury Sphere of Influence Certificate Spreadsheet
- Location Matrix Spreadsheet
- Sales Comparison Grid Spreadsheet
- Assessment Ratio Spreadsheet
- Price Square Foot Spreadsheet
- Agent Bio Template

- Press Release Template
- Sample Pre-Listing Presentation
- PowerPoint Luxury Listing Presentation Template
- Communication Checklist
- Excel-Based Net Sheet

Questions:

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