Q: Is this course for experienced or aspiring luxury agents?

A: This course is designed for the agent who wants to break into luxury real estate or for an established luxury agent who either wants to break into new markets or to "up their game."

Q: How much is the tuition?

A: The tuition investment for this class is regularly $1,297. Thanks to our collaboration with Sotheby's International Realty, we are able to offer this class for an amazing $695 for Sotheby's Agents. Talk to Jack in person about a $100 discount code to bring the investment to $597.

Q. What comes with my tuition?

A. This 90-day intensive course, decades in creation, comes with a 150 page resource guide/ workbook. PLUS:

- *My two exclusive Excel-based Luxury Home Pricing spreadsheets*
- *My Excel-based Sphere of Influence Certificate*
- *A Press Release Template*
- *14 Showing No No's PDF Book*
- *2 Business Plan Templates, Excel and Back of Napkin versions*
- *Seller Communication Checklist Spreadsheet*
- *Listing Evaluation Spreadsheet*
- *Seller Net Sheet Spreadsheet*
- *Listing Presentation Field Guide*
- *Memo of Intent (pre offer form)*
- *A complete PowerPoint listing presentation template ready for you to customize*
- *My own Pre-Listing Presentation*
- *My Market Preparation "How to Guide" to help create your final version*
- *One Full year of Luxury Real Estate Unplugged, my monthly one hour live group coaching webinar ($297 value). This will keep you on track, give you the opportunity to get your questions answered by me live and learn from those asked by other attendees.*

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Q: How do I get these resources?
A: When you register, you will get access to an online repository with the resources above and replays of all classes and Q&A sessions.

Q: What do I need to know about the workbook?
A: We slimmed it down to 150 full-color pages to make it more user friendly during the class. You will notice "fill-in-the-blanks" to a limited extent to reinforce learning without being distracting. Please note that underlined words on class PowerPoint slides are what is to be filled in. don't hesitate to ask if you are missing a blank.

Q: When does class begin and end each day of the course?
A: Class begins promptly at 1 PM (East Coast Time) and runs to 2PM. Starting at 2PM, there is a live Q&A session of up to 30 minutes. These are also recorded.

Q: How do I know if this is for me?
A: If you're willing to work hard and put time, effort, and energy into this training, you can create a plan that will help you break into and compete with established luxury agents in your market. For those who are already established in luxury real estate, you will learn the skills necessary to break into new markets, up your game, and increase your success ratio. What would it feel like to do the same business in less time or more business in the same time?

Q: What outcome should I expect?
A: The average agent makes $39,200 per year according to the National Association of Realtors. A luxury agent can earn this much on one transaction. How many transactions do you want to do in the upcoming year?

There are three levels of learning: reading, discussion, and coaching (both group and one-on-one.)

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You can certainly read a book, including my own, Selling Luxury Homes, and learn a great deal of material that will benefit you and your business. Attending this 90 intensive course can bring learning to the next level as you hear me discuss topics live during live in-person sessions. You also get to ask questions during our live Q&A at the conclusion of each session. Group coaching takes place through LuxuryRealEstateUnplugged.com, which you will have access to on the first Tuesday of each month. This is group coaching, where you get to learn from the questions others ask, the situations that the others bring up, as well as your own. At some point you may want to consider working with me on a one-on-one basis. That is something to discuss at a later date.

Q: Will the class be recorded?
A: The course itself is LIVE on Zoom.us and is recorded.

Q: Will I be eligible for a designation at the conclusion of the training?
A: Once you finish the 90 days of this training, you will be awarded with the L.E.A. designation; Luxury Estates Advisor.
You will receive a certificate at the end of the course.

NOTE: Designations are serious business therefore timely arrival to each session and remaining in class for the full duration is imperative to being awarded the L.E.A. at the end of the course.

Q: What other costs, dues or continuing fees are associated with the L.E.A. designation?

A: There are none. You can use this designation and the accompanying logo in your marketing for as long as you wish with no additional costs or fees. We may introduce an optional higher level Certified version of the designation in the future but you are under no obligation to take part.

Q: Is there a logo for the L.E.A. designation?

A: Yes, included in the downloads are PDF versions of the designation for you to use in your marketing.

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