

Luxury Real Estate Mastery

Wealth Horizons Academy | \$497

ENTER THE LUXURY MARKET AND CHANGE YOUR BUSINESS

One luxury transaction can equal 5-10 average transactions in commission. Breaking into the luxury market is the fastest way to increase your GCI without increasing your transaction volume.

WHAT IS LUXURY REAL ESTATE?

Luxury real estate is typically defined as the top 10% of home prices in any given market. In some markets that is \$500,000. In others it is \$5,000,000+. Know your market's luxury threshold.

THE LUXURY MINDSET

Luxury buyers and sellers are not different types of people — they are the same people with more options and higher standards. They expect: - Deep market knowledge - Discretion and professionalism - Premium service at every touchpoint - Attention to detail - Access to an exclusive network

The agent who delivers these things will always get the referral at this level.

ENTERING THE LUXURY MARKET

Strategy 1: The Luxury Lender Introduction

Partner with a lender who specializes in jumbo loans. They have clients purchasing luxury homes and need a Realtor to refer. This is the fastest entry point.

Strategy 2: The Relocation Specialist

Corporate relocations often involve luxury homes. Contact major employers in your market about their relocation needs.

Strategy 3: The Referral from Your SOI

Wealthy buyers often know other wealthy buyers. Your existing clients who purchased moderately priced homes may be ready to trade up — or know someone who is.

Strategy 4: Geographic Farming in Luxury Neighborhoods

Farm a luxury neighborhood the same way you would any other. Consistency and patience build market share at any price point.

MARKETING LUXURY PROPERTIES

Professional Photography is Not Optional

Luxury homes require: - Professional photography (minimum \$500-1,000 investment) - Aerial/drone photography - Twilight photos - 3D Matterport virtual tour - Professional video walkthrough

The Luxury Listing Package

- Custom property brochure (printed, high quality)
- Dedicated property website
- Targeted digital advertising to high-net-worth audiences
- Exposure through luxury real estate networks
- International marketing for ultra-luxury properties

Staging

Luxury properties that are staged sell 30% faster and for 6% more. Budget for staging in your listing agreement or provide it as a service.

SERVICING LUXURY CLIENTS

Communication Standards

- Same-day response always
- Professional communication (email and phone, not text for important matters)
- Written updates at minimum weekly
- Proactive communication — never let them wonder what is happening

Vendor Network

Have vetted referrals for: - Interior designers - Architects - General contractors - Property managers - Private bankers - Estate attorneys - Art appraisers

Your network IS your value at the luxury level.

Educational purposes only. Not professional advice. Results vary.

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