



WELCOME TO LUXURY HOMES by KELLER WILLIAMS®

BENEFITS

Membership in Luxury Homes by Keller Williams entitles you to our exclusive signage, elegantly branded marketing pieces and access to display your luxury listings on our Website, www.kwluxuryhomes.com. You also tap into our nationwide network of consultants for mentoring and referrals.

Luxury Property Qualifications

- Team leaders must calculate the luxury market basis for your area. It is based on dollar amounts for the top 10% of closed transactions in the last year.
- If your market typically closes luxury homes at **higher** than \$500,000, your market basis will be set at the exact price point that represents the top 10% of luxury in your area.
- If your market typically closes luxury homes at **lower** than \$500,000.00, your market basis will automatically be set **at** \$500,000.00, and never lower

Agent Qualifications

- Two or more completed transactions in the last 24 months at your luxury market basis;
- OR**
- One transaction in the last 12 months, and another in the NEXT 12 months (after becoming a member) at your luxury market basis;
- PLUS**
- Completion of *The Institute for Luxury Home Marketing* (ILHM) two-day class **within the 12 months following membership in our luxury division**, IF you haven't taken the course.

Please visit their website at www.luxuryhomemarketing.com for a class near you.

Team Memberships

Two agents working together who total their production as ONE entity, and do not market themselves separately, may now join *Luxury Homes by Keller Williams*. Both team members must meet the above requirements individually. **Team dues will be \$1800.00 annually**, based on full rate of \$1200.00 for one person and ½ rate or \$600.00 for the additional person.

Group Memberships

Three or more agents working together reporting all of their production under one Rainmaker/Leader, may now join *Luxury Homes by Keller Williams*. ALL members must meet the above requirements. A Luxury Homes Group Rainmaker/Leader needs to help protect the integrity of the division by having only true qualified agents (see requirements above) participate as members. Group dues will be based on a full rate of \$1200.00 for the Rainmaker/Leader and each additional qualifying member will be charged ½ that rate (\$600.00 each).

Team Leader/Market Center Memberships

Because *Luxury Homes by Keller Williams* is a strong resource for recruiting talent to our company, team leaders may now access certain Luxury Homes branding materials for their recruiting efforts. With this special type of non-agent membership, team leaders/market centers will be able to pay a one-time fee of \$250 to have access to order pre-designed display signage for their lobby and order various print materials for recruiting.

FIND OUT MORE

Visit our information on the web, KW Intranet, Email us at luxuryhomes@kw.com OR call us at 512-531-2917