

KW
Luxury Homes

by KELLER WILLIAMS®



WELCOME TO LUXURY HOMES
by KELLER WILLIAMS®

Elegance backed by Excellence

Luxury Homes Division

Join the Club . . .

Luxury Homes by Keller Williams Support Team



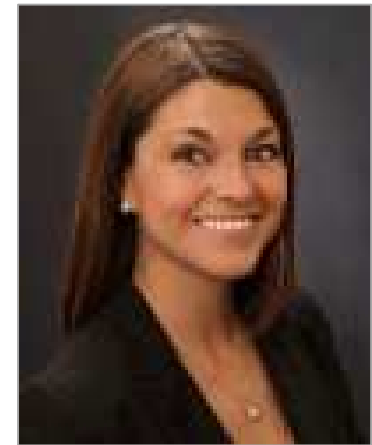
Kathy Neu
President



Dee Shultz
Director



Christi Davidson
Membership
Development



Danielle Older
Operations
Manager

Luxury Homes: The Top Three Benefits

Benefit 1: Referrals and Networking

Benefit 2: Partnership Offerings

Benefit 3: Turnkey Solutions



Benefit 1: Referrals and Networking

- Annual Luxury Retreat
- Luxury Homes by Keller Williams Consultant Network



Benefit 1: Referrals and Networking

...continued

Annual Luxury Retreat

- Nationally renowned and respected speakers
- Member panels
- Networking
- Fun



Benefit 1: Referrals and Networking

...continued

KW Luxury Homes Consultants Network

- Referrals
- Masterminding
- USA and Canada
- Worldwide Potential



Benefit 2: Partnership Offerings

- National Magazine Program with Unique Homes Magazine
- The Institute for Luxury Homes Marketing
- Platinum Sales Systems
- Tiffany & Co.
- More to come...

Benefit 2: Partnership Offerings

National Magazine Program

...continued

- One full page in each of 4 quarterly issues of *Luxury Homes by Keller Williams*
- Photo and contact information in 3 issues of *Unique Homes Magazine* on the Keller Williams Luxury Division 2 page spread
- All listings will be shown on the Unique Homes website; properties are forwarded to 30 partner websites
- Advertised pages also appear in the digital magazines of *Luxury Homes by Keller Williams* and *Unique Homes*

*Available **exclusively** to Luxury Homes by Keller Williams members*

Benefit 2: Partnership Offerings

...continued

The Institute for Luxury Homes Marketing

- Online training and programs
- FREE luxury agent profile on the Wall Street Journal's website, with THREE free property listing every 60 days
- FREE membership in Proxio Pro's international MLS



Benefit 2: Partnership Offerings

...continued

Platinum Sales Systems

- Affordable, easy to implement, and simple to maintain marketing platform
- Everything from a single listing website, to multi-media presentations and a luxury home portal (PlatinumLuxuryListings.com)



Benefit 2: Partnership Offerings

...continued

Tiffany & Co.

- Exclusive 20% discount on business gifts ordered within the Tiffany & Co. custom website
- You can easily order your gifts and have them shipped directly to your client with a custom message.

TIFFANY & CO.

Benefit 3: Turnkey Solutions

- Listing Presentation
- Marketing Solutions and Campaigns
- Exclusive, professionally designed branding
- World-class education

Benefit 3: Turnkey Solutions

...continued

Listing Presentation

- Fully customizable, branded PowerPoint

Your Guide to Selling Your Home
{Agent/Team Slogan}

Questions for Interviewing Your Listing Agent

I believe that who you are in business with truly matters, that's why I would encourage you to really take the time to get to know everything about me and my business.

	Agent	{YOUR NAME}
How long have you been selling real estate?		
How many homes has your company sold in my area?		
What is your sales volume over the last couple of years?		
What is your average market time versus the local average?		
What designations have you achieved?		
What is your list price to sales ratio versus the market?		
Do you advertise all homes every week?		
Do you advertise all homes on the Internet?		
What other forms of advertising do you do?		
Do you mail brochures of my home to other agents?		
May I see a sample brochure of homes you've sold in the past?		
May I have a copy of your marketing plan?		
Do you provide written reports to your sellers?		
Do you have a team to help you with all the details of getting a home sold?		
Will you stage my home before it's listed and suggest any repairs or changes that will make it more marketable?		
May I have a list of references?		

{AGENT NAME} • {AGENT PHONE}

{AGENT EMAIL} • {AGENT WEBSITE}

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Your Guide to Selling Your Home
{Agent/Team Slogan}

What I Do for You

All real estate agents will claim they can sell your house...
I promise to sell your house at the maximum price, with minimum hassle.

Selling a home successfully requires experience, time and resources.

Experience
From pinpointing an optimal asking price to writing a purchase agreement and negotiating terms of sale, real estate transactions are a science.

Time
Selling a home involves hours of open houses, phone calls and paperwork that you shouldn't have to worry about. I will take care of it all for you.

Resources
Yard signs, brochures, ads, direct mail and Internet technology. Keeping your home in front of potential buyers requires marketing 24 hours a day, 7 days a week.

82% of home sales are the result of agent connections
Source: National Association of REALTORS®

{AGENT NAME} • {AGENT PHONE}

{AGENT EMAIL} • {AGENT WEBSITE}

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Your Guide to Selling Your Home
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Extended Marketing Reach

We will market your home 24/7 through the most popular search Websites on the Web.

YOUR LISTING

Google
trulia
Zillow
Homescape
edgeio
AOL
YUVIE
POINT2HOMES

{AGENT NAME} • {AGENT PHONE}

{AGENT EMAIL} • {AGENT WEBSITE}

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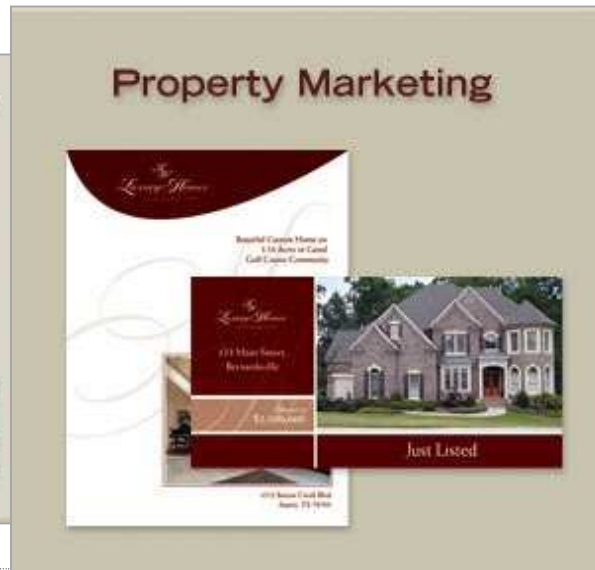
Benefit 3: Turnkey Solutions

...continued

Marketing Solutions and Campaigns

- Customizable, glossy brochures and postcards
- Merrill Corporation
 - One-stop shopping for printing and customization
 - www.merrillcorp.com

Printed Marketing Materials



Benefit 3: Turnkey Solutions

...continued

World Class Education

- “The Elite Series” Webinars
 - Agents: Monthly
 - Leadership: Quarterly
- Family Reunion
 - Breakout sessions
 - Panels
- Renowned presenters

Join the Club . . .

Our President's Advisory Council

- Rob Aigner
- Mike Brodie
- Zana Dillard
- Vicki Foster
- Joe Guli
- Michael Hilgenberg
- Craig Hogan
- Jean Jarman
- Bruce Kink
- Diane Kink
- Victoria Lorusso
- Shane McCullar
- Bart Peaslee

Our Founding Board of Directors

- Linda Boisjolie
- Weldon Rigby

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