



LUXURY HOMES  
INTERNATIONAL

KELLER WILLIAMS® REALTY





LUXURY HOMES  
INTERNATIONAL

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KELLER WILLIAMS® REALTY

## INTRODUCTION

KW Luxury Homes International is an exclusive, elite and sophisticated group of real estate consultants raising the bar for service in the upper-tier home market.

As part of Keller Williams Realty, we offer our consultants opportunities to gain the highest level of expertise, connections and marketing resources to assist them in serving affluent buyers and sellers at the highest level.



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[kwluxuryhomes.com](http://kwluxuryhomes.com)

## TRANSACTION QUALIFICATIONS

Completed 2 or more transactions in the last 12 months at the Luxury Basis for your market (top 10 percent of the market or \$500,000, whichever is greater)

Completion of The Institute for Luxury Homes Marketing (ILHM) two-day class within the 6 months following membership in our luxury division.



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## A POWERFUL WEB PRESENCE

"Instead of using technology to automate processes, think about using technology to enhance human interaction." – Tony Zambito, *Marketing Expert*



- **Custom-designed website** with full property search and spotlight opportunities for members and their listings
- **Customizable agent website** with geographic design options
- Ability to have **one luxury website and one standard** Keller Williams Realty website
- Ability to have **both a luxury email address and a standard** Keller Williams Realty email address

Map Search
List Search

Location
MLS #
Price Min
Price Max
SEARCH

Map

Displaying 100 of 213 results.

	# Photos	Address	Price	Beds	Baths	Sq Ft	Price/Sq Ft
★ Premier	30	<a href="#">219 Bella Riva DR Austin, TX</a>	\$8,250,000	9	10	16406	\$502
★ Premier	40	<a href="#">4401 N Capital Of Texas HWY Austin, TX</a>	\$7,600,000	7	7	11012	\$690
★ Premier	30	<a href="#">2502 Dominion Hill Austin, TX</a>	\$5,300,000	5	5	9729	\$544


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## How to mark your luxury listings as Premier in KWLS

1. Log into the myKW
2. Hover over Technology and click KWLS
3. Select a luxury listing from the list of all listings
4. Scroll down to the bottom of the page and click Edit
5. Scroll down and check Yes next to Luxury Listing
6. Save all changes
7. Recheck Listhub box. **This is VERY important.**



## Non-member Listing

4100 RIVER PLACE BLVD

\$679,900

Austin, TX 78730 - 4 bed | 3 full + 1 half bath | 3694 sqft | Single Family Detached

Property Details

Map / Street View



PRESENTED BY:

THE BARTLETT REAL  
ESTATE GROUP KW BREG,  
LLC

CONTACT ME

Search all the other  
properties in this area

FEATURED PROPERTIES

More Properties»



\$674,000  
[Austin, TX](#)  
3 beds  
3 baths



\$540,000  
[Austin, TX](#)  
1 beds  
1 baths



\$1,198,000  
[Austin, TX](#)  
5 beds  
5 baths



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## Member Listing


14205 HUGHES LN
\$1,850,000

Dallas, TX 75254 - 5 bed | 5 full + 1 half bath | 6347 sqft | Single Family Detached


PREMIER LISTING


Property Details

Map / Street View



EXCLUSIVE LISTING TEAM: THE WIESER TEAM  
DIRECT CONTACT: 214-405-6175  
EMAIL: DOUG@THEWIESERTEAM.COM  
Keller Williams Realty Plano | 972-599-7000





Virtual Tour


Email a Friend

Request a Showing

Print Flyer

PRESENTED BY:

JEANNE WIESER




Phone: 214-923-7972  
mobile: 214-923-7972  
[Visit my website](#)  

CONTACT ME


Search all the other properties in this area

MY LISTINGS

More Properties»



\$850,000  
Plano, TX  
4 beds  
5 baths



\$1,175,000  
Plano, TX  
4 beds  
3 baths



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# AGENT SEARCH

SHOWING AGENTS 1 - 12 OUT OF 96

Results Per Page: 12 ▼

Sorting: Last Name, A - Z ▼

1 2 3 4 5 6 7 8 Next



**DENTON AGUAM**

[View My Profile](#)  
214-415-4499  
[Agent Referral Form](#)



**JEANNIE ANDERSON**

[View My Profile](#)  
817-313-8004  
[Agent Referral Form](#)



**MYRA BAGINSKI**

[View My Profile](#)  
817-328-2231  
[Agent Referral Form](#)



**CINDY BAGLIETTO**

[View My Profile](#)  
972-747-7653  
[Agent Referral Form](#)



**SHERI BAILEY**

[View My Profile](#)  
210-501-9511  
[Agent Referral Form](#)



**BEN BAKER**

[View My Profile](#)  
972-468-5075  
[Agent Referral Form](#)



**LEIGH ANN BARRICK**

[View My Profile](#)  
972-350-5051  
[Agent Referral Form](#)



**ZAGROS BIGVAND**

[View My Profile](#)  
972-740-2378  
[Agent Referral Form](#)



**KE BOYD**

[View My Profile](#)  
972-679-3855  
[Agent Referral Form](#)



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# MEMBER PROFILE

## AMY BROSSETTE



[Visit My Website](#)

Phone: 512-439-7763  
Mobile: 512-913-8940  
Office: 512-263-9090

[Agent Referral Form](#)

### HAVE A QUESTION? I'M HERE TO HELP.

First Name  \*  
Last Name  \*  
Phone  ( optional )  
Email  \*  
Message  \*



I'm not a robot



reCAPTCHA  
Privacy - Terms

CONTACT ME

## MY FEATURED PROPERTIES

[«Back](#)

[More Properties»](#)



\$699,900  
[Austin, TX](#)  
5 beds  
4 baths

### BIO

I am happy to serve your requests for the most exclusive luxury properties in my area with expertise, integrity and professionalism. Please go to [www.austin-for-sale-homes.com](http://www.austin-for-sale-homes.com) to visit my website or to contact me by email. I look forward to being your Luxury Consultant of choice...

### SPECIALTIES

I am a proud member of the Keller Williams Luxury Homes division, and represent clients buying and selling homes of all sizes and prices all over greater Austin.

### DESIGNATIONS

CLHMS, ABR, CNE, CRS, Million Dollar Guild

### SERVICE AREAS

round rock | austin | cedar park | lakeway | leander | west lake hills | all central texas

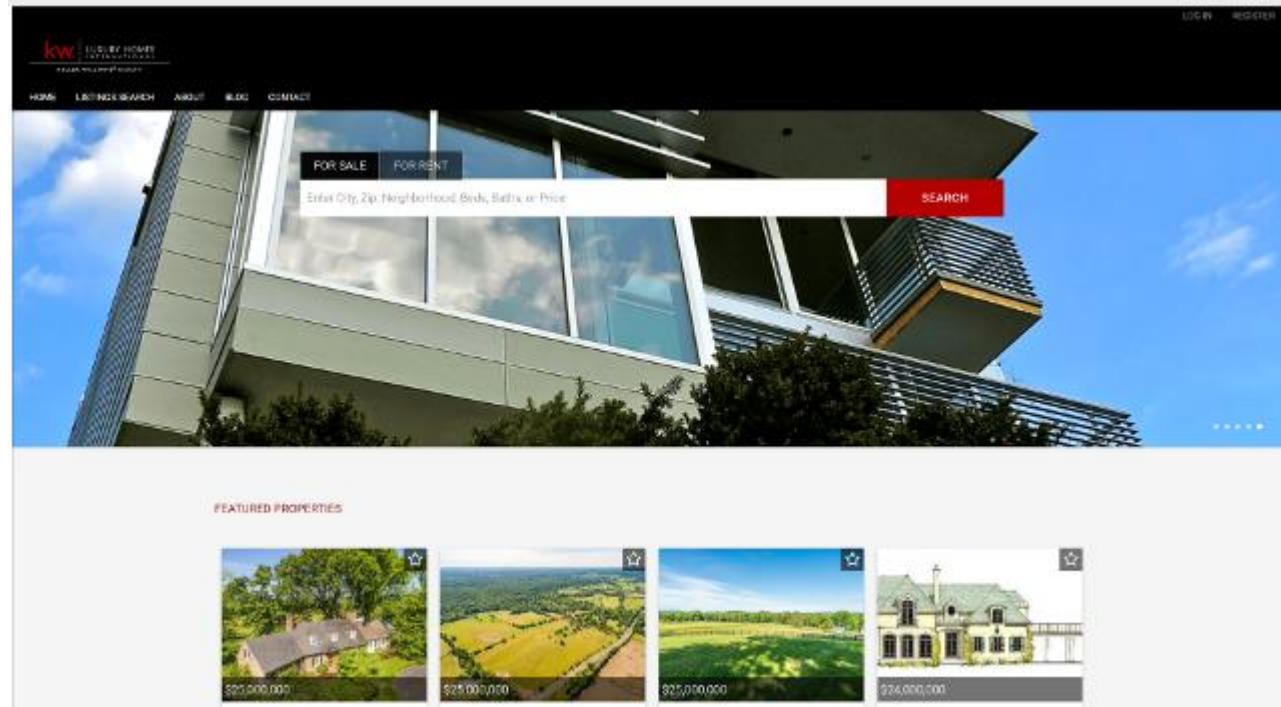


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- Log into the myKW
- Hover over Technology and click KW Websites from the drop down
- Click Go to My Website
- Click Sites from the admin page and you will see two sites
- Questions? 800-713-8068 or [support-kw@placester.com](mailto:support-kw@placester.com).





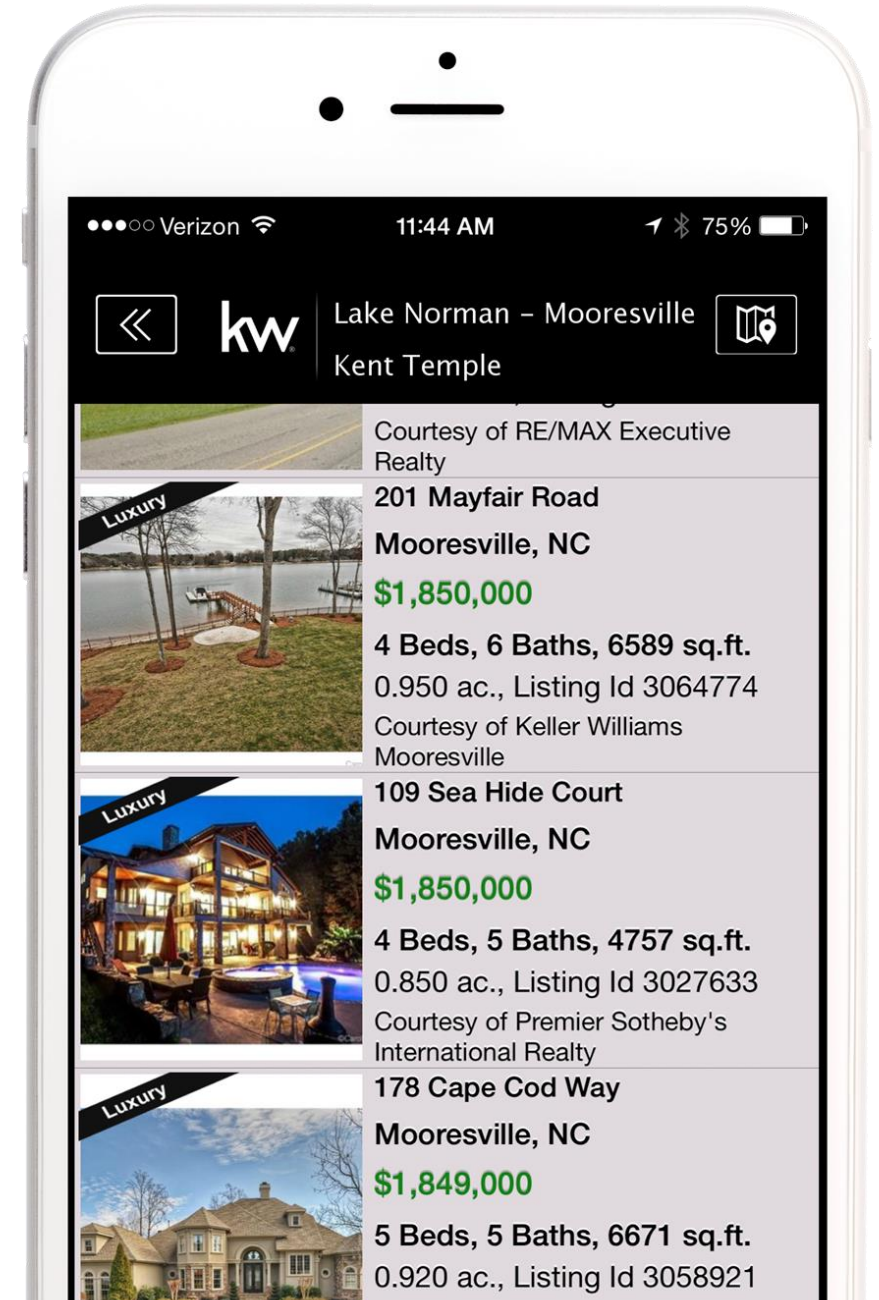
## LUXURY BRANDING ON THE KW MOBILE APP

“The benefits that have helped my business the most have been the amazing collateral that we have with the luxury division, the support and the technology we are being offered.”



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# MEMBER BENEFITS

## A ROBUST SUITE OF MARKETING TOOLS

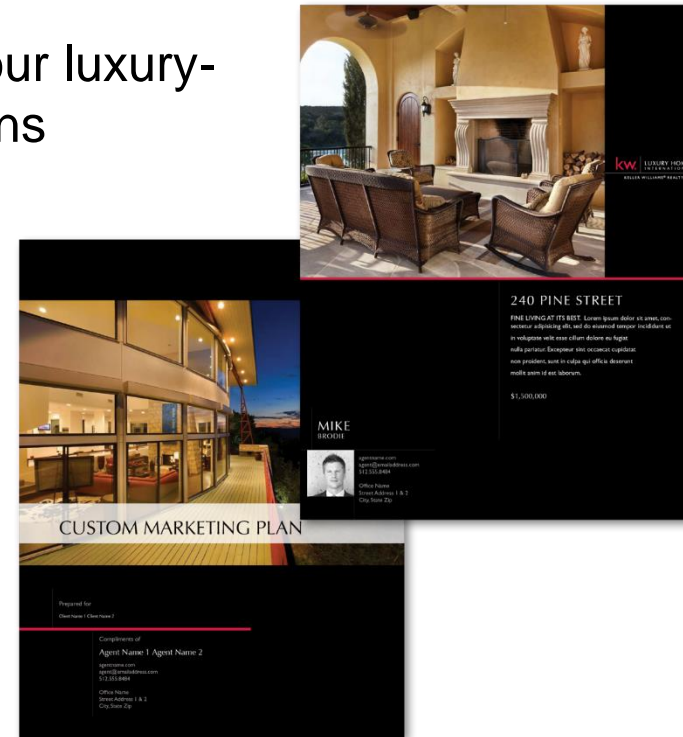
Exclusive, professionally designed branding

Lead generation materials including 8 x 8 campaigns, marketing materials, and listing presentation

Customized press release templates for all new members

Email headers to use on your luxury-based emails and campaigns

“You will look like a professional the moment you start. We have the luxury look”



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kwluxuryhomes.com

## MEMBER INTRANET ON MY KW

**Luxury**

[KW Luxury Homes Website](#)

[Luxury Member Intranet](#)

[Luxury Member Discussion](#)

[Luxury Email SignUp](#)

[Luxury Member List](#)

[Luxury MC List](#)

[Logout](#)

**KW** LUXURY HOMES INTERNATIONAL  
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## LUXURY

The Luxury Section is where you'll gain direct access to KW Luxury community tools—marketing materials, technology tips, leadership resources, and training resources to help you grow your luxury real estate business.

**Marketing Materials**

- [Logos](#)
- [Standard & Identity Guide \(PDF\)](#)
- [Other Products- Approved Vendors](#)
- [Domain- Luxury Homes Magazine](#)
- [Marketing Materials](#)
- [Value of Selling with a Keller Williams Luxury Agent](#)
- [Press Release Template](#)
- [Who's Who in Luxury Real Estate](#)
- [KW and Luxury Real Estate PDF](#)

**Technology**

- [Updating your profile, Adding your photo, and entering your service areas \(PDF\)](#)
- [Adding an existing listing to the website \(PDF\)](#)
- [Adding a new listing to the website](#)
- [Previously Recorded Webinars](#)
- [KW Mobile App and Your Brand](#)
- [Getting Started with Proxio Pro](#)
- [KW Luxury Proxio Listing Insert A](#)
- [KW Luxury Proxio Listing Insert B](#)

**Discussion Board**

[Join the Conversation Now](#)

**Questions?**

KW Luxury Homes - [luxuryhomes@kw.com](mailto:luxuryhomes@kw.com)

Membership Dues - [finance@kw.com](mailto:finance@kw.com)

Website Questions - [support@kw.com](mailto:support@kw.com)

# MEMBER BENEFITS



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kwluxuryhomes.com

eEdge

powered by Market Leader

Search contacts by name, email, or phone

Dashboards

Contacts

Listings

Create Marketing

Help

Marketing > Campaigns > Create New Campaign

## SEARCH OPTIONS

Delivery Schedule:

All Types

Collection:

All Collections

Campaign Title:

Luxury

Search

## 4 Results Found

### 2016 Luxury 8 x 8 Buyer

#### Interval Campaign

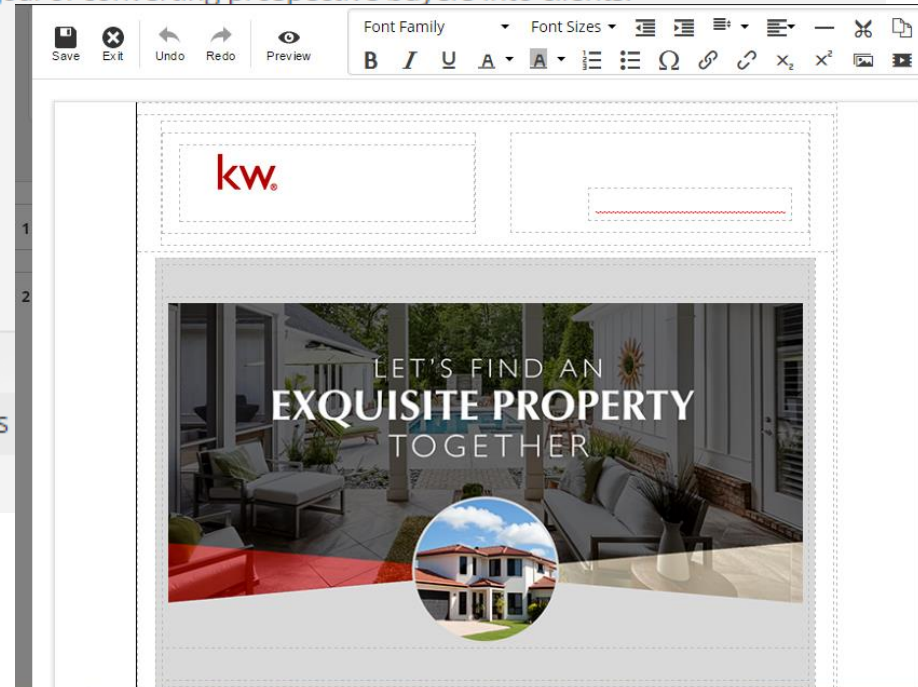
8 Email Steps

0 Direct Mail Steps

1 Activity Step

> Show Campaign Step Details

This campaign solidifies you as the Luxury agent of choice with the goal of converting prospective buyers into clients.



## LUXURY KW CONNECT

**KW Luxury Proxio Resources**

Proxio standard membership

2016-04-14 | *Uploaded by KWU*

 12  0  0

**Pre-listing Video for Luxury Clients**

Pre-listing video for luxury clients.

2016-04-26 | *Uploaded by KWU*

 7  0  0

**KW Luxury Homes International Magazine Program**

KW Luxury Homes International Magazine Program

2016-04-27 | *Uploaded by KWU*

 3  0  0

**KW Luxury Listing Pres A.pdf**

2016-04-27 | *Uploaded by Yana D*

 10  0  0



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## SPECIAL NETWORKING EVENTS

“Our job is to connect to people, to interact with them in a way that leaves them better than we found them, more able to get where they’d like to go.” – Seth Godin, *an American author*



“For what you pay to be a member, the benefits are unbelievable. I learned enough at last year’s retreat to pay for the next five years of my KW Luxury Homes International membership”



## KW LUXURY HOMES RETREAT

Each year, members of KW Luxury Homes gather for 3 days of action packed training and networking. Visit our website to learn more:

<http://www.kwluxuryhomes.com/luxury/retreat.html>

## RECEPTION AT MEGA CAMP AND FAMILY REUNION



## MEMBER BENEFITS

## INVITE ONLY FACEBOOK GROUP

The screenshot shows the Facebook interface for the 'KW Luxury Homes International' group. The top navigation bar includes the Facebook logo, the group name, a search bar, and user profile information for 'Yana'. The left sidebar contains navigation links for News Feed, Messages, Events, Moments, Buy and Sell Groups, and various group and friend lists. The main content area features the group's cover photo with the 'KW LUXURY HOMES INTERNATIONAL' logo and the text 'KELLER WILLIAMS® REALTY'. Below the cover, there are tabs for Discussion, Sale Posts, Members, Videos, Photos, and More. A search bar for the group is also present. The 'Items for Sale' section displays three property listings with their respective prices: \$775,000, \$1,577,000, and \$689,000. On the right, there are sections for 'ADD MEMBERS' (with a search bar), 'MEMBERS' (showing 793 members), 'SUGGESTED MEMBERS' (listing Marina Kravetz, Katia Kravetz, and Antonio Aguila Moreno), and a 'DESCRIPTION' section.

“Social media is about the people. Not about your business. Provide for the people and the people will provide for you.” – Matt Goulart, *Digital Marketing Executive*



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kwluxuryhomes.com

## LUXURY MEMBER ROSTER ON THE MEMBER INTRANET

1. Log into the myKW
2. KW Luxury Homes Quick Link
3. Luxury Member List
4. Export File
5. Save

### Luxury Homes Member Roster

First Name	Last Name 	UID	Phone	Email	Region	 Market Center 	MC#	MC Address	MC City	 MC ST. 	MC Zip
Travis Talley	- Talley Realty Group	361281	850-490-1519	travistalley@kw.com	Gulf States	Pensacola	196	800 Langley Avenue	Pensacola	FL	32504
Bryan	- The Hoffman Team	339162	858-880-8870	BRYANHOFFMAN@KW.CO	California-Southern	San Diego North Inland	250	13400 Sabre Springs Parkway	San Diego	CA	92128
Caroline Tumidajski	- TNT Realty Group	151666	858-229-2078	caroline4homes@gmail.com	California-Southern	Carmel Valley / Del Mar	662	12780 High Bluff Drive	San Diego	CA	92130
Kevin	Aaronson	214806	949-279-1644	info@previewochomes.com	California-Southern	Mission Viejo	339	27101 Puerta Real	Mission Viejo	CA	92691
Tina	Aasen	394218	678-571-0227	tina.aasen@kw.com	Southeast	Atlanta - Peachtree City	213	1200 Commerce Dr. Suite 110	Peachtree City	GA	30269
Tina	Abraham	93724	910-619-8931	tina@tinaabraham.com	Carolinas	Wilmington	978	1838 Sir Tyler Drive, Suite 200	Wilmington	NC	28405
Delia	Abreu P.A.	381842	305-978-7710	deliasells4u@gmail.com	Florida-South	Coral Gables-Coconut Grove	741	550 Biltmore Way	Coral Gables	FL	33134
Bill	Adams	383626	707-953-5162	billadamsre@gmail.com	California-Northern and Hawaii	Santa Rosa	651	120 Stony Point Road	Santa Rosa	CA	95401
Missy	Adams	173200	603-320-6368	missyadamsrealestate@comcast.net	New England	Nashua	440	20 Trafalgar Square	Nashua	NH	03063



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STAY TUNED

HAVE YOU HEARD?

kw. LUXURY HOMES  
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KELLER WILLIAMS® REALTY

Two Weeks Left for Lowest Pricing on the  
2017 KW Luxury Homes Retreat!

MONTHLY LUXURY NEWSLETTER



WEEKLY "HAVE YOU HEARD?"



### LUXURY MARKET NEWS

Have You Seen This?

Exciting New Opportunities With *The Wall Street Journal*

Whether you want to differentiate yourself with a unique marketing tool or simply attract the right buyer, a beautiful ad in the right publication could be the difference between "days on market" and "sold fast."

Members of [The Institute for Luxury Home Marketing](#) receive

### LATEST ISSUE



kw. LUXURY HOMES  
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[kwluxuryhomes.com](http://kwluxuryhomes.com)



## Free Standard Proxio membership - [ProxioWorld.com/KW-Luxury](http://ProxioWorld.com/KW-Luxury).

- Agent listed in the global business to business network
- Networking with 600,000+ real estate professionals in over 135 countries for leads and referrals
- Track clients, send property details to clients (email or print) in 19 languages
- Create flyers to use inside and outside ProxioPro to promote your listing
- Search for, view and translate any listing in ProxioPro
- Marketing to multicultural and international buyers with instant and authentic translation of your listings in 19 languages and 55 currencies





## MARKETING PARTNERSHIP WITH THE INSTITUTE FOR LUXURY HOME MARKETING

The Institute for Luxury Home Marketing provides the official training for KW Luxury Homes International.

Agents participating in the luxury division must complete the Institute's luxury-home marketing training before, or within 6 months of, joining KW Luxury Homes International. The course is offered live around the United States and Canada. An online course is also available.

Members of KW Luxury Homes International receive a full two years of membership in the Institute, following completion of their training. This FREE second year of membership is a \$225 value.



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## Membership in The Institute for Luxury Home Marketing includes

- Free standard membership in ProxioPro - an international MLS
- Ten free financial profiles on prospects through WealthEngine
- Free marketing list of up to 100 contacts.
- Free weekly national luxury market report from Altos Research
- Special advertising discounts in DuPont Registry, Unique Homes, Robb Report and other luxury publications.

# EXCLUSIVE MAGAZINE PROGRAM AVAILABLE IN THE UNITED STATES AND CANADA

Opportunities for exclusive full-page advertising in  
DOMAIN by KW Luxury Homes International

Quarterly print, digital and online distribution

Upload unlimited properties to UniqueHomes.com



## COVER HOME

### BOCA RATON, FL

One Thousand Ocean is strategically located on the ocean at the Boca Raton and has only 9 condominium units remaining. Enjoy full concierge services plus membership at the adjacent Boca Raton Resort & Club. Available residences are from 1,600 square feet to Neptune Tower over 11,000 square feet.

Prices upon request



## ELEGANT ENTRANCE

This stunning residence is in an amenity-laden building in beautiful Boca Raton, Florida

### KENT MCINTYRE



www.kentmcintyre.com  
kmcintyre@kw.com  
954-658-8112

Keller Williams Realty  
3000 North Federal Highway  
Fort Lauderdale, FL 33308

## SOUTH FLORIDA LIVING

### SEA RANCH LAKES, FL



This gated community that stretches from the Intracoastal Waterway to the ocean is a rare opportunity plus it has a private beach club. This is a unique opportunity to own a 14,000-square-foot waterfront lot. The lot only is offered at \$1,385,000. New home plans are available.

\$2,950,000

### FORT LAUDERDALE, FL

This classic waterfront home, in The Landings, sits 300 yards from the Intracoastal Waterway, undisturbed by boat bridges. Its many large, open-air patios and outdoor living spaces are a full advantage in spite of the tropical climate. Enjoy 5 to 6 bedrooms, 9 baths, separate office, tropical pool and 60-foot dock.

\$1,295,000



### FORT LAUDERDALE, FL



Enjoy four resort-style oceanfront living in this almost 2,800 square foot, 3-bedroom, 3.5-bath, private residence. The residence is pet friendly and offers 2 pools, a private cafe, tennis courts, ballroom, concierge services and many other amenities within its parking grounds. Other residences also offered from \$695,000 to \$3,750,000.

\$1,190,000

### KENT MCINTYRE



Keller Williams Realty  
3000 North Federal Highway  
Fort Lauderdale, FL 33308

www.kentmcintyre.com  
kmcintyre@kw.com  
954-658-8112

## ADDITIONAL BENEFITS THROUGH OUR VENDOR RELATIONSHIPS

Exclusive discounts and promotions on business gifts ordered through the Tiffany & Co. and Godiva Website

Exclusive print discounts for KW Luxury Homes International members from Merrill Corporation



TIFFANY & Co.

Delivering Marketing Solutions to Real Estate.®

MERRILL CORPORATION

**LuxuryRealEstate.com**, frequently ranked “Best Website” in consumer and industry surveys.

*Associates who invest \$500/year will receive:*

- Your own listings above 750K USD to LuxuryRealEstate.com
- Ability to modify listings and improve “noteworthy” scores
- Access to individual property reporting
- Exclusive webinar invitations
- Access to cooperative advertising, discounts in international publications such as Wall Street Journal, Unique Homes, and duPoint Registry
- Access to Brochure design and production
- Special discounts



## TAKE YOUR GLOBAL BUSINESS TO THE NEXT LEVEL WITH THE NEW GPS ADD-ON

**Only 29/month (\$79 value)**

[www.kwgps.com/luxury](http://www.kwgps.com/luxury)

GPS Referral Platform (Pro access, connect to KW Worldwide)

Private Group for GPS Luxury members

GPS Online Workshop Access

GPS Pro Branding – Logo, New Listing Presentations, Translated Materials

ListHub Global

Market listings to 80 countries and 22 languages

## FARM AND RANCH ADD-ON

**Only 600/year (\$800 value)**

[www.kwfarmandranch.com/](http://www.kwfarmandranch.com/)

Exclusive Marketing Materials

Monthly Webinars

Listings syndicated to the nation's largest land listing platform

Exclusive listing page kwfarmandranch.com

Private mastermind group on Facebook

Exclusive vendor network

Partnership with Realtors Land Institute (RLI)

Free Lands of America Account

Members Only Annual Retreat

## Questions?

[Caresse.mcgee@kw.com](mailto:Caresse.mcgee@kw.com)

512-439-8656



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## MEMBERSHIP LEVELS

Individual, Rainmaker  
and Spouse Team

**\$1,299/year**

**Or**

**\$115/month**

Additional Members

**\$649/year**

Market Centers

**\$300/year**



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[kwluxuryhomes.com](http://kwluxuryhomes.com)

General Questions – [luxuryhomes@kw.com](mailto:luxuryhomes@kw.com)

Tech Questions – [support@kw.com](mailto:support@kw.com)

The Institute for Luxury Home Marketing –  
[info@luxuryhomemarketing.com](mailto:info@luxuryhomemarketing.com)

Proxio – [support@proxio.com](mailto:support@proxio.com)

Placester - 800-713-8068 or [support-kw@placester.com](mailto:support-kw@placester.com)

KW GPS for Luxury - [www.kwgps.com/luxury](http://www.kwgps.com/luxury)



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“The secret of change is to focus all of your energy not on fighting the old, but on building the new.” – Socrates, *a classical Greek philosopher*

# Questions?