

MEMBER BENEFITS

A POWERFUL WEB PRESENCE

- 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 website
- Ability to have both a luxury email address and a standard Keller Williams email address

A ROBUST SUITE OF MARKETING TOOLS

- Exclusive, professionally designed branding
- Lead generation materials including 8 x 8 campaigns, marketing materials and listing presentations
- Customized press release templates for all new members
- Email headers to use on your luxury-based emails and campaigns
- Luxury skin for mobile app
- Standard membership in ProxioPro

EXCLUSIVE TRAINING AND NETWORKING OPPORTUNITIES

- New member orientation webinar
- Free pre-listing video from KW Video
- Members-only KWConnect page with Facebook group quick-start guides and marketing library
- Annual KW Luxury International members-only retreat with nationally known and respected speakers, member panels and networking; luxury reception at Mega Camp and Family Reunion
- Opportunity to build your profit share tree by recruiting luxury agents
- International network of KW Luxury International consultants for referrals and masterminding
- KW GPS add-on: for just \$29/mo. KW Luxury International members can get a membership to KW Global Property Specialists (\$79 value)
- KW Farm & Ranch add-on for \$600/yr. (\$800 value)

ADDITIONAL OPPORTUNITIES AVAILABLE THROUGH OUR VENDOR RELATIONSHIPS

- Marketing partnership with the Institute for Luxury Home Marketing
- Exclusive partnership with Who's Who in Luxury Real Estate
- KW Luxury International magazine program with a distribution to affluent clientele both in print and online through Unique Homes (\$5,500 savings)
- Exclusive discounts and promotions on business gifts ordered through Tiffany & Co.
- Exclusive discounts and white-glove service by Michael Lewis
- Complimentary personal insurance review by HUB International to all KW Luxury International members and their clients

FIND OUT MORE ...

www.kwluxury.com | luxury@kw.com | 512.327.3070

KW LUXURY INTERNATIONAL AND THE INSTITUTE FOR LUXURY HOME MARKETING: PROUD PARTNERS

The Institute for Luxury Home Marketing provides the official training for KW Luxury International. Agents participating in the luxury division must complete the Institute's luxury-home marketing training before, or within 12 months of, joining KW Luxury International. The course is offered live around the United States and Canada. An online course is also available.

www.luxuryhomemarketing.com

Completing this training results in membership in the Institute and provides members of KW Luxury International with additional benefits that include the following:

- FREE standard membership in ProxioPro – an international MLS. Post your listings and your agent profile for luxury agents around the world to see. This also provides a great networking opportunity. Through ProxioPro, your properties will also be posted on WorldProperties.com and you can opt in to having your listings posted on up to 50 additional websites. Value is \$99.
- Online Wealth Lookup (OWL) – The Institute has created a tool for members that is powered by WealthEngine's FindWealth 8™ financial reporting tool. OWL gives members of the Institute quick access to both a financial summary and a complete financial report about a potential client. Members are able to search 100 individuals' financial reports per year.
- WE Prospecting – The benefit for members of the Institute is provided by WealthEngine to “test drive” the WE prospecting tool. An account credit of \$100 gives members access to this tool and generates a list of prospects based on geographic area, age, income and lifestyle. The criteria used for the search will drive the number of contacts pulled for the results and the cost of the prospect list. The \$100 account credit is reset each year.
- FREE weekly national luxury market report from Altos Research. This exclusive report provides the statistics you and your clients need to understand what's happening in the luxury market nationally and in 30 metro markets. It will help you answer the question, “How's the luxury market?” If you bought this report, you'd pay thousands of dollars annually.
- Special advertising discounts in duPont REGISTRY, Unique Homes, Robb Report and other luxury publications.
- Members of KW Luxury 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.
- Monthly webinars, a “Luxury Insights” blog, and numerous vendor discounts are also available.

FOR MORE INFORMATION ABOUT THE INSTITUTE FOR LUXURY HOME MARKETING

www.luxuryhomemarketing.com

214.485.3000