



LUXURY HOMES  
INTERNATIONAL

KELLER WILLIAMS® REALTY





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KELLER WILLIAMS® REALTY

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.

**Does this sound like you?** Join us and become part of KW Luxury Homes International – the Luxury Homes Real Estate Company of Choice.



KELLER WILLIAMS® REALTY

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

At the International level, KW Luxury Homes is led by a team of Luxury Real Estate Experts.



**Kathy Neu**  
President



**Mona Crum**  
Portfolio Director



**Dee Shultz**  
Founder



**Yana D.**  
Luxury Operations

## Our Vision

To become the luxury homes real estate company of choice, setting the bar by which all other luxury real estate companies are measured

## Our Mission

To lead the luxury market through a network of agent consultants who have unsurpassed skills, education, values and technology.

## KW Luxury Homes International Executive Board

KW Luxury Homes International has been built by agents – for agents. Top agents and leaders within the luxury homes market and the Keller Williams family guide the inception, development and continued strategies of the company's luxury brand.

KW Luxury Homes International is a part of Keller Williams Realty and therefore follows the same beliefs, culture, and models.

**Mission**

To build careers worth having, businesses worth owning and lives worth living.

**Vision**

To be the real estate company of choice.

**Values**

God, family and then business.

The W14C2TS Belief System

**Win-Win** – or no deal

**Integrity** – do the right thing

**Customers** – always come first

**Commitment** – in all things

**Communication** – seek first to understand

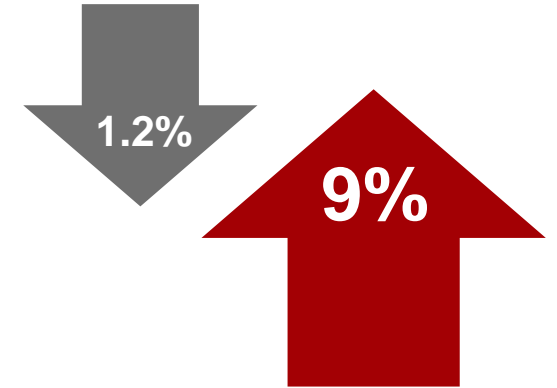
**Creativity** – ideas before results

**Teamwork** – together everyone achieves more

**Trust** – begins with honesty

**Success** – results through people

Despite the slow demand in the overall housing market (-1.2% year over year), the luxury home market saw healthy growth (+9% year over year)



A booming stock market, low interest rates and overseas investments are instrumental in this upward trend.



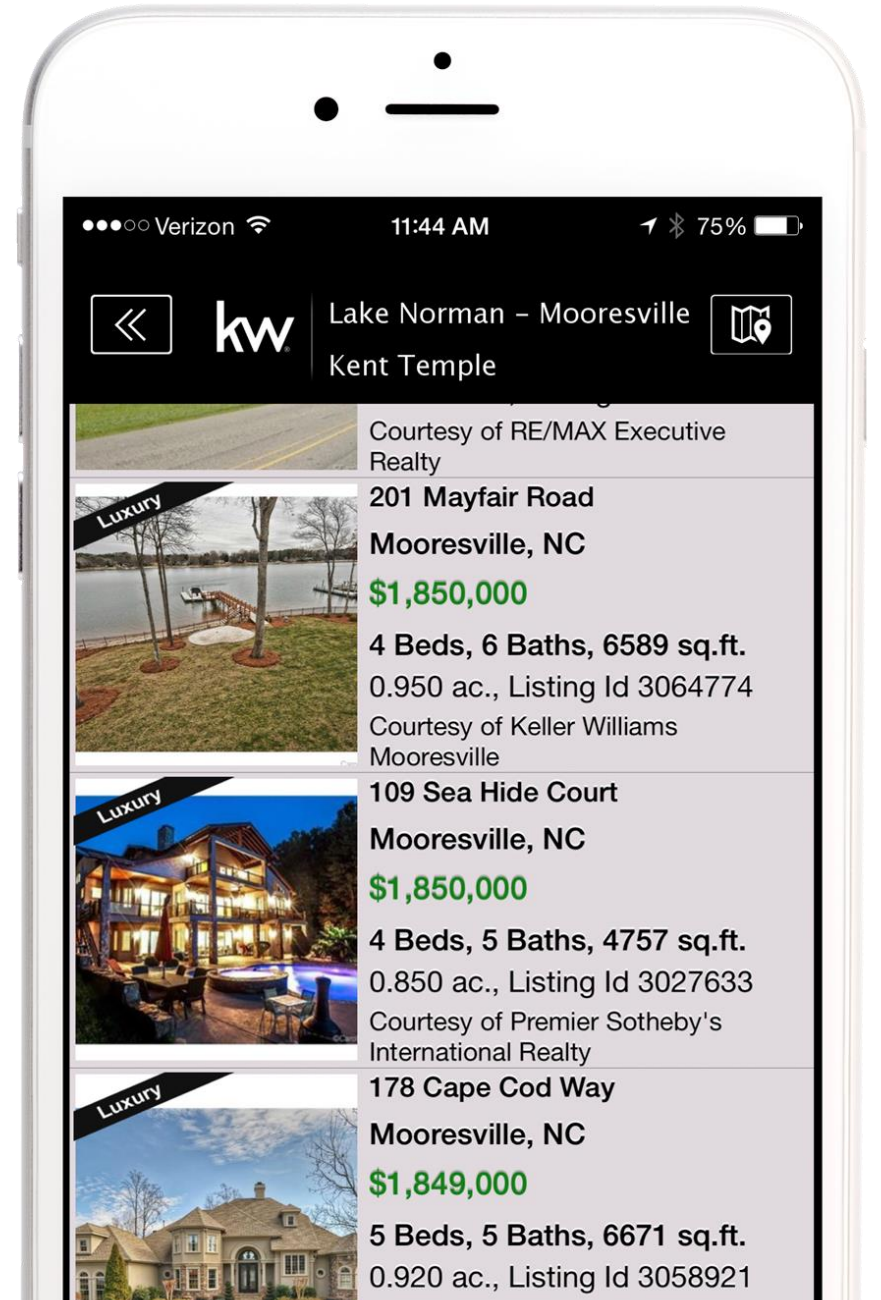
## A POWERFUL WEB PRESENCE



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

## 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.”



# 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”



## EXCLUSIVE TRAINING AND NETWORKING OPPORTUNITIES

**New member orientation webinar**, held on the first Wednesday of every month

**Members-only intranet** with discussion boards, quick-start guides, and marketing library

**Annual luxury retreat** with nationally known and respected speakers, member panels, and networking

**Opportunity to build your Profit Share Tree** by recruiting luxury agents

**International network** of KW Luxury Homes International consultants for referrals and masterminding

## 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>



“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”



## 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 12 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.

## Membership in The Institute for Luxury Home Marketing includes

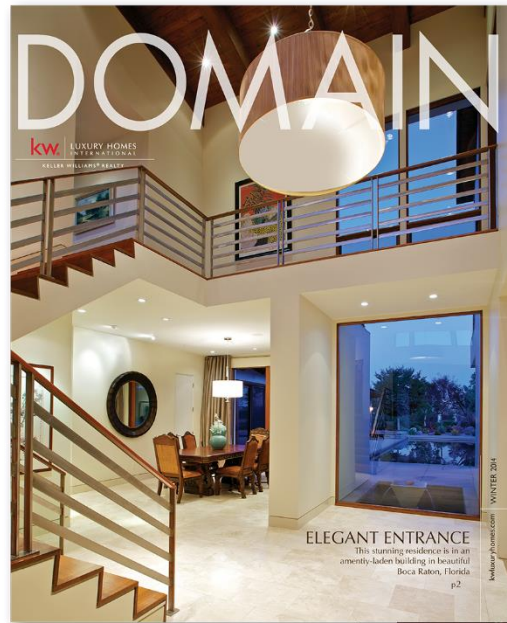
- Free standard membership in ProxioPro- an international MLS
- Ten free financial profiles on prospects through WealthEngine
- Free marketing list of up to 100 contacts.
- Free weekly national luxury market report from Altos Research
- Special advertising discounts in DuPont Registry, Unique Homes,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

# Exclusive Magazine Program available in 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 1,800 square feet to penthouse levels 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

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Keller Williams Realty  
3076 North Federal Highway  
Fort Lauderdale, FL 33309

SOUTH FLORIDA LIVING

SEA RANCH LAKES, FL



This gated community that stretches from the Intracoastal Waterway to the ocean is a rare occurrence plus it has a private beach club. This is a unique opportunity to own and build your dream home on a 14,000-square-foot waterfront lot. This 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 and is attached to the beach. Enjoy the view from the evergreen interior and outdoor living beautifully on full advantage in favor of the tropical climate. Enjoy its 5 bed rooms, 3 baths, separate office, staff pool and 60-foot dock.

\$1,295,000



FORT LAUDERDALE, FL



Enjoy true resort style coastal yet living in this almost 2,800 square foot, 3-bedroom, 2.5-bath penthouse residence. 1.5 car garage is pet friendly and offers 2 pools, a private club, tennis courts, ballroom, concierge services and many other amenities within its parking grounds. Other residences also offered from \$695,000 to \$1,750,000.

\$1,150,000

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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, has been recognized for excellence by the WMA Awards and the Webby Awards and has been voted “Best of the Web’ by Forbes Magazine multiple times.

*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
- 10% off a purchase of a full page in Luxury Real Estate Magazine
- 10% off a full conference registration



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## 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 12 months following membership in our luxury division.



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# MEMBERSHIP LEVELS

## Individual Membership

\$1,299/year

Or

\$349/quarter

## Additional Members

\$649/year

Or

\$175/quarter

## Market Centers

\$300/year



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