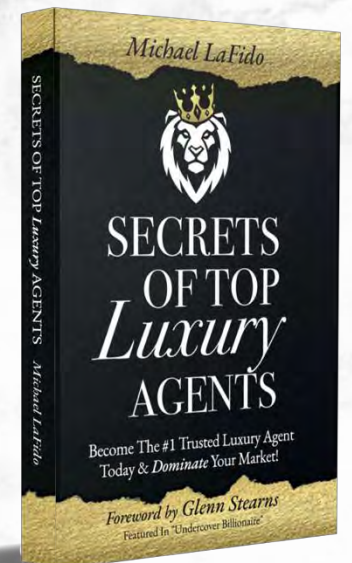


Increase Your Average Sales Price For 2025 & Beyond

Michael LaFido



Who Is Michael LaFido?

- An Agent Just Like You...
- Former PE/Health Teacher
- National Trainer And Speaker
- Best Selling Author
- Founder Of The **Luxury Listing Specialist Designation (LUXE)**
- Leading Authority And Contributor



Over 100+ Seminars | 100+ Online Events

— 2,000+ One on One Coaching Hours



Instant Credibility



“The fastest way for an agent to gain **INSTANT** credibility from their database, social media connections, and their fellow agents is by listing their first luxury home!”

- Michael LaFido

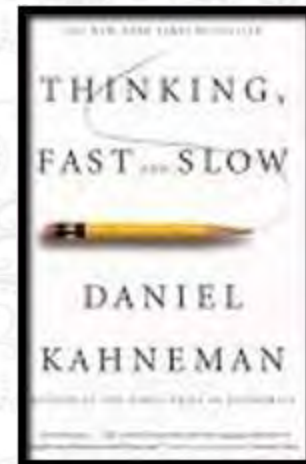
**LUXURY
LISTING
SPECIALIST
PODCAST**

LUXE
LUXURY LISTING
SPECIALIST

~~Become~~ Likeable & Trustworthy

- *People Would Rather Do Business With A Person They Like & Trust Rather Than Someone They Don't, Even If The Likeable Person Is Offering A Lower Quality Product Or Service At A Higher Price.*

~ Daniele Kahneman
Renowned Psychologist
Nobel Peace Prize In Economics



Evolution Of A Real Estate Agent





- 1. Solid Foundation**
- 2. Marketing Blueprint**
- 3. Positioning Power**



1. Solid Foundation

Building A Strong Foundation



More Knowledge = More Confidence = Less Fear



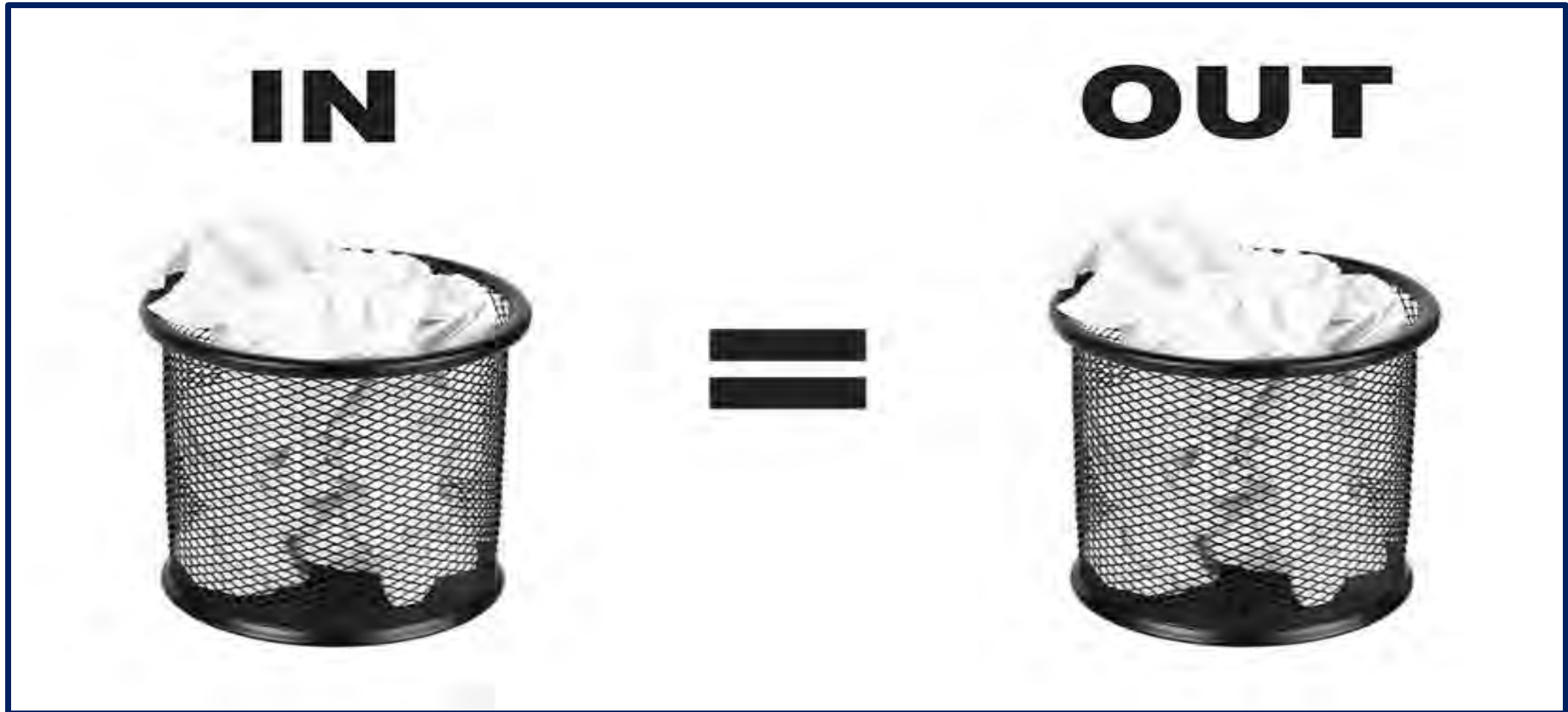
“Grow your knowledge, and your **confidence** will grow.”

- Michael LaFido

LUXURY LISTING SPECIALIST PODCAST

A man, Michael LaFido, wearing a grey suit, a light blue shirt, and a yellow and white striped tie. He is smiling and looking towards the camera. A yellow pocket square is visible in his suit jacket.The logo for LUXE Luxury Listing Specialist, featuring the word "LUXE" in a large, bold, serif font, with "LUXURY LISTING SPECIALIST" in a smaller, sans-serif font below it, all enclosed in a thin black rectangular border.

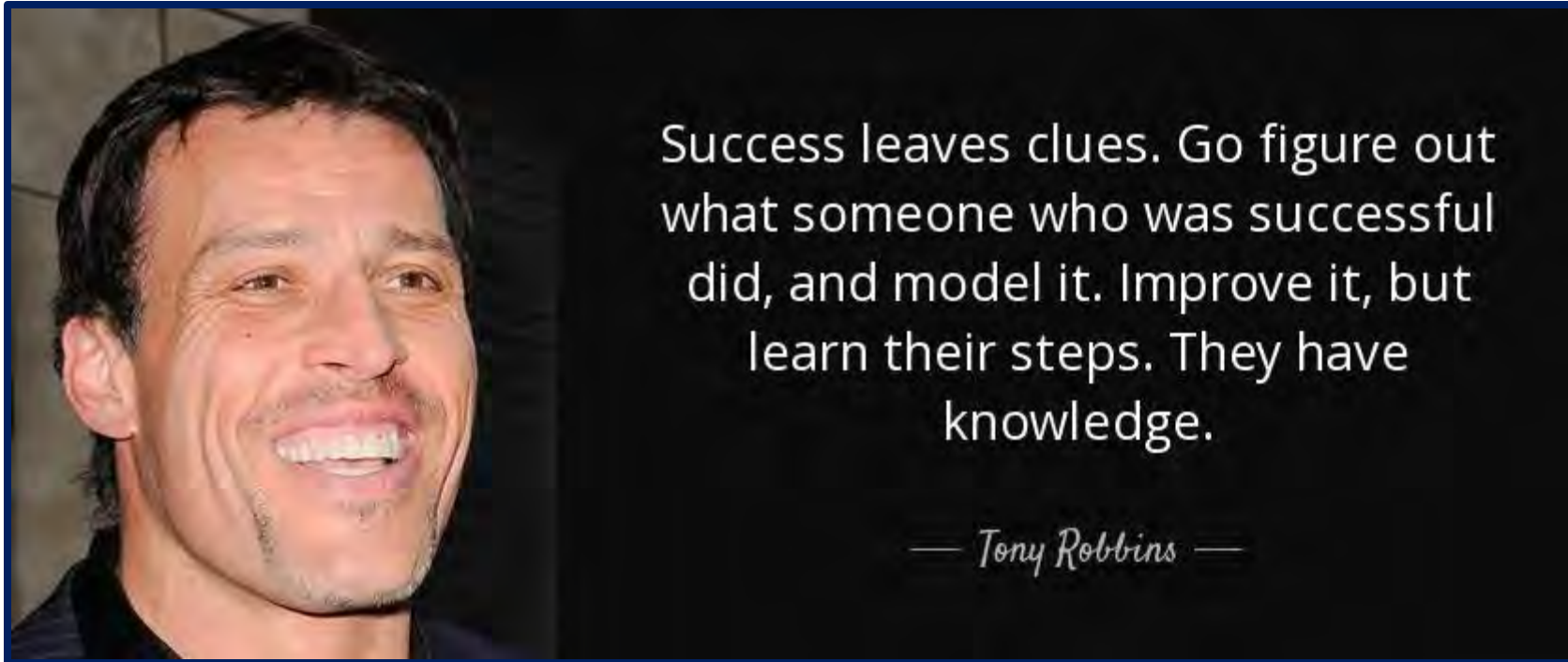
Garbage In, Garbage Out...



Garbage In, Garbage Stays!



Success Leaves Clues.... Model It.



Misconceptions (Limiting Beliefs) About Selling Luxury Homes...



- You Must Be A Top Producer Or Veteran Agent Before You Can Sell Luxury Homes
- You Personally Need To Be Wealthy
- You Personally Need To Live In A Big Home
- You Personally Need To Drive A Nice Car
- You Personally Need To Be With A Certain Office... Or You Can't Compete Against _____



2. Marketing Blueprint

Get Involved- Give Back- Network

- AREAA (Asian Real Estate Association Of America)
- NAREB (National Association Of Real Estate Brokers)
- LGBTQ Real Estate Alliance
- NAHREP(National Assoc. Of Hispanic Real Estate Professionals)
- WCR, YPN, Others....
- Non Profits/Charity Events
- Chambers





Don't Think Like A Real
Estate Agent, Think Like
A Marketer.

Michael LaFido

Attract vs Chase!



COLD OPPORTUNITIES



1. Cancelled & Expireds
2. FSBO's
3. Neighbors Of Your Listings
4. Host Other Agents Open Houses
5. Neighbors Of Those Open Houses
6. Buyers Of Your Listings
7. Your Farm



WARM OPPORTUNITIES



1. Referring Sources
2. Past Clients
3. Sphere of Influence
4. I Have A Buyer
5. Current Sellers
6. Current Buyers
7. Raving Fans

Attend Luxury Networking Events & Open Houses



© VHT STUDIOS

LEVERAGING OTHER PEOPLES PROPERTIES

**1. ATTEND OTHER AGENTS
BROKER OPEN HOUSES**

**2. HOST PUBLIC OPEN HOUSES AT
OTHER AGENTS LISTINGS**

**3. NEIGHBORS NEAR PUBLIC OPEN
HOUSES YOU HOST AT ANOTHER
AGENT'S LISTING**

**4. GENERATE BUYERS FROM
THOSE LISTINGS**

**5. GENERATE SELLERS FROM
THOSE LISTINGS**

**6. REFERRALS FROM THESE
NEW RELATIONSHIPS**

**7. CONTENT FOR YOUR
SOCIAL MEDIA**



A Picture Is Worth 1000 Words



UNDER CONTRACT



Michael LaFido
Call or Text 630-674-3488
TheLaFidoTeam@gmail.com

26w051 W Mohican Drive
Wheaton, IL 60189
List Price \$2,750,000

OPEN HOUSE SATURDAY 10:30AM-12:30PM



Michael LaFido
Call or Text 630-674-3488
TheLaFidoTeam@gmail.com

1417 Sherwood Lane
Geneva IL 60134
List Price \$1,895,000

The Most Listened To Radio Station (WIIFM)



What's In It For Me ?

Prospects Only Care About:

Themselves, Their Time, Their Money

- ✓ What Do You Do To Solve Their Problems?
- ✓ Will You Save Them Time?
- ✓ Will You Save Them Aggravation?
- ✓ Will You Save Them Money?
- ✓ Will You Help Them Close Out This Chapter Faster?





3. Positioning Power



You're Not In The Real Estate
Business, You're in the
business of marketing Your
Real Estate Business.

Michael LaFido



Connect



Michael@MarketingLuxuryGroup.com

LuxuryListingSpecialist.com
MarketingLuxuryGroup.com
LuxuryFridays.com



LUXURYSPECIALIST



LUXURYLISTINGSPECIALIST



MARKETINGLUXURYGROUP



90 Day Fast Start

*My
Ironclad
Guarantee!*

~~\$597~~

Only \$497

Promo Code:
Rock



*ACT
NOW!*

To Take Action Go Here Now...

www.LuxuryListingSpecialist.com

What's Included?

Module 1: **Luxury 101**

Module 2: **Building Your Foundation**

Module 3: **Luxury Listing Blueprint**

Module 4: **Video Marketing Methods**

Module 5: **Conversion System**

Module 6: **Pre-Listing Advantage**

Module 7: **Ultimate Listing
Presentation**

Module 8: **Proactive Selling Formula**

Module 9: **Staging and Positioning**

Module 10: **Marketing Your Listing**

Module 11: **Listing to Closing System**

Module 12: **Showing Luxury**

Properties

Module 13: **Lifestyle Marketing**

Methods

Module 14: **Event Based Marketing**

Module 15: **Press and Public Relations**

Module 16: **Luxury Auctions**



BONUSES

Want To Get Luxury Certified?



~~\$597~~

Only \$497

Promo Code:

Rock

