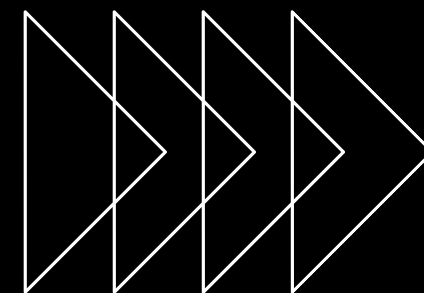




Luxury Listing Specialist

The Luxury Edge:

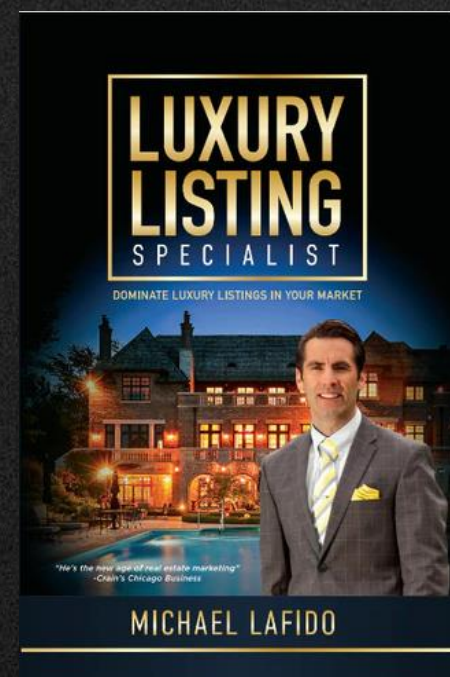
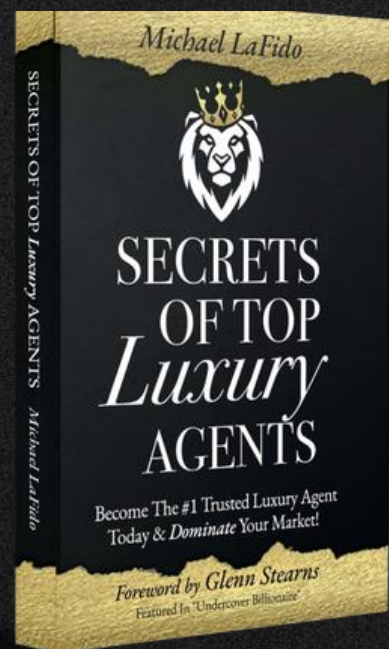
Insider Strategies To Stand Out
& Secure High-Value Clients



Meet Your Host...



- An Agent Just Like You...
- A Husband & Father Of 3
- National Trainer And Speaker
- Best Selling Author
- Founder Of The Luxury Listing Specialist Designation (LUXE)
- Leading Authority And Contributor

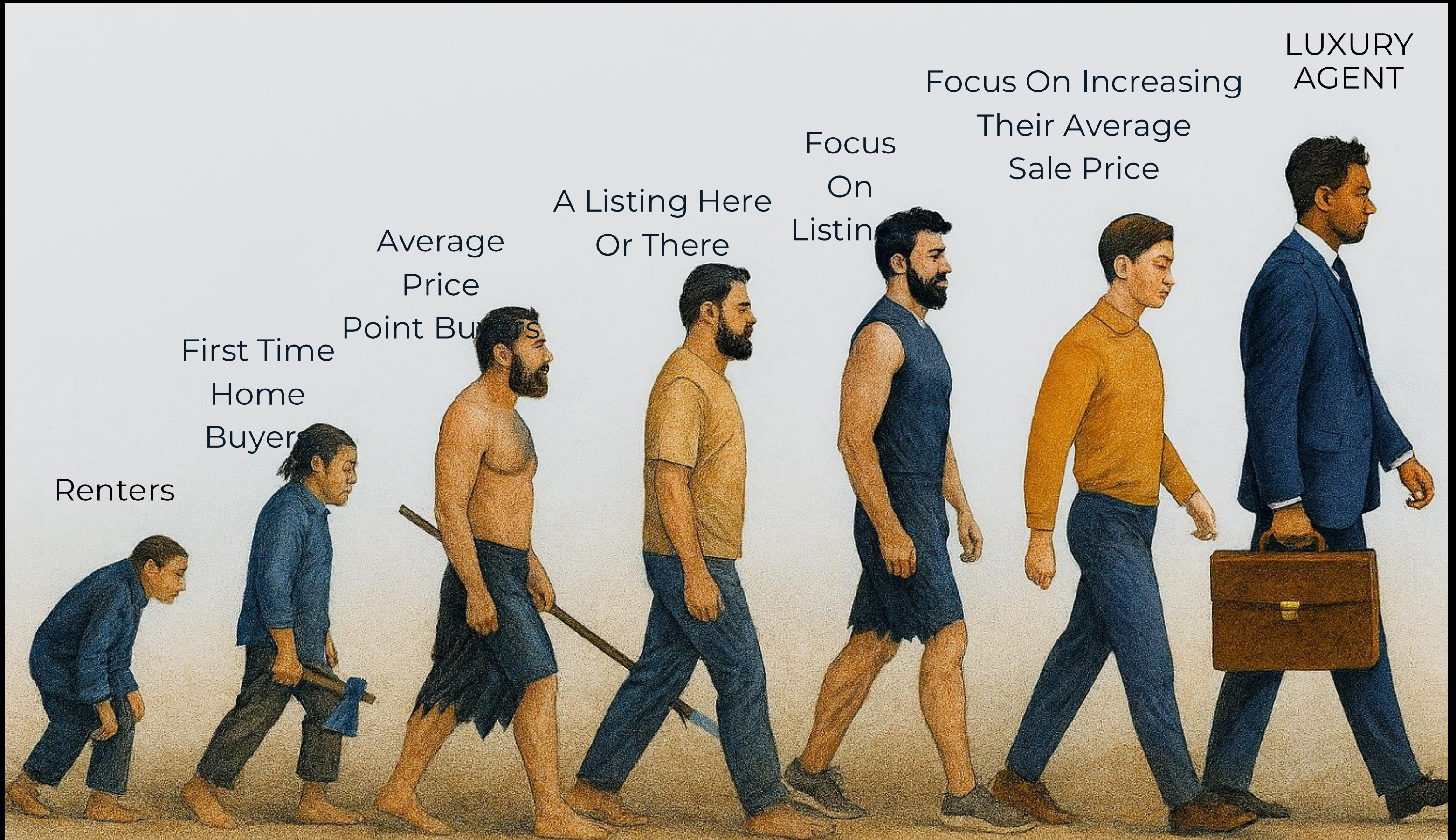




**Over 100+ Seminars | 100+ Online Events
2,000+ One on One Coaching Hours**



Evolution Of A Real Estate Agent



Think Like A Financial Advisor



The 5 Primary Price Points



1. Solid Foundation



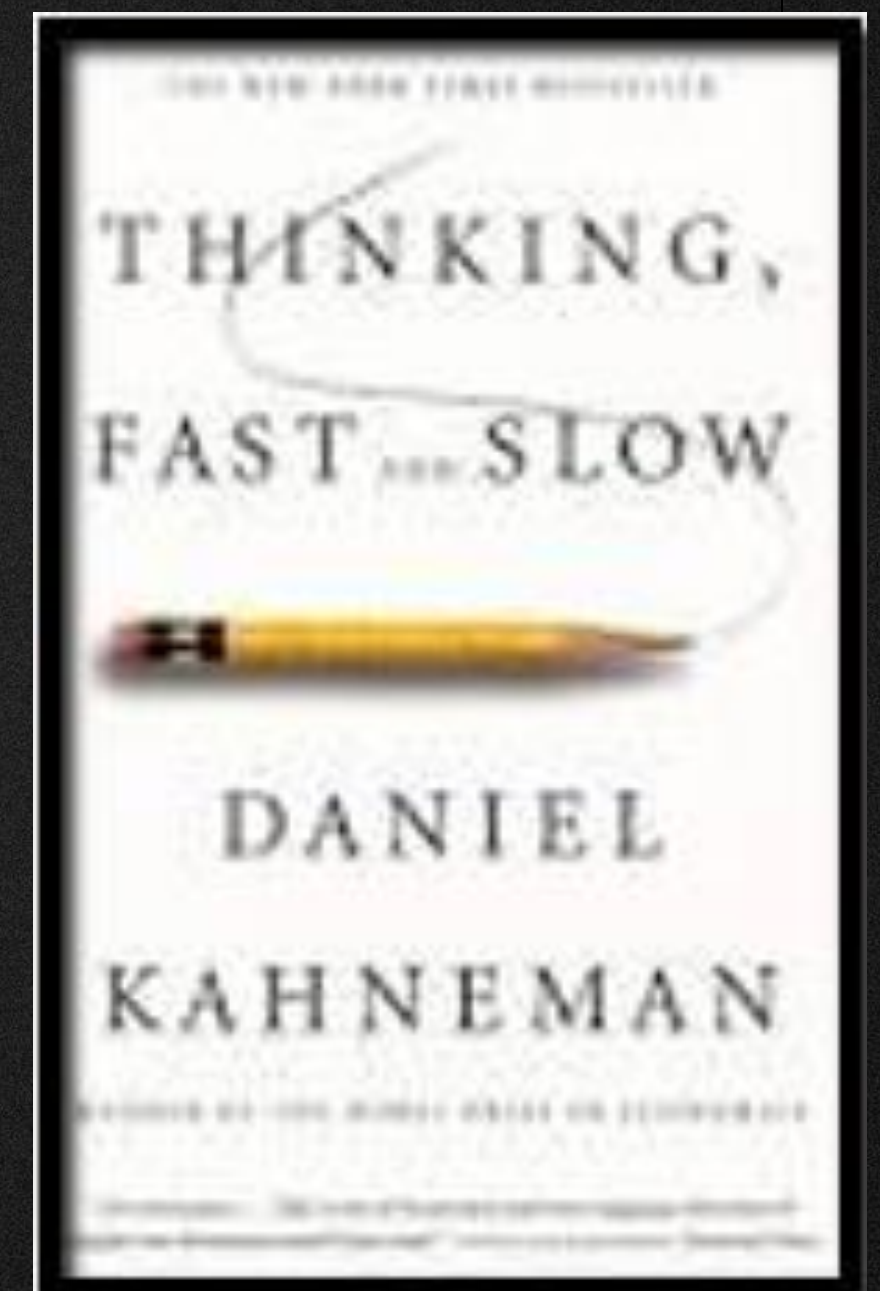
Become Likeable & Trustworthy



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



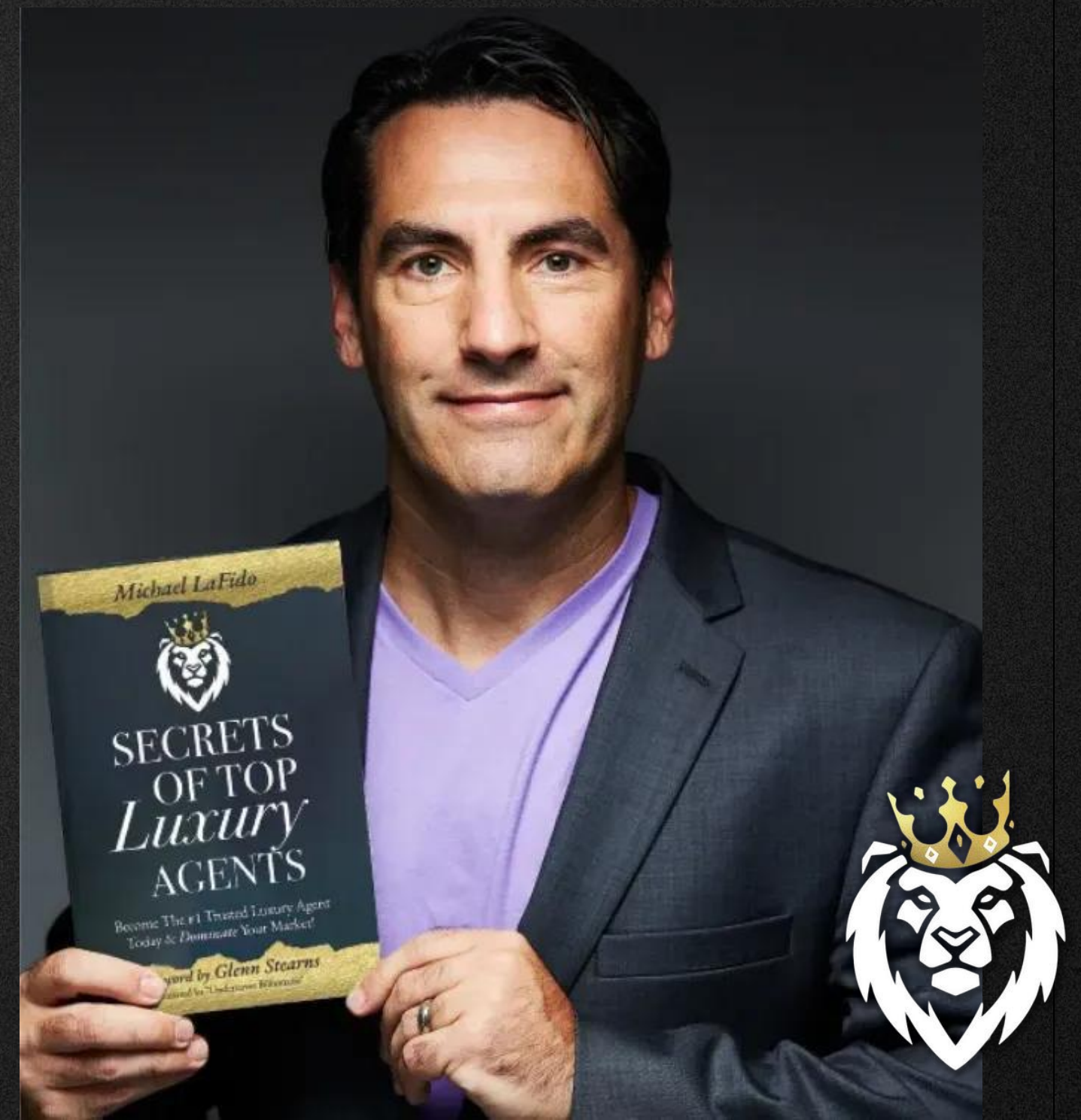
Grow your
knowledge,
and your
confidence
will grow.

- Michael LaFido

LuxuryListingSpecialistPodcas

t

**More Knowledge = More
Confidence = Less Fear**





Garbage In, Garbage....

IN



OUT






Garbage In, Garbage Stays!



7 Benefits Of Selling Higher End Homes

- Earn Higher Paychecks
- More Profitable
- Better ROI²
- Better Referrals
- More Time Off
- Credibility/Respect
- It's FUN



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

LuxuryListingSpecialistPodcas
t

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.



Increase Your Average Sale Price By Adding More High End Transactions

What Would A 30% Raise Do in the Next Year for Your Business

Elevated Price Point

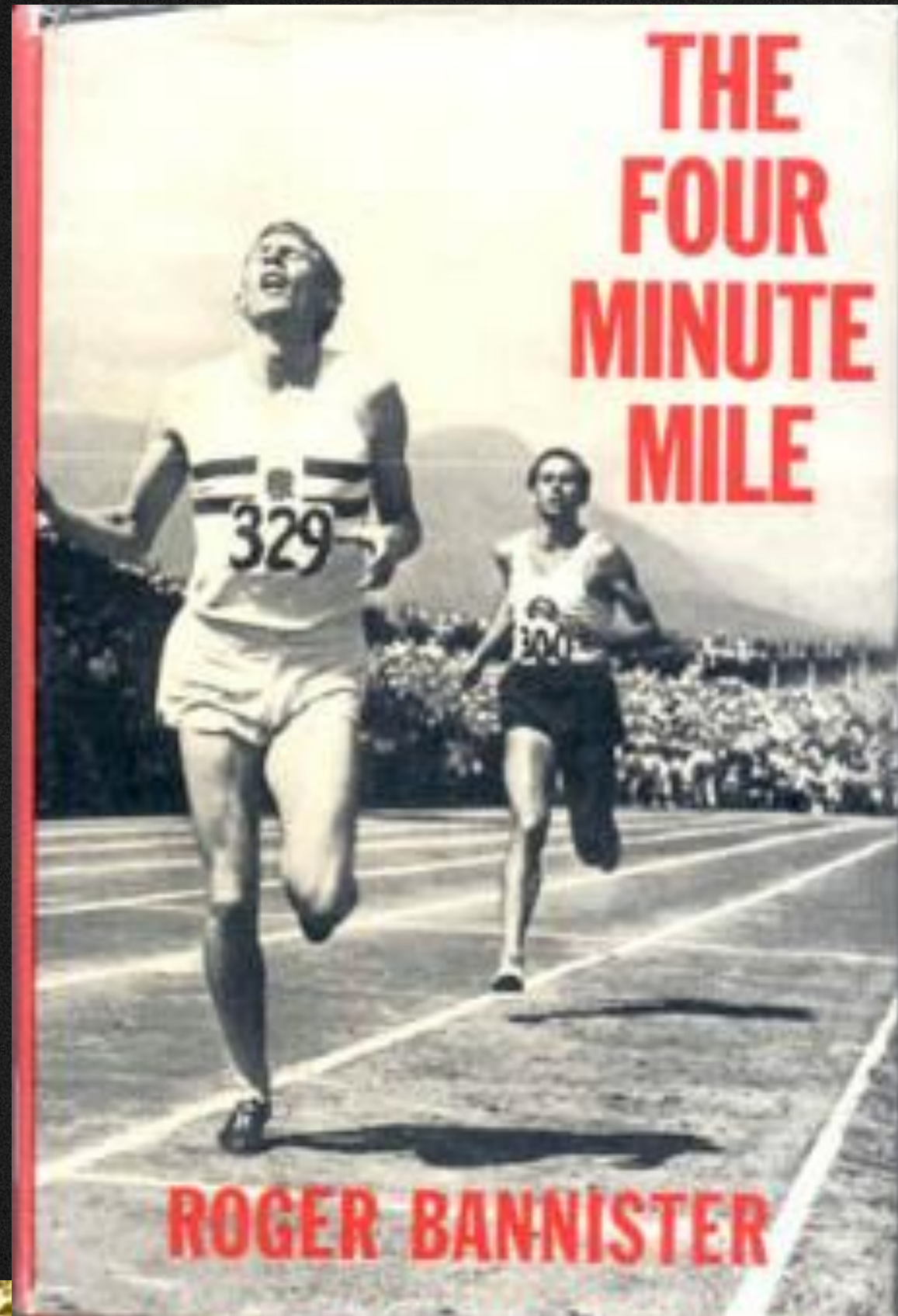
Average Sale Price	Increase 30%	Average Sale Price
\$200,000	⇒	\$260,000
\$300,000	⇒	\$390,000
\$500,000	⇒	\$650,000
\$750,000	⇒	\$975,000

Imagine This...





Why Not You?



Roger Bannister- May 6, 1954

Was The First Person To Run The Mile Under 4 minutes.

Within 2 years, 37 Other Runners Broke The 4 Minute Mile Barrier.

How Did The 37 Others Do It?

2. Marketing Blueprint



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



Michael LaFido

**LEVERAGING
OTHER
PEOPLE'S
PROPERTIES
(OPP)**



LEVERAGING OTHER PEOPLES PROPERTIES

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

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

**7. CONTENT FOR YOUR
SOCIAL MEDIA**

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

**6. REFERRALS FROM THESE
NEW RELATIONSHIPS**



**5. GENERATE SELLERS FROM
THOSE LISTINGS**

**4. GENERATE BUYERS FROM
THOSE LISTINGS**



Who Would Like A
Free Book?



SCAN HERE



Let's Connect!



Connect



Michael@MarketingLuxuryGroup.com

LuxuryListingSpecialist.com
MarketingLuxuryGroup.com
LuxuryFridays.com



LUXURYSPECIALIST



LUXURYLISTINGSPECIALIST



MARKETINGLUXURYGROUP

