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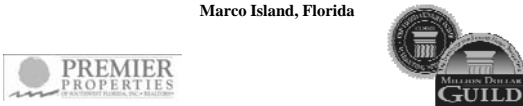
▪ **Sue Krider**
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Luxury Home Marketing Experts Panel

Positioning Yourself Quickly As The Luxury Agent Of Choice

2010 Realtors® Conference & Expo

Jim Prange, P.A. GRI, CRS,
Premier Properties of Southwest Florida, Inc. Realtors®
Marco Island, Florida



Want to dominate your luxury market?
 Brand yourself as
 “The Luxury Expert”

ACTION PLAN:

1. Identify your target area and price ranges
2. Learn your market. Know everything...
Become the “Area Expert”!
3. Create your desired identity or “brand” with quality materials and a statistical market update report



Double the value...

- **Aggressive marketing of your luxury properties also reinforces your branding in the luxury niche**
 - Remember the quality of the marketing pieces should reflect the quality of the property

Use Professional Direct Mail
“Just Listed” and “Just Sold” Cards

PRANGES' SALES OVER \$2MILLION SINCE '08!

866 Elm Ct.	\$2,300,000	Jan. 2008
1731 Lindlow Rd.-LISTED & SOLD	\$2,900,000	May 2008
1002 Royal Marco Way	\$7,750,000	May 2008
780 W. Cleveland Dr.	\$4,550,000	May 2008
480 Clay Ct.	\$4,450,000	Sept. 2008
172 South Beach Dr.	\$2,600,000	March 2009
1898 Inlet Dr.	\$2,900,000	May 2009
501 Tigertail Ct.	\$3,900,000	Aug 2009
1190 Mission Ln.	\$2,025,000	Nov 2009
999 Cucumber Dr.	\$2,350,000	Nov. 2009
949 Sun Mirror Rd.-OFFERED (SALE)	\$3,900,000	Nov. 2009

For Indirect Access Home on Marco

Based on information from the Marco Island Area Association of REALTORS and Association of Real Estate Brokers for the period 12/31/08 to 12/31/09. This information was not independently verified and is subject to change without notice. All figures are in U.S. dollars.

Market Update



Tell your branding story visually as well as with words

Back of High-Gloss "Just Listed" Postcard

Just Listed

The Castle on Robert's Bay

This Paradise estate is truly located on the tip of Robert's Bay with 1/4 of water frontage. It is a true "Just Listed" property, presenting a whole new architectural aesthetic. Incorporating local craftsmanship, indigenous materials & modern technology into a timeless traditional residence for the discerning buyer in search of a truly unique, intimate & limited address. Being represented by a "Just Listed" agent of this property, visit www.PremierProperties.com.

\$8,250,000- Not A Drive-By!

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Customize Maps of Your Area & Communities

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DAVID DOUGLAS
The Jim Prange & David Douglas
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Sell the lifestyle!

Note how the copy targets an affluent buyer

TRY WATCHING WALL STREET FROM here

PREMIER here

ADD SOUTHWEST FLORIDA TO YOUR ENJOYMENT PORTFOLIO!

Create a market update report

- Contents:** Agent & company profile, market statistics with graphs showing home condo, and homesite sales in your area.
- Compare to past years -- We track sales back 10 years.
- Collect "good news" articles and use in your publication.

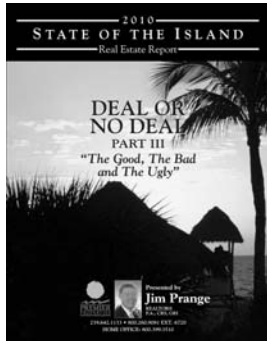
2010 STATE OF THE ISLAND
Real Estate Report

DEAL OR NO DEAL PART III
"The Good, The Bad and The Ugly"

Presented by **Jim Prange**

Create a market update report

- You want to make sure your readers know you are “the expert” in your area (share the statistics).
- This is another way to promote your websites, your market area, and listings.
- Distribute as an insert in your local newspapers and make it available online.



Want to dominate your
luxury market?
Brand yourself as
“The Luxury Expert”

*Creating your Market Update Report
is a key way to do this!*

Luxury Home Marketing Capturing the Listing

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Judy Smith, ABR, CBR,
CLHMS, CRB, CRS, CNHS



- Omaha, Elkhorn, Gretna, Papillion & Bellevue Nebraska
- Serving Client Needs Since 1987
- Over 10 Years with RE/MAX
- RE/MAX Hall of Fame
- Broker's License, Broker/Owner/Team Leader
- Member: The Institute for Luxury Home Marketing

#1 Luxury Listing Tool Hardbound Presentation Book



What's in the book? And why.

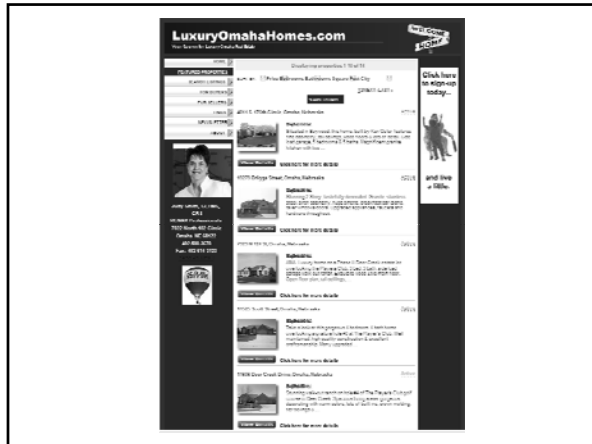
See Your Home on these Luxury Websites



LuxuryOmahaHomes.com




Your Source for Luxury Omaha Real Estate

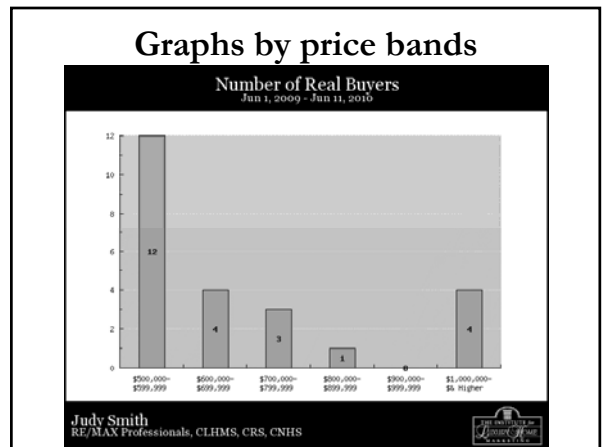




Additional Marketing

- Visual Tour
- 24 Hour Recorded Information
- Full Color Property Brochures
- Open Houses if the Seller Desires



Certified Luxury Home Marketing Specialist (CLHMS)

Leverage designations and memberships to build your credibility

Explain how the consumer benefits! It's about them, not you.




Certified Residential Specialist

- Highest NAR Designation
- Most Educated
- Most Experienced
- Full Time Realtor®
- Dedicated



CRS means a more competent, experienced agent working for YOU.

Education is Important

The results you achieve directly relate to the time you dedicate to the business

- Designations & Certifications
- Sales training, prospecting & technology
- Listing, selling, negotiating & networking
- Recommended read
- *Burst This* by Frank McKinney
- Stay up-to-date with the market - be the expert!

Useful tools and their vendors

- Hardbound Presentation Books – Unibind.com
- ToolKit CMA – RealtyTools.com
- Virtual Tour – VisualTour.com
- Sensations – Sensations.com

Organization is the Key

Technology can help

- Database Management --TopProducer.com
- Online Document Storage -- Box.net
- Faxes by Email -- UFAX.net
- Electronic signatures – DocuSign.com

Making a Difference

- Provide stellar service!
- Use luxury signs to set listings apart
- Always use the maximum number of quality photos on every website
- Never submit a listing to the MLS without all photos and virtual tour

Making a Difference

- Use graphs (by price range) defining activity
(My Market Graphs from the Institute for Luxury Home Marketing)
- Reach out with social media
- Send closing gifts & holiday cards
- Use client references/testimonials
- Email feedback

Tips for a Successful Luxury Business

- Remember : Luxury buyers/sellers require more attention (and may take longer)
- Provide a list of vendors to recommend
- Lack confidence? Take a Dale Carnegie course
- Thrive on Education, Technology, Training and Prospecting

Tips for a Successful Luxury Business

- Know your Statistics
- Learn to handle Short Sales
- Network with other Luxury Agents
 - *Leaders in Luxury*
 - *StarPower*
 - Conventions and NAR conferences

Additional Tips

- Leverage your time efficiently and effectively
- Avoid making clients uncomfortable with you or what you say
- Respect client privacy and be discreet



Additional Tips

- Get involved with potential clients
- Make a goal and strive to achieve it
- Be yourself, be real & stay positive
- Dress like your clients do when they are at work
- Spend time with family – refresh your mind & your soul



Website resources I like

- Real Pro Systems – RealProSystems.com
- Number 1 Expert – Number1ExpertOnly.com
- Neighborhood Website – NonStopNeighbors.com

Developing a Luxury Niche:
**Marketing High Rise
Luxury Condos**



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**Brand yourself to reflect
the niche you've chosen**



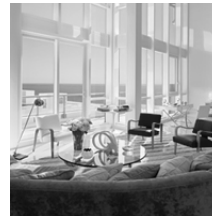
Develop a logo that ties to your niche

**Brand yourself to reflect
the niche you've chosen**

Create a theme line that reinforces it

Dream Big, Live High – Let our expertise lead you
up the elevator to your Dallas luxury high rise
condo.

You are selling lifestyle!



**Understand the opportunities
and challenges
your niche presents**

High Rise Niche Marketing

- Going Vertical
- No Signs Allowed
- HOA Dues
- Lender Challenges
- Overcoming obstacles to marketing luxury high rise condos

Every luxury niche demands quality materials and photography



Understand *your* prospects

As wealth goes up, so does Internet use

Develop an Online strategy

- To reinforce your expertise
 - To prospect
- To market your properties

Internet, Internet, Internet
Create a website and maybe a blog



Internet, Internet, Internet
Develop building-specific websites*

- www.3225turtlecreekblvd.com
- www.westvillageurbanlofts.com

*Same concept works for any luxury niche from gated communities to equestrian properties

www.3225turtlecreekblvd.com



www.westvillageurbanlofts.com



**Internet, Internet, Internet
Use targeted ad websites**

- www.Uniquehomes.com
- www.wsj.com



**Leverage the websites you use
What else can they do for you?
Add the "extras" to your marketing plan for happy sellers!**

Examples:

- Unique Homes digital edition is delivered to an exclusive email list of 500,000+ affluent individuals around the world
- Your listing is syndicated to 30 other luxury websites.

From: classifiedsupport@dwjones.com
To: susvider@man.com
CC:
Subject: Your Listings Report for Sue Kinder from 06/02/2010

←

WSJ provides reports to share with your sellers

	This period	2010 Total
Leads		
Email Requests	0	1
Listing Activity		
Listings Impressions	27	2,999
Views	0	486
CTR	0%	16.21%
Email Friend	0	1
Listings Saved	0	0
Brochures Printed	0	2
Floorplan Views	0	0
Map Views	0	44
Photo Views	0	255
School Information Views	0	0
Total Listing Activity	0	302



**Be open to new ideas
and creative solutions**

- Virtual staging
- Viral marketing – things that create a buzz
- Special niche websites and magazine sections
- Social networking with peers
- Etc...

Sue's 7 points to remember

1. Brand yourself to reflect the niche you've chosen
 - Develop a logo and theme line
2. Recognize you are selling lifestyle
3. Understand the opportunities and challenges your niche offers
4. Recognize that quality in your marketing is essential
5. Understand your prospects
6. Use traditional and new media creatively
 - An Internet strategy is essential
 - Leverage your marketing (get more value for your dollar)
7. Network with your peers