



COURSE OUTLINE

Accredited Luxury Home Specialist (ALHS) Two-Day Course

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Course Objectives

The coveted ALHS® - Accredited Luxury Home Specialist - designation is maintained and managed by the Luxury Home Council, a group of real estate experts specializing in the sale of luxury homes. The ALHS® program is designed to provide agents with advanced training in the field of selling luxury homes.

The ALHS course will cover a number of topics critical to the success of any agent who wishes to service the highly sought after luxury home market including:

- The Luxury Home Market – National and Regional Trends
- Specialization and Building a Niche
- The Luxury Home Buyer – Needs and Desires
- Marketing to Find Luxury Home Buyers
- Presenting Your Services to Luxury Home Buyers
- Qualifying and Showing Homes to Luxury Home Buyers
- The Luxury Home Seller – Patterns & Trends / Needs & Desires
- Marketing to Find Luxury Home Sellers
- Presenting Your Services to Luxury Home Sellers
- Servicing and Marketing the Luxury Home Listing
- Staging and Showing the Luxury Home Listing
- Negotiation and Managing a Luxury Home Transaction

After completion of the course each student must pass a 50 question exam to test their knowledge. To obtain the designation students must pass the test with an 80% score or better, sell two homes in the luxury home field, and be a member in good standing with the Luxury Home Council and the National Association of REALTORS® or the National Association of Home Builders or the Canadian Real Estate Association.

Topics and Timing

Section 1: Defining a Luxury Home & Luxury Homeowner

- ◆ Luxury Homes: A Growing Market
- ◆ The Price of the Home
- ◆ Location: Exclusive Areas
- ◆ Size: Is Bigger Better?
- ◆ Luxury Home Market Categories
- ◆ Home Characteristics: Style
- ◆ Amenities: The Comforts of Home
- ◆ The Simple Luxury Home Definition
- ◆ Luxury Home Numbers: Local Statistics

Section 2: Understanding Wealth, Status, and Affluence

- ◆ The Wealth Halo: Does having Money Make You Happier
- ◆ Profile of the American Millionaire
- ◆ New Money VS Old Money Wealth
- ◆ Luxury Consumers: Income and Consumer Types
- ◆ Trading Up and Rocketing
- ◆ Luxury Bargain Hunters
- ◆ Driving Forces of the Luxury Home Market

Section 3: Specialization and Building a Niche

- ◆ Differentiating Yourself as a Luxury Home Specialist
- ◆ Four Key Reasons Consumers Choose a Specialist
- ◆ Brand Building

Section 4: Finding Luxury Home Clients

- ◆ The One to One Business Model
- ◆ Understanding the Clients Personality Type
- ◆ Keeping Affluent Clients Loyal
- ◆ Social Leverage: Networking with the affluent
- ◆ Finding Affluent Clients to Add to Your Network
- ◆ Connecting with the Affluent
- ◆ Building Advocates, Evangelists, and Cheerleaders
- ◆ Farming the Luxury Home Market
- ◆ The Luxury Home Tribe
- ◆ Using Relocation as an Affluent Prospecting Platform
- ◆ Finding Luxury Home Clients on the Internet
- ◆ Blogging and Podcasting: The Ongoing Online Dialogue

Section 5: Presenting Your Services to Luxury Home Buyers

- ◆ Mastering the First Impression
- ◆ Qualifying the Luxury Home Buyer
- ◆ Unique considerations when dealing with Luxury Home Buyers
- ◆ The Planned Presentation
- ◆ Building a Luxury Home Buyer Presentation
- ◆ Building Trust and Rapport
- ◆ Demonstrate Knowledge of the Specific Market
- ◆ The Extra Touch: Making Affluent Clients Feel Special

Section 6 - Showing Homes to Luxury Buyers

- ◆ Preparation: Getting Ready For a Showing
- ◆ The Personal Touch: Enhancing the Experience
- ◆ Four Steps to Showing a Luxury Home
- ◆ Asking the Right Questions at the Right Time

Section 7 – The Home Selection Process

- ◆ The Decision Tree for Luxury Home Clients
- ◆ Luxury Home Clients: Other Considerations
- ◆ FIRPTA: Foreign Investment Real Property Transfer Act
- ◆ Trusts and Corporations
- ◆ 2nd Homes
- ◆ Capital Gain Laws and Rules
- ◆ 1031 Exchange Rules
- ◆ Turning a Tax-Deferred Exchange into a Tax-Free Sale

Section 8 – Presenting Your Services to Luxury Home Sellers

- ◆ Presentation MAGIC
- ◆ Preparing for Multiple Interview Scenarios
- ◆ The Pre-Listing Kit
- ◆ The Six-Step ACTION Plan
- ◆ Using a Visual Presentation
- ◆ Building Confidence and Using a Focused Presentation
- ◆ Pricing the Luxury Home to Sell
- ◆ Product: Focus on the Features and Benefits
- ◆ Product: Helping the Home Tell a Great Story
- ◆ Product: The Feng Shui Phenomenon

Section 9 – Promoting a Luxury Listing

- ◆ Creating Buzz by Seeding Affluent Networks
- ◆ Unique Signage
- ◆ Luxury Listing Flyers
- ◆ The Secret System for creating “Can’t Miss” Marketing
- ◆ The Myth of Print Marketing
- ◆ Target Multiple Buyer Groups
- ◆ Location, Location, Location: Placing Ads where affluent buyers find them
- ◆ Four Ways to Take Picture Perfect Photos
- ◆ Qualified Open Houses
- ◆ Luxury Home Marketing Online
- ◆ Web Pages and Domains: Making it Easy to Find Your Luxury Listing Online
- ◆ Advertising Your Luxury Listing Online
- ◆ Video and Virtual Tours
- ◆ Responding to an Email Inquiry
- ◆ Email Marketing to other Luxury Home Specialists
- ◆ Tracking the Results



Section 10 – Special Needs of Luxury Home Sellers

- ◆ Establish a Communication Plan
- ◆ The Secret Listing
- ◆ Confidentiality: Agency and Higher Standards
- ◆ Safety and Security
- ◆ The Special Needs of Luxury Home Builders and Developers
- ◆ New Trends in Upscale Housing

Section 11 – Personal Marketing within the Affluent Market

- ◆ RESULTS focused personal marketing!
- ◆ Setting Marketing Goals
- ◆ Targeting Your Audience
- ◆ Timing Your Campaign
- ◆ Creating a Theme
- ◆ Elegance and Understatement

Section 12 – Negotiating as a Luxury Home Specialist

- ◆ Explaining the Process
- ◆ Request Disclosures
- ◆ Talk about Buyers (and Sellers) Remorse
- ◆ Discuss the Context
- ◆ Multiple Offers
- ◆ The Offer Presentation
- ◆ The Power of Fundamentals
- ◆ Representing the Luxury Home Seller
- ◆ Closing the Transaction
- ◆ Follow Up

Section 13 – Building Your Action Plan



Section 5: Presenting Your Services to Luxury Home Buyers	
<i>Mastering the First Impression</i>	1:00-1:10
<i>Qualifying the Luxury Home Buyer</i>	
<i>Unique considerations when dealing with Luxury Home Buyers</i>	
<i>The Planned Presentation</i>	1:10-1:30
<i>Building a Luxury Home Buyer Presentation</i>	
<i>Building Trust and Rapport</i>	1:30-1:45
<i>Demonstrate Knowledge of the Specific Market</i>	
<i>The Extra Touch: Making Affluent Clients Feel Special</i>	

Section 6 - Showing Homes to Luxury Buyers	
<i>Preparation: Getting Ready For a Showing</i>	1:45-2:30
<i>The Personal Touch: Enhancing the Experience</i>	
<i>Four Steps to Showing a Luxury Home</i>	
<i>Asking the Right Questions at the Right Time</i>	

Section 7 – The Home Selection Process	
<i>The Decision Tree for Luxury Home Clients:</i>	2:30-3:15
<i>Luxury Home Clients: Other Considerations</i>	
<i>FIRPTA: Foreign Investment Real Property Transfer Act</i>	
<i>Trusts and Corporations</i>	3:15-4:00
<i>2nd Homes</i>	
<i>Capital Gain Laws and Rules</i>	
<i>1031 Exchange Rules</i>	
<i>Turning a Tax-Deferred Exchange into a Tax-Free Sale</i>	End of Day 1

Section 8 – Presenting Your Services to Luxury Home Sellers	
<i>Presentation MAGIC</i>	9:00-9:30
<i>Preparing for Multiple Interview Scenarios</i>	
<i>The Pre-Listing Kit</i>	
<i>The Six-Step ACTION Plan</i>	
<i>Using a Visual Presentation</i>	
<i>Building Confidence and Using a Focused Presentation</i>	
<i>Pricing the Luxury Home to Sell</i>	9:30-10:00
<i>Product: Focus on the Features and Benefits</i>	
<i>Product: Helping the Home Tell a Great Story</i>	
<i>Product: The Feng Shui Phenomenon</i>	



Section 9 – Promoting a Luxury Listing	
<i>Creating Buzz by Seeding Affluent Networks</i>	10:00-10:30
<i>Unique Signage</i>	
<i>Luxury Listing Flyers</i>	
<i>The Secret System for creating “Can’t Miss” Marketing</i>	
<i>The Myth of Print Marketing</i>	10:30-11:00
<i>Target Multiple Buyer Groups</i>	
<i>Location, Location, Location: Placing Ads where affluent buyers find them</i>	11:00-11:30
<i>Four Ways to Take Picture Perfect Photos</i>	
<i>Qualified Open Houses</i>	
<i>Luxury Home Marketing Online</i>	
<i>Web Pages and Domains: Making it Easy to Find Your Luxury Listing Online</i>	
<i>Advertising Your Luxury Listing Online</i>	
<i>Video and Virtual Tours</i>	11:30-12:00
<i>Responding to an Email Inquiry</i>	
<i>Email Marketing to other Luxury Home Specialists</i>	
<i>Tracking the Results</i>	
Lunch Break	12:00-1:00

Section 10 – Special Needs of Luxury Home Sellers	
<i>Establish a Communication Plan</i>	1:00-1:30
<i>The Secret Listing</i>	
<i>Confidentiality: Agency and Higher Standards</i>	
<i>Safety and Security</i>	
<i>The Special Needs of Luxury Home Builders and Developers</i>	
<i>New Trends in Upscale Housing</i>	

Section 11 – Personal Marketing within the Affluent Market	
RESULTS <i>focused personal marketing!</i>	1:30-2:00
<i>Setting Marketing Goals</i>	
<i>Targeting Your Audience</i>	
<i>Timing Your Campaign</i>	
<i>Creating a Theme</i>	
<i>Elegance and Understatement</i>	



Section 12 – Negotiating as a Luxury Home Specialist	
<i>Explaining the Process</i>	2:00-2:45
<i>Request Disclosures</i>	
<i>Talk about Buyers (and Sellers) Remorse</i>	
<i>Discuss the Context</i>	
<i>Multiple Offers</i>	
<i>The Offer Presentation</i>	
<i>The Power of Fundamentals</i>	
<i>Representing the Luxury Home Seller</i>	2:45-3:00
<i>Closing the Transaction</i>	
<i>Follow Up</i>	
Section 13 – Building Your Action Plan	3:00-3:15
Exam Delivered	3:15-4:00

**Our instructors try to follow the above timeline as close as possible. However, based upon location, student count, facility requirements and market conditions at the time of the course, the time outline may vary.*