



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.



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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



**Pam Temple**  
Director of Luxury



**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

## OUR MEMBERS

As of year-end 2014, KW  
Luxury Homes International  
members have sold more  
than **\$6.7 billion** of real  
estate, with an average sales  
price of **\$953,000**

**\$6.7+**  
**BILLION**

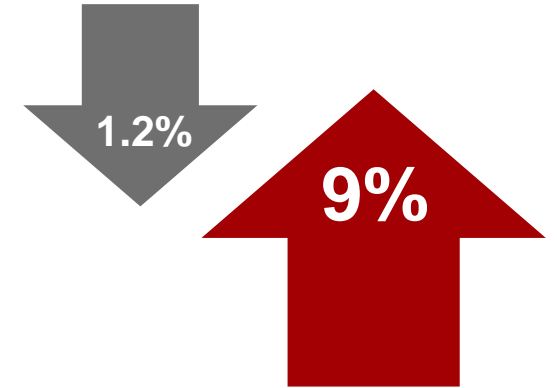


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[kwluxuryhomes.com](http://kwluxuryhomes.com)



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

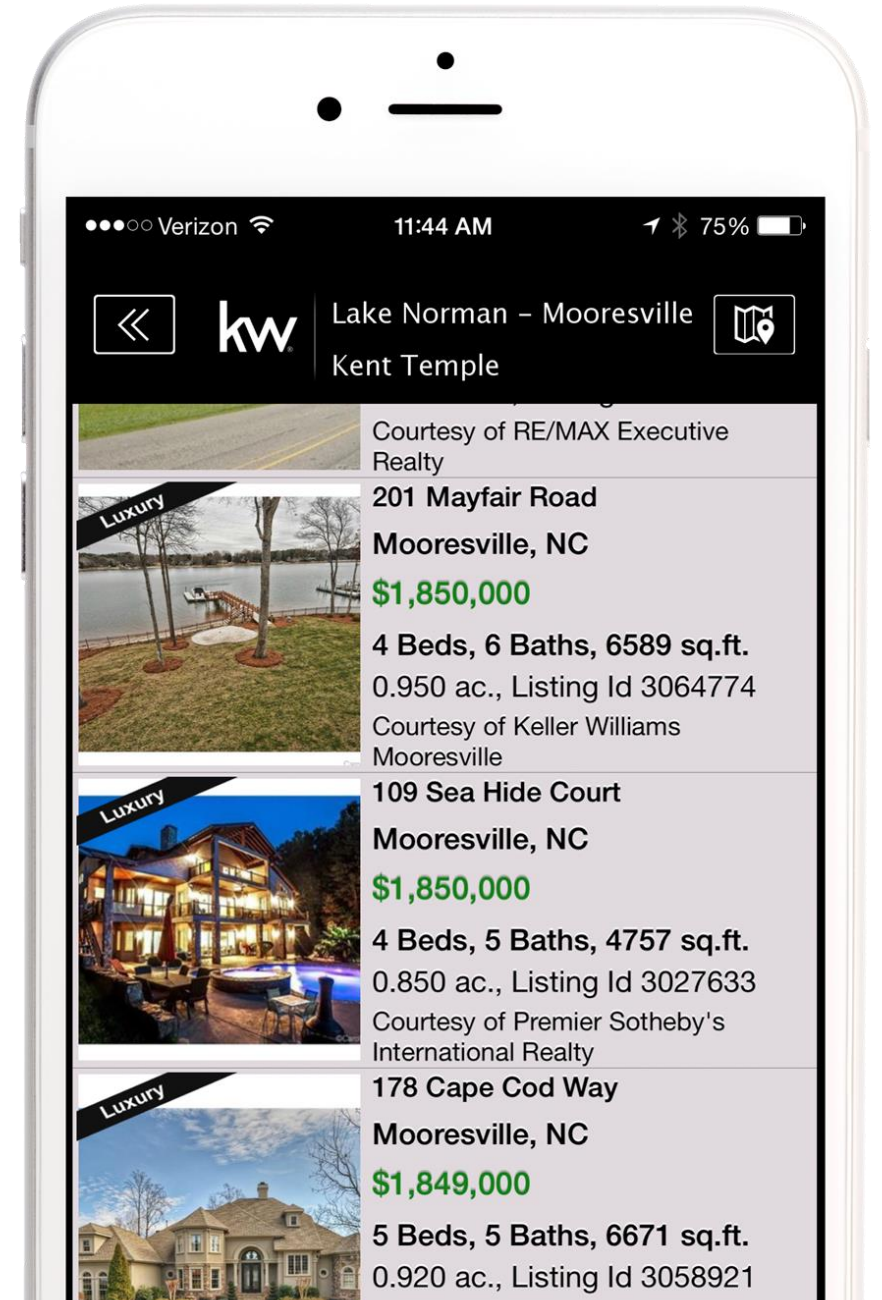


- **Custom-designed website** with full property search and spotlight opportunities for members and their listings
- **Customizable agent website** with geographic design options
- Ability to have **one luxury website and one standard Keller Williams Realty website**
- Ability to have **both a luxury email address and a standard Keller Williams Realty email address**

## Luxury Branding on the KW Mobile App

KW Luxury Homes provides the premium package for the KW Mobile app to all of our members. This includes Luxury branding within the app, personalized branding on each page, and a Luxury banner on all listings that meet the requirements of a luxury property.

“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

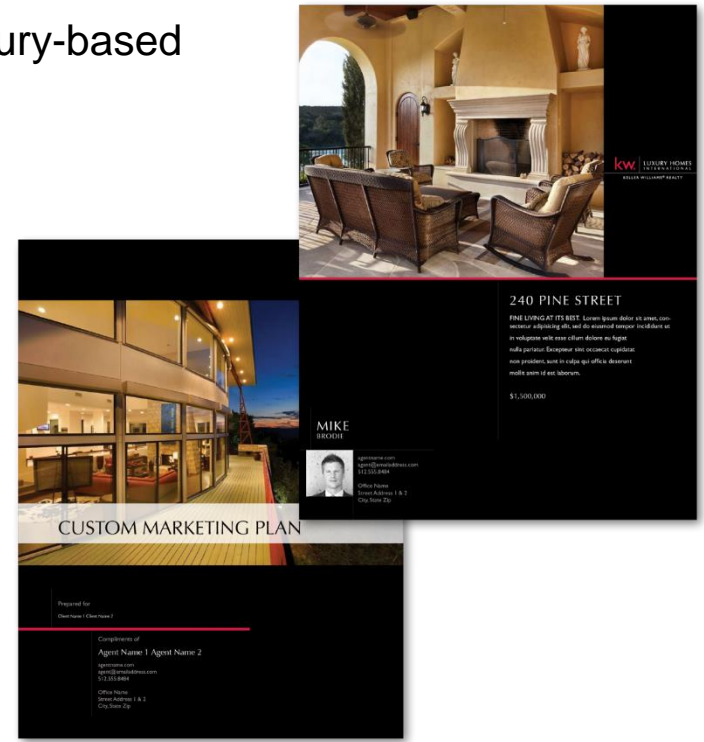
Exclusive, professionally designed branding

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

**Exclusive course** taught through Keller Williams University

## KW LUXURY HOMES RETREAT

Each year, members of KW Luxury Homes gather for 3 days of action packed training and networking. The 2015 retreat was held at the beautiful Hyatt Huntington Beach Resort and Spa. The 2016 retreat will take place April 10-12, 2016 at the Aria Resort & Casino in Las Vegas!

For more information, visit <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”

- Doris Carlin, *Luxury Homes International Member*

## THE ULTIMATE LUXURY EXPERIENCE KWU COURSE

This course will acquaint you with the specific and unique needs of the high-end clientele so you're prepared to wow them with your attention to detail and provide service that is delightful and unexpected. You'll develop an action plan to integrate customer experience **systems** and **standards** into your Luxury real estate business.

This course will teach you to:

- Understand and relate to luxury clientele at a higher level
- Develop a unique marketing strategy that impresses and wins clients
- Deliver a persuasive consultation
- Put together an action plan of systems and standards that ensures a wow experience every time



## 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.



INSTITUTE *for*  
LUXURY HOME  
MARKETING®

## 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.



Receive a free Proxio standard membership for being a KW Luxury Agent. Unleash the power of global real estate to capture more listings and make more sales!

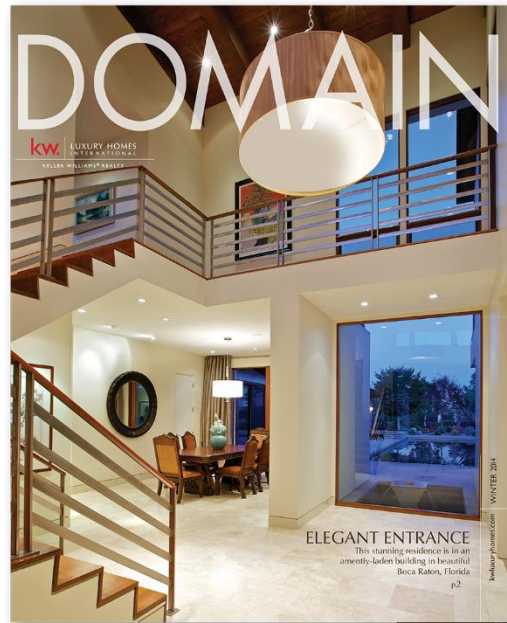
- Send listings to clients in 19 languages and 55 currencies
- Your listings added automatically to the international MLS
- Gain the competitive advantage in listing presentations
- Work with other KW Luxury agents to build your network
- Join groups and join our message boards
- Receive a customized website and start to sell new developments

# 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 Inlet and has only 9 condominium  
 units remaining. Enjoy full concierge services plus membership at the adjacent Boca Inlet 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  
 p.2



KENT MCINTYRE

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 kmcintyre@kw.com  
 954-658-8112

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  
 by boat bridges. Its easy living floor  
 merges indoor 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 liv-  
 ing in this almost 2,800 square foot, 3-  
 bedroom, 2.5 bath, penthouse residence.  
 1100 sq ft is just the beginning and offers  
 2 pools, a private club, tennis courts,  
 ballroom, concierge services and  
 many other amenities within its park-  
 ing grounds. Other residences also  
 offered from \$695,000 to \$4,795,000.  
 \$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

## 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.

# 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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