



## A MARK OF DISTINCTION

Recognized as the mark of accomplishment in luxury markets around the world, the **Certified Luxury Home Marketing Specialist® (CLHMS™) designation** assures affluent buyers and sellers that the agents who have earned it have the knowledge, experience, and special competencies required at the top of the market.

Real estate professionals who hold the CLHMS™ designation are Institute Members who have completed special training and successfully demonstrated their expertise in the luxury market by closing residential transactions in the top 10% of their area's sales. Those who have earned the CLHMS designation and work in the million dollar and above market, can also earn Million Dollar Guild® recognition. To maintain the CLHMS designation, one must be an active member of The Institute.

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## HOW TO EARN THE CLHMS DESIGNATION

It's a combination of education and sales performance. The CLHMS training course fulfills the educational requirements and completion of the course also makes you a Member of the Institute. Once you are an active member, you may apply for the designation by verifying successful performance in the top 10% of your residential market. You do not have to meet sales performance requirements in order to take the course.

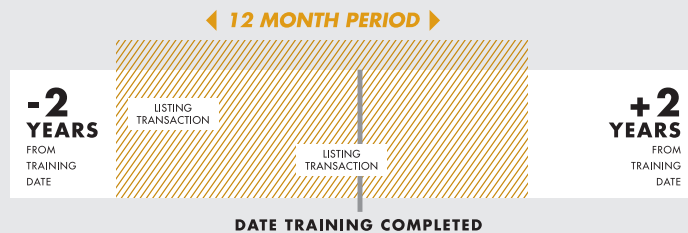
Training

Membership

Designation

## MEETING THE SALES PERFORMANCE CRITERIA FOR CLHMS DESIGNATION

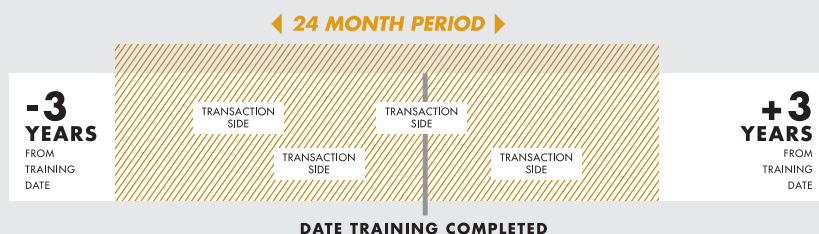
To earn the CLHMS designation you must demonstrate that you are successfully selling in the top 10% of your market, as defined by sales price. There are three options to choose from. Choose the path that best matches your experience.



### OPTION ONE:

**Education:** Complete the CLHMS training course.

**Performance:** TWO closed transaction sides at or above the qualifying sales price\* within a 12-month period where you acted as the listing agent. *This 12-month period can occur anytime within two years before and two years after your training date.*



### OPTION TWO:

**Education:** Complete the CLHMS training course.

**Performance:** FOUR closed transaction sides at or above the qualifying sales price\* within a 24-month period where you acted as the listing OR buyer's agent. *This 24-month period can occur anytime within three years before and three years after your training date.*



### FAST TRACK:

**Education:** Education requirement waived.

#### Performance:

- FIVE closed transaction sides of at least \$5 million each in the previous 48 months; OR
- TWO closed transaction sides of at least \$10 million each in the previous 48 months; OR
- ONE closed transaction side of at least \$20 million in the previous 48 months.

## MAXIMIZE YOUR SUCCESS

Join our network of top-performing luxury agents today. Visit [www.luxuryhomemarketing.com](http://www.luxuryhomemarketing.com) or call us at 214.485.3000 for more information.



Live Training



Online Training



Fast-Track

\* For designation purposes, the qualifying sales price is the price which defines the beginning of the top 10% of your MLS market, based on all condo, co-op, and single family sales in the previous 12 months. In the event that the price defining the top 10% is less than \$500,000, the qualifying sales price defaults to \$500,000. In no case may a property priced below \$500,000 be used to meet performance requirements.