

# MEMBER TOOLS & RESOURCES

INSTITUTE *for*  
LUXURY HOME  
MARKETING

*One full year of Institute Membership is included with training and is renewable annually. The current annual fee to renew is \$295.*

## RISDMEDIA'S AUTOMATED CONTENT ENGAGEMENT (ACE)

The ACE Social platform gives you weekly, luxury content automatically published to your social channels.

## LUXURY MARKET REPORTS

Developed by REAL Marketing, the Institute's Luxury Market Report helps Members gain insights into North American market trends and provides monthly analysis for more than 140 luxury markets in the United States and Canada. Members can request to create custom branded Market Reports for their market areas or use our Market Graphs tool to create quick graphs using your MLS data.

## ONLINE WEALTH LOOKUP (OWL)

The Institute's Online Wealth Lookup (OWL) is a simplified interface to WealthEngine's FindWealth 9™ – just for our Members. OWL gives you a quick and easy way to get a financial “snapshot” of prospects, helping you quickly assess credibility, begin your qualifying process, gain leverage in negotiations, strengthen relationships, and earn trust.

## LEARNING RESOURCES

- Members have unlimited access to free state-approved CE courses through McKissock Learning
- Members can access our Luxury Online training, the on-demand version of our Luxury Home Marketing
- Member Webinars and Tools Trainings
- Exclusively available to Institute Members: Ditch the Pitch (\$99), Smart Homes & Whole Home Automation (\$39), Luxury Home Staging (\$29)

## THE INSTITUTE NETWORK

Institute Members can connect, refer, learn, and mentor in this exclusive community with other real estate professionals from across North America.

## KISS, BOW, OR SHAKE HANDS DIGITAL

This insightful and comprehensive digital reference guide provides a cultural orientation of best practices and protocols when meeting clients of all backgrounds, enabling you to increase revenue opportunities by developing long-term client relationships.

## WE PROSPECT

Institute Members receive an annual 100 records with WealthEngine's Prospect tool, allowing you to create a custom mailing list of precisely targeted and qualified affluent prospects, based on your own chosen criteria.

## HURDLR

Seamlessly track your business expenses, mileage, deductions, and commissions in real-time.

## TRAINING GUIDES & NEXT STEPS

Luxury Marketing Blueprint, Guide to Achieving Success in the Upper Tier Market, Guide to Winning Listings in the Upper Tier, Guide to Marketing Upper Tier Listings, sample Buyer, Seller Information Forms, and more are available to download from your Member Portal.

## INSTITUTE BRANDING

Brand yourself as a luxury agent and stand out among the crowd. Members have access to the Member, CLHMS™, and GUILD™ logos based on their membership level. Members can also download social media announcements, press release templates, and “Why work with...” fliers.

## LISTING OPPORTUNITIES

The Institute has negotiated exclusive rates for our Members with print and digital media companies The Wall Street Journal, Mansion Global, Unique Homes, and DuPont Registry.

## LUXURY PRESENCE

Luxury Presence is the leading growth marketing platform powering the world's elite real estate agents and brokers. Luxury Presence helps real estate agents grow their business through cutting-edge marketing software, unlike other companies who simply just provide a website. Luxury Presence offers Institute Members exclusive preferred rates on multiple plans.

## RICH BUYER, RICH SELLER

The book that started it all! Read the free e-book from Institute founder Laurie Moore-Moore, the original guide to luxury real estate marketing.

## MARKETING SOLUTIONS POWERED BY REAL MARKETING

Present your experience, expertise, and marketing strategies through custom marketing tools with REAL Marketing's comprehensive platform of products and services, available to Institute Members at exclusively discounted rates.

## XPRESSDOCS

Take advantage of a special virtual design center for Members where you can order custom property brochures, fliers, mini-brochures, and more!

## CLUBCORP

Exclusive marketing opportunities to affluent ClubCorp members, leveraging your luxury real estate business in front of the eyes of a highly engaged and connected community.

## SUPREME AUCTIONS

Work with the industry leader in accelerated marketing, which brings buyers and sellers together in a smooth, swift, and transparent transaction. Institute Members receive a referral bonus for their first luxury auction.

## PROXIOPRO

ProxioPro enables you to get international visibility for you and your listings, connect with more than one million international agents for networking and referrals, and search international agents and their listings. Valued at \$99, Institute Members have access to a free standard account with unlimited enhanced listings.

## HUB

Clients of Institute Members can receive a complimentary insurance review for any property within the United States. Carrie Ousley with HUB will take care of the details.