



Luxury Collection Program Overview

The eXp Realty Luxury Collection supports and assists eXp Realty agents who serve the luxury community in acquiring and selling high-value residential homes and estates.

eXp Realty Luxury Collection Membership Qualifications

In order to participate in the eXp Realty Luxury Collection Program, eXp Realty agents must meet the following criteria:

- Currently licensed and in good standing with eXp Realty
- In good standing with local Department of Real Estate and Association / Board of Realtors ®
- Current member of the Institute for Luxury Home Marketing
- Proven transaction history of a minimum of two closed luxury transactions within the previous rolling 12-month period **OR** have the CLHMS designation (Certified Luxury Home Marketing Specialist)
 - Luxury transactions are determined by the sold price of a unique, residential property that represents the minimum value of the top 10% of the residential sales in a market and is more than \$500,000. To determine the top 10%, create a report in your MLS for closed transactions within the past 12 months in your county for properties over \$500,000. If your sales transactions are at or above the lowest price point of the top 10%, they classify as luxury.

Upon the completion of the above-referenced qualifications, agent is eligible to apply for the eXp Realty Luxury Collection membership.

eXp Realty Luxury Collection Membership Fee & Application Process

Annual Membership fee: \$300

- This will be renewed automatically unless agent specifies otherwise 30 days prior to renewal date.

eXp Realty Luxury Collection application: <http://bit.ly/eXpLuxuryCollectionApplication>

The following must be submitted with your application:

- Proof of membership with the Institute for Luxury Home Marketing.
- Proof of luxury sales transactions along with supporting documentation **OR** CLHMS designation certificate.

The application will be incomplete until all documentation is received. Upon application approval, agent will be invoiced accordingly and admittance to the program will be granted.



The Institute of Luxury Home Marketing Membership and Training

Agent must complete an Institute for Luxury Home Marketing training course, live or online, to visit become a member of the Institute.

For more information on how to become a member, exclusive training options and pricing, visit <https://www.luxuryhomemarketing.com/real-estate-agents/exp.html>

Benefits of eXp Realty Luxury Collection Membership

- Sleek, luxury-branded eXp Realty Logo
- Luxury "For Sale" sign template
- Easy-to-use, click, drag and drop marketing collateral available in the private Luxury Collection of the eXp Marketing Center.
- Live Exp World monthly training taught by luxury partner: Luxury Tips and Tricks
- CLHMS designation 12-hour course offered in eXp World once a quarter
- Secret eXp Luxury Collection Workplace Group (qualified members only)
- Invitation to the Luxury eXchange - monthly luxury mastermind event
- Domestic and international luxury networking opportunities
- Internal luxury referral network
- Luxury-themed kvCORE website template (coming soon)
- Social media auto-posting services (coming soon)
- Internal announcement upon receipt of designation and press release template provided to the agent for external marketing
- Top luxury producers will be recognized at the annual awards gala based on sales volume and gross commission income (GCI). Agent is responsible to submit transaction and GCI verification in order to be considered for these awards. A form will be provided in the Workplace Group under the FILES tab.
- Membership discount to Global Elite: 25% reduction from published pricing
- Invitation to the luxury events at eXp Shareholder Summit and EXPCON
- As the program matures, the company will build a luxury mentorship program to assist agents with their move into the luxury market.
- The Institute will soon release the Pathway to Luxury coursework to assist agents in their move to the luxury niche. This coursework is included in the Institute annual membership fee
- Additionally, all luxury agents have access to the full suite of benefits offered by the Institute.

For a comprehensive list, visit:
http://www.luxuryhomemarketing.com/real-estate-agents/benefits_overview.html