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LPS Certification FAQ

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lps

luxury certification

The Coldwell Banker Global Luxury certification course is designed to showcase Coldwell Banker influence and strength in global luxury and the luxury

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The Coldwell Banker Global Luxury (CBGL) certification course has been designed with excellence in mind, taught by those who work daily in the luxury market. Providing you with the knowledge and tools to enhance or begin your career in the luxury market.

The certification course is administered by The Institute for Luxury Home Marketing (The Institute). The format of the certification includes both Coldwell Banker Global Luxury and The Institute course instructors.

- The course is a two-day luxury experience.
- Course tuition includes the cost of the certification course itself and a two-year membership with the Institute. Membership renewal with The Institute is optional after the initial two-year membership.
- The LPS designation does not need to be renewed as long as the agent is affiliated with Coldwell Banker.

🔗 Do I need to renew my Luxury Property Specialist designation?

- Upon completion and verification of production a Luxury Property Specialist will hold the designation for the remainder of their tenure as an Affiliated Sales Associate at Coldwell Banker.
- Agents who received the LPS designation after 2018 and return within a year of leaving the Coldwell Banker network, do not need to retake the CBGL course.
- Agents who were legacied into the CBGL program regardless of their separation date from Coldwell Banker will need to retake the CBGL course.

🔗 Who may take the course?

- Any Coldwell Banker affiliated sales associate may take the course and become a Member with The Institute. Taking the course and becoming a member of The Institute does not mean that you are a Luxury Property Specialist, threshold criteria must be met and approved to receive the designation.

②Do I need to meet the CBGL listing production to attend a CBGL course?

No, you don't need to meet the listing production requirements to attend the CBGL course. You have two(years) from the time you attended the CBGL to meet your qualifying listing production.

②How do I become a certified Luxury Property Specialist?

- To become LPS certified, affiliated sales associates must submit an application to The Institute with documentation showing you have sold three (3) qualifying luxury properties within a 24-month period from the application date. All applications must be submitted within 24 months from the training completion date.
- The threshold for luxury properties is determined by the top ten percent of sales of the listing zip code. To find the Global Luxury Threshold please visit CB Desk and proceed to Global Luxury Threshold Look-Up Tool.
- Affiliated sales associates may also be eligible to receive the Certified Luxury Home Marketing Specialist (CLHMS) designation, which calculates the luxury threshold using different criteria (three properties, based on the top ten percent of sales within a county.
- **For team members**, both members of a team can use the same property as long as they send us a Commission Disbursement Agreement as proof that they both received a commission for it.
- Affiliated sales associates only need to submit one (1) application to be

considered for BOTH the Coldwell Banker Global Luxury Certification and the CLHMS Designation.

- The Institute will review all applications and will respond to agents before their desired course. The application process does not affect your ability to register for a course. Your certification becomes active upon completion of the course and the verification of production.

❓How will sales associates benefit from the national certification course administered by The Institute?

- National certification serves to distinguish Luxury Property Specialists as some of the most experienced, talented, and vetted specialists in the industry.
- Certification course attendees benefit from the experience of the most successful Luxury Property Specialists in the world sharing their strategies and luxury marketing methods. The Coldwell Banker Global Luxury Experience offers an unprecedented opportunity to network and mastermind with Luxury Property Specialists.
- Two years of membership in The Institute is included with the Global Luxury Certification.
- Membership in the Institute provides additional opportunities for industry-honored designations and access to a global network of luxury home marketing professionals.
- Additional benefits of Institute membership include:
 - Access to additional networking and learning sessions.

- Practical strategies and tools to build a client database.
- Successful personal branding strategies
- Additional opportunities to network with luxury peers in the Real Estate Industry

What topics are included in the Coldwell Banker Global Luxury Experience?

- Understanding and articulating the value of the Coldwell Banker Global Luxury Program
- How to access and use national Coldwell Banker Global Luxury Program tools and resources
- How to identify properties appropriate for the Coldwell Banker Global Luxury Program
- Available global marketing options through the Coldwell Banker Global Luxury Program
- New technologies and additional programs included in the Coldwell Banker Global Luxury Program
- How to build relationships and create a powerful network in a luxury market
- How to prepare for and conduct an exceptional luxury listing consultation
- The best practices for conducting an exceptional luxury buyer consultation
- How to identify essential components of a custom marketing plan for a luxury listing
- How to communicate the value of the Coldwell Banker brand tools, network, and power to your clients

②Is there a difference between the ILHM course offered by the ILHM and the combined ILHM/CBGL course??

- Yes, there is a difference. The ILHM course not offered in conjunction with the CBGL course will not qualify agents to receive the LPS designation.

• **For additional information contact:**

training@luxuryhomemarketing.com

②What sets the Coldwell Banker Global Luxury Certification Program apart?

- Many of the top Coldwell Banker-affiliated sales associates are luxury Certified.
- The Certification course is presented by Global Luxury Ambassadors who are considered masters of the luxury real estate craft.
- The Coldwell Banker Global Luxury Program offers a wide array of leading-edge resources that distinguishes it, along with the expectation of excellence.

②What are the Global Luxury threshold criteria for the certification?

- Three (3) qualifying luxury property transactions (not sides) closed within 24 months of application where each property is: Residential, such as a single-family home, townhome, condominium, or cooperative. Coldwell Banker-affiliated sales associates have two years from the date of completion of the Global Luxury course to provide the

appropriate listing production. At the time the production is verified affiliated sales associate will receive the designation of Luxury Property Specialist and will retain the designation for their tenure as a Coldwell Banker affiliated agent.

- Unimproved land, commercial, or multi-family properties do not qualify.
- A unique address. If an associate is listed as both the listing agent and the buyer's agent for a single transaction, the property will qualify once.
- Properties sold at or above the luxury threshold. The luxury threshold is the top ten percent of residential sales in a market area or \$500,000.00, whichever is greater. The market area is defined as a zip code in the United States and a metropolitan area in other countries. In some cases, the top ten percent threshold for The Institute may differ from the Global Luxury Threshold.
- Proof of Production must be supported by a Full MLS Sold Report. If the full report is not available, both a HUD Settlement Statement and Commission Disbursement Acknowledgement (CDA) may be used. All supporting documentation must include the full property address, a property type or description of the residential, the commissioned agent's name, sold price, and the closed date.
- Upon completion and verification of production a Luxury Property Specialist will hold the designation for the remainder of their tenure as an Affiliated Sales Associate at Coldwell Banker. The Institute membership and their

independent designations will renew yearly after the initial two-year period at the requirements outlined by the Institute.

🔗How often is the Coldwell Banker Luxury Program?

- Certification course schedules are announced on Desk.

🔗Who can I contact about my LPS and CLHMS designations?

- applications@luxuryhomemarketing.com

🔗How do I submit my Global Luxury listing production form?



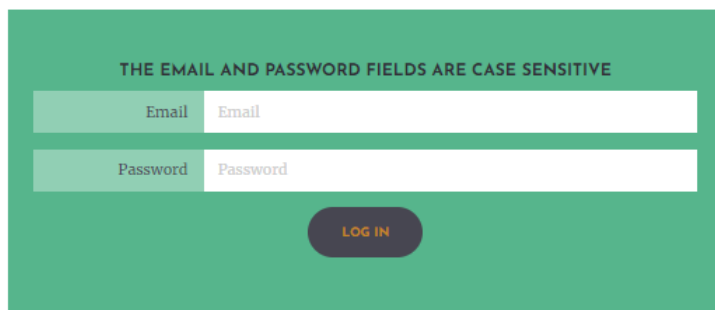
COLDWELL BANKER

Step 1: [Log in](#) to your Institute Member Portal using the email address used at the time of registration.

If you do not remember your password or has not yet activated their Institute Member account, select the Forgot Password option (see below). You will be sent a password reset email to complete

the login process.

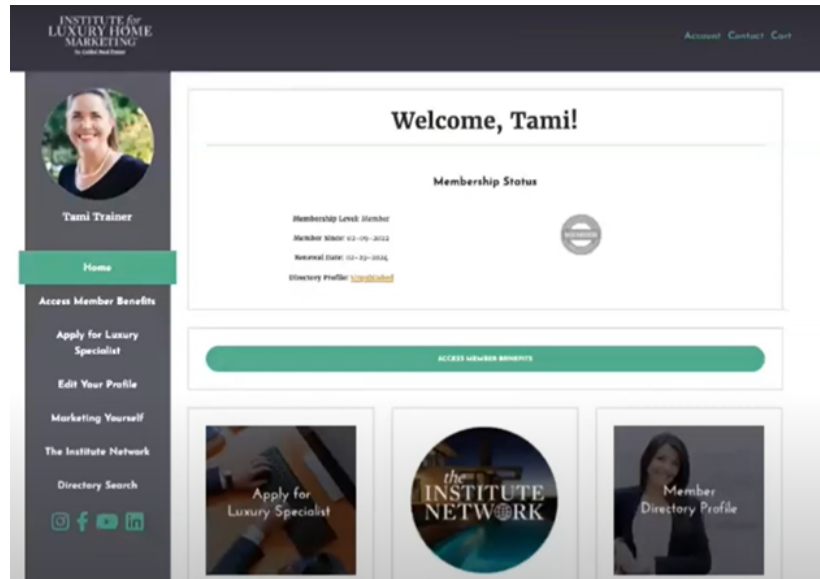
- INSTITUTE LOGIN -

A screenshot of a login form with a green background. At the top, it says "THE EMAIL AND PASSWORD FIELDS ARE CASE SENSITIVE". Below this are two input fields: "Email" and "Password", each with a label and a text box. At the bottom right is a dark green "LOG IN" button.

[FORGOT PASSWORD?](#)
[CLICK HERE TO RECEIVE AN EMAILED PASSWORD RESET LINK.](#)

Step 2: Select “Apply for Luxury Specialist”

This is located on the left-hand side of the member home page (see below) as soon as you log in.



You will be brought to your application page, including instructions, a how to video, and quick threshold lookup links.

The screenshot shows the 'Apply for Luxury Specialist' application form. The header includes the Institute for Luxury Home Marketing logo and links for Account, Contact, and Cart. The left sidebar contains a profile picture, name, and navigation links: Home, Access Member Benefits, Apply for Luxury Specialist, Edit Your Profile, Marketing Yourself, The Institute Network, and Directory Search. The main content area displays the title 'Apply for Luxury Specialist', a brief description of the application process, and a progress bar showing 67% completion. Below the progress bar are three columns for 'Qualified Transaction 1', 'Qualified Transaction 2', and 'Qualified Transaction 3'. Each column contains a 'Submitted' status, a 'Do my transactions qualify?' link, and a form with fields for Closing Date, Country, State/Prov, County/Market Area, and Zip Code. The 'Qualified Transaction 3' column also includes a 'Do my transactions qualify?' link, a 'Closing Date' field, a 'Country' dropdown, an 'Address' field, a 'Sales Price' field, and a 'Manager Email' field. A 'Go to' button is visible in the bottom right corner.



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