



WELCOME *to* REAL ESTATE'S MOST EXCLUSIVE NETWORK

Marketing Tools and Educational Resources for Newly Certified
Coldwell Banker Global Luxury® Property Specialists



COLDWELL BANKER



APPLY FOR THE LUXURY PROPERTY SPECIALIST DESIGNATION

Upon registration of the Coldwell Banker Global Luxury® certification course, you are eligible to apply for two designations:

- Luxury Property Specialist (LPS), exclusive to Coldwell Banker Global Luxury
- Certified Luxury Home Marketing Specialist (CLHMS™) from the Institute for Luxury Home Marketing

You will also receive a two-year [membership](#) with The Institute for Luxury Home Marketing (LHM).

Designations will only be awarded after all application requirements have been met and you have successfully completed the Global Luxury certification course.

PROGRAM BENEFITS

FOR CERTIFIED LUXURY PROPERTY SPECIALISTS*

Upon receiving the LPS designation, you will have access to a powerful arsenal of tools and resources for promoting your listings and growing your business:

BUILD YOUR GLOBAL LUXURY PROFILE

- Profile page with display listings on ColdwellBankerLuxury.com
- 2-Year ILHM Membership includes a profile on LuxuryHomeMarketing.com

How to Update Your Profile on ColdwellBankerLuxury.com:

- If you're with a Coldwell Banker Affiliate, contact your local office.
- If you're with Coldwell Banker Realty, update your profile in Trident.

How to Update Your ILHM Profile:

- Log into LuxuryHomeMarketing.com/p/home

BRAND YOURSELF AS A GLOBAL LUXURY AGENT

- Download Global Luxury logos and add them to your profiles, website, email signature and more. *Find the approved logos* [MoneyPenny - Coldwell Banker Global Luxury](https://MoneyPenny-ColdwellBankerGlobalLuxury.com)

GENERATE NEW LEADS

- Tap into WealthEngine® to create and download targeted prospect lists of high-net-worth individuals to use in your marketing.
- Receive 1,000 complimentary prospects as an LPS.

EMBRACE ONGOING EDUCATION

Enjoy exclusive access to ongoing ILHM seminars throughout the year. *To find upcoming trainings, log into* luxuryhomemarketing.com/p/home *and select "Access Member Benefits."*

HOW TO LEVERAGE GLOBAL LUXURY



PROGRAM BENEFITS

FOR ASPIRING LUXURY PROPERTY SPECIALISTS

Take advantage of these Global Luxury tools while you work toward your designation:

UTILIZE GLOBAL LUXURY LISTING PRESENTATION MATERIALS

Make an impression at your marketing consultation by using our editable Luxury presentation, and other materials for presenting your Global Luxury presence. Visit [Moneypenny](#) for more information.

ELEVATE YOUR LUXURY LISTINGS ONLINE

- Promote your listing on [coldwellbankerluxury.com](#) when it meets the Global Luxury price threshold and “Fit & Finish” requirements.
- Enjoy automatic Global Luxury syndication to websites such as *The Wall Street Journal*, *Mansion Global*, *JamesEdition*, *Robb Report* and more.

LEVERAGE EDITORIAL OPPORTUNITIES

Submit your \$5 million+ listings for Home of the Week. Coverage includes exclusive editorial, video and social media promotion. Other listings with exceptional photography may also be submitted for a general editorial or social feature. *Contact us to take part.*

BUILD YOUR ADVERTISING STRATEGY

- Take advantage of our 1 Million Impressions campaign.
- Review the Global Marketing Program brochure on [Moneypenny](#) for a list of advertising opportunities at contracted rates.



SHARE THE LATEST LUXURY RESEARCH

Position yourself as an authority by leveraging the insights and trends in the Global Luxury reports. Visit [coldwellbankerluxury.com/editorial](#) to find the current versions.

SUBSCRIBE TO THE CURATED NEWSLETTER

Stay in the know with Curated, the monthly Coldwell Banker Global Luxury newsletter. *Subscribe at [coldwellbankerluxury.com/editorial](#).*



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