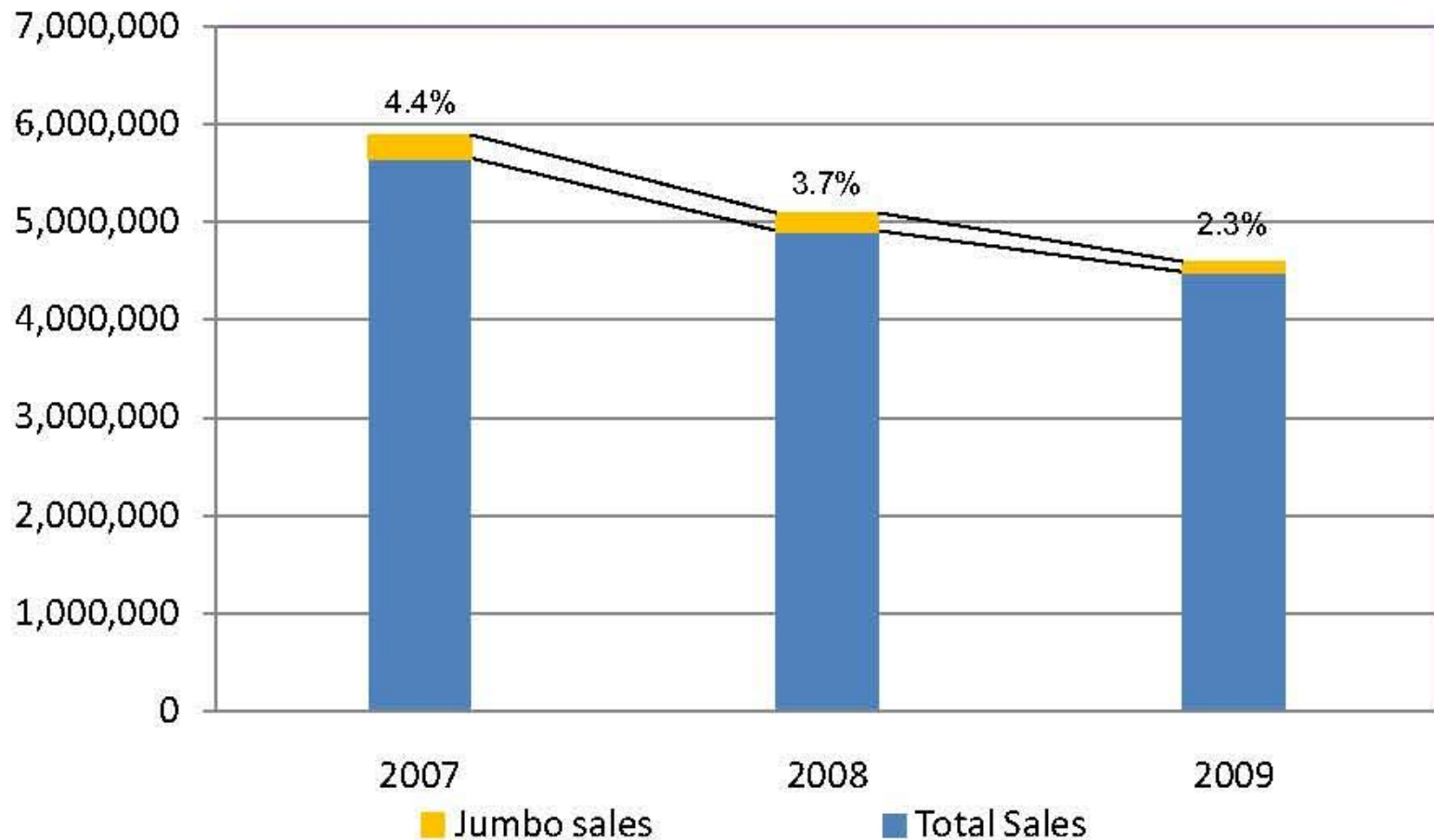


An update on Luxury sales



High-end Home Sales



Source: NAR

2009 figures are annualized from January and February sales.


Nationally, the luxury market began trending up in 2010

- NAR's April report showed national home sales for \$1 million+ properties up 54% as compared to last year
- First quarter sales of homes from \$2 m - \$5m totaled 2,461 -- up 32% nationally over last year according to CoreLogic.

**Regional Sales by Price
Existing Single Family Homes**

July 2010

% Change in Sales from 1 Year Ago



Region	\$0-100K	\$100-250K	\$250-500K	\$500-750K	\$750K-1M	\$1M+
Northeast	-28.2%	-37.6%	-33.1%	-20.9%	-1.3%	4.7%
Midwest	-19.3%	-46.5%	-36.8%	-17.1%	-14.6%	0.5%
South	-5.2%	-32.1%	-21.5%	-2.6%	-8.7%	6.7%
West	-31.0%	-24.4%	-24.7%	-11.9%	-6.8%	7.8%
U.S.	-17.1%	-35.3%	-27.9%	-12.8%	-6.7%	6.1%

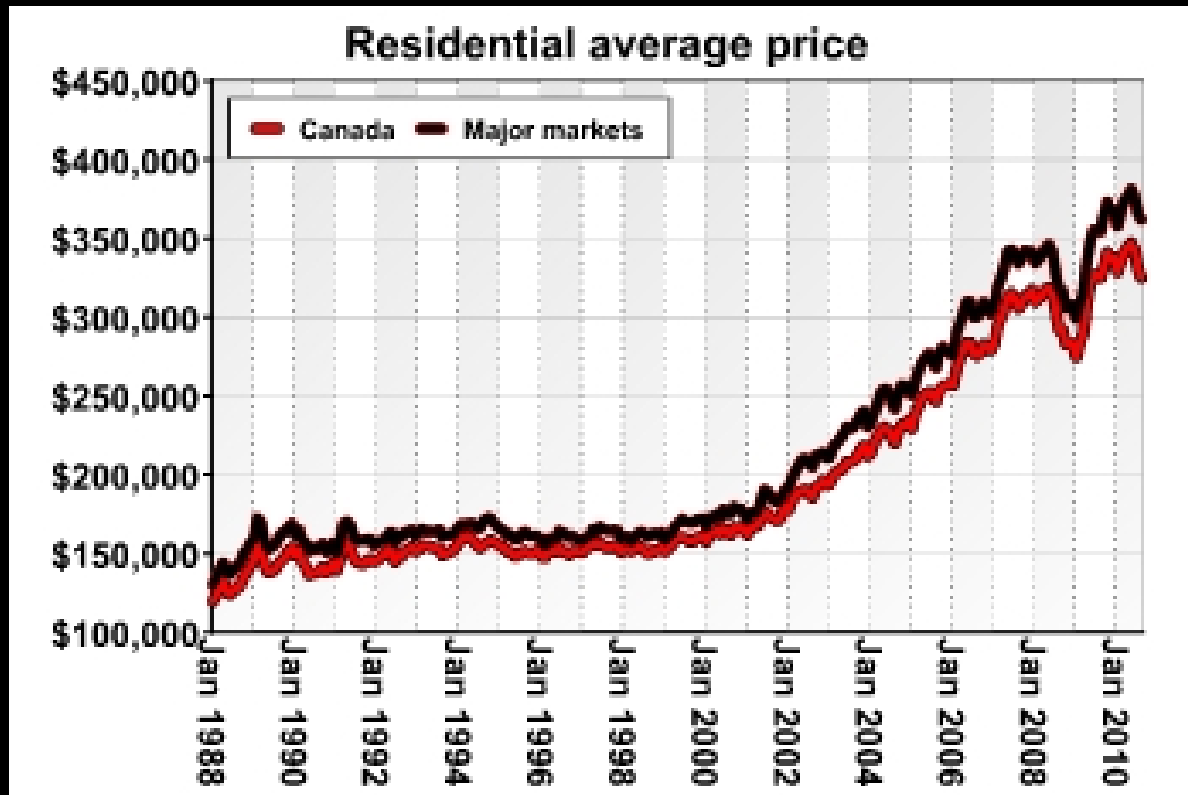
Sales Distribution

Region	\$0-100K	\$100-250K	\$250-500K	\$500-750K	\$750-1M	\$1M+
U.S.	22.3%	43.0%	23.9%	6.9%	2.0%	1.9%

Canadian Market

- Year-to-date through August, sales up 2.2%
- 6.9 months of inventory
- Prices flat compared to last year

Canadian prices



\$324,928

Time to target the luxury market

The downturn reduced the number of wealthy, but the number is growing again and long term projections are good.

The Number of households with financial assets in excess of \$1 million (excluding property) --Source: Barclays Wealth Insights

Country	2006	2016	% Change
Canada	133,000	426,000	+220%
France	234,000	611,000	+161%
Germany	285,000	1,017,000	+257%
Italy	359,000	712,000	+ 98%
Japan	1,008,000	3,286,000	+226%
UK	295,000	940,000	+219%
USA	3,941,000	8,878,000	+125%



The economic slowdown seems to have changed attitudes

- Want more and better information
- They will negotiate price and are looking for prices *below* those of 2007
- Leary of pre-construction offerings
- Often looking for lower-key properties
- Boomers are considering availability of health care, cost of living and safety
- Green is good, but maybe not if price is higher

Developing Your Successful Luxury Home Marketing Plan



Leaders In Luxury

Laurie Moore-Moore

Great property. How do you sell it ?



**The objective of your marketing plan
is to put your listing at the top of the
buyer's desirability list**

*Something is selling in every price range,
you want to be sure it is YOUR property
that sells!*

The typical way to think about creating a marketing plan

The typical agent asks...

How many bedrooms and baths?

Where will I promote this property?"

How many places can I market my listing?"

How little can I spend?

A new way to think about creating your marketing plan

The sophisticated luxury agent asks...

“What lifestyles does this home represent?”

“What is special and different about this house?”

“Who are my best prospects?”

“How do I reach them cost effectively?”

Marketing is Storytelling

What many agents don't realize

The successful marketing plan is...

1. The right story
2. Told effectively
3. In the right “media”
4. To the best prospects

Finding the right story...

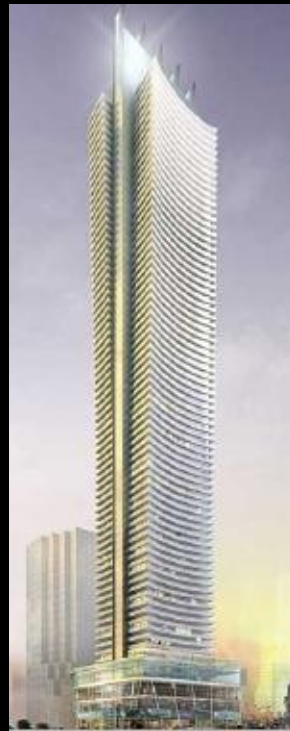
- Start with the lifestyle(s) the home represents



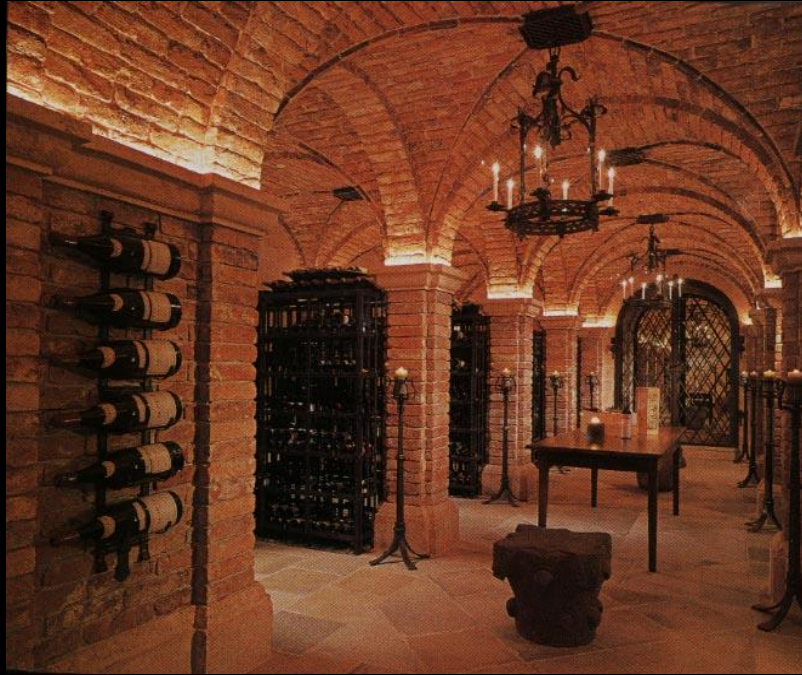
Combination live and work downtown



Suburban



(c)2005



Lifestyle

- **Becomes part of the story**
 - Equestrian, golf course, gated community, waterfront, ski resort, downtown, outdoor sports, ultimate “trophy,” historic, architecturally significant, green, entertaining, seniors, differently-abled, wine collector, car enthusiast...
- **Helps you define “best prospects”
(most likely buyers)**

Finding the right story....

Each home is special and unique

- Look for what makes the home different
- What other competing homes can't say
- And don't forget the "negatives"

Finding the right story....

- 1. Define the lifestyle(s)**
- 2. List the positives**
- 3. List the negatives**
- 4. Ask what makes this property different?**

For example, take an upscale new downtown condo that has the same floor plan as other units plus a big “negative”

“My listing is like others in the building, only worse!”

Look for the marketing story

POSITIVES

- Desirable new building
- Premium location
- Open floor plan
- Top-of-line finish-out
- European appliances
- Espresso bar in kitchen
- Least expensive unit
- Concierge service
- Building has valet, library, party room, gym
- Buyers: young professionals

NEGATIVES

- Undesirable view – the brick wall of the building next door.

“ We’ve had lots of showings, but no interest. Prospects complain there’s no view!”

Look for the marketing story

Use the “Principle of Sacrifice”

- **Don't waste time attracting prospects who want a view.**

Sacrifice them!

- **Target the prospects for whom view is not an issue**
- **Sometimes the negative is your best “hook”**

**Tell a VALUE story in the headline
and the sub-headline**

Willing to trade view for value?

**Enjoy a downtown condo in a premium building
For 15% less than your neighbors paid for the same unit
*(and you thought you couldn't afford this address!)***

Continue the story in the copy...

Snap up this stylish condo and you'll enjoy the same desirable downtown address, wonderful floor plan, upscale kitchen with espresso bar, concierge service, valet parking, professional gym, library, and party room as your neighbors do. But you will have paid less. They may have a better view, but you can use some of the dollars you saved for fabulous window coverings and still put money in the bank. Etc...

The “negative” can become a reason to buy

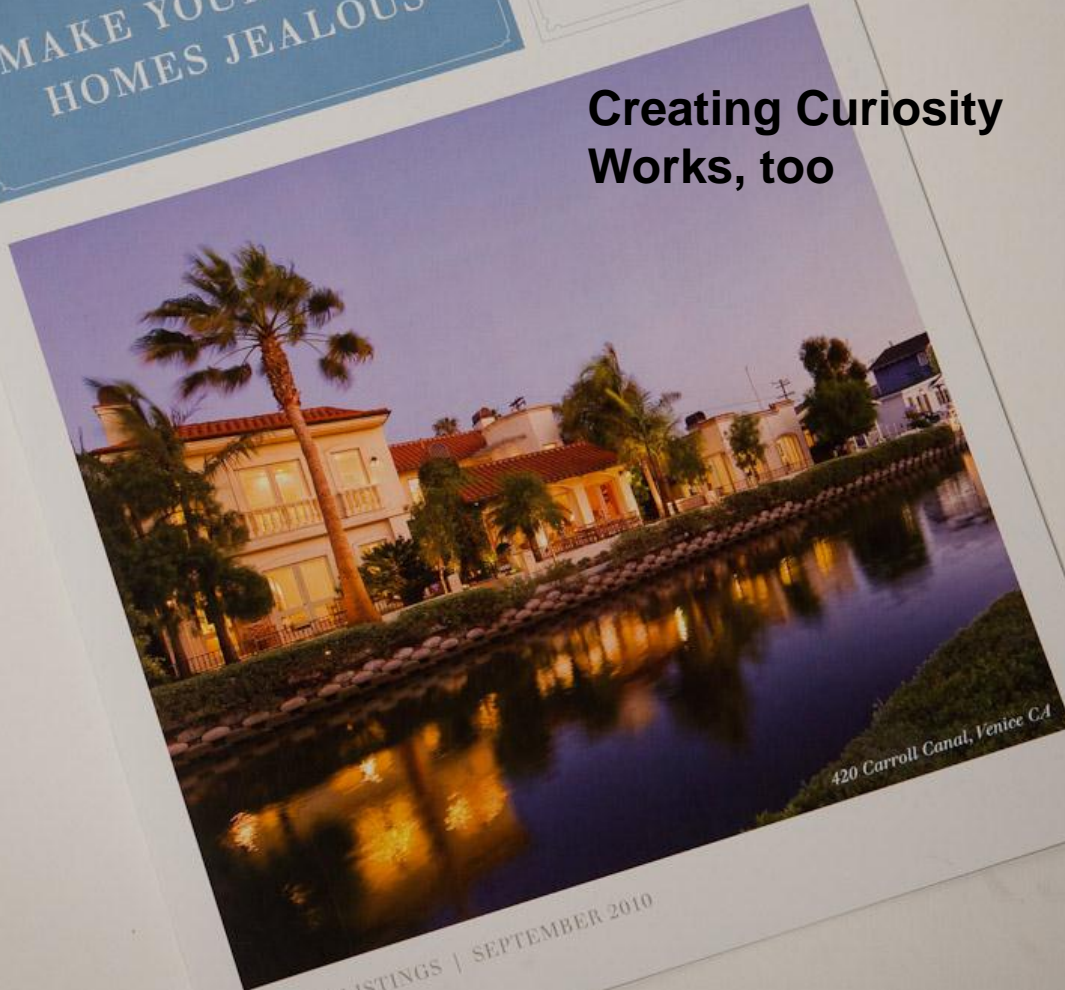
Small yard, busy street, steep elevation up...

**This copy approach isn't just for ads.
Use it in your brochures.**

MAKE YOUR OTHER
HOMES JEALOUS



**Creating Curiosity
Works, too**



420 Carroll Canal, Venice CA

ACTIVE LISTINGS | SEPTEMBER 2010

**Use this approach on your signs,
online, everywhere!**

Did you say signs?



James Anderson's signs are creative, unconventional, and brilliant! Every sign has its own headline.

Tell the whole story online on a property-specific website

The Kink Team - The Woodlands Texas Real Estate - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.thekinkteam.com/viewlisting/index.lasso?!=154

Most Visited Backpack Training CLHMS Member Site Luxury Insights Rich Buyer Rich Seller TypePad Research Control Panel

The Kink Team - The Woodlands Tex...

THE KINK TEAM
World Class Real Estate Service
281-364-4828

Luxury Homes
by KELLER WILLIAMS®

The Kink Team Kink Team Listings For Buyers For Sellers Area Resources Contact The Kink Team

Back

Features & Details

- MLS Link
- Room dimensions
- Tax record
- Utility records
- Architectural Rendering
- Front & Right Side Elevation Sketch
- Rear & Left Side Elevation Sketch
- Floor Plans
- Site Plan

Neighborhood Information

- Panther Creek Village Association
- The Woodlands Township




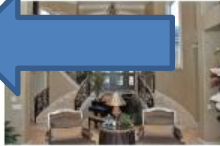

Public Schools

- Collins Intermediate
- Knox Jr. High
- Sally K. Ride Elementary
- The Woodlands High
- The Woodlands High Ninth Grade Campus

Private Schools

- The John Cooper School
- The Woodlands Academy Preparatory School
- The Woodlands Christian Academy
- St. Anthony of Padua Catholic School

18 N. Shoreline Point Drive
Exclusive Waterfront Estate on Lake Woodlands!



Area Map Slide Show Virtual Tour Brochure

Done

Use the story principle online, too



Not-so-big house in a toney neighborhood, and wait 'til you see the "rain forest" setting in back. Home has a pool, 3 fireplaces, boat slip

**Another example of
finding the home's special story**

Look for the marketing story

POSITIVES

- Well-known historic architect with a following
- 8 minutes to downtown
- Corner lot with 30 trees
- 4 bedrooms/4 baths
- Guest house
- Walk-in paneled fireplace
- “1936 character home” with a distinctive tower

NEGATIVES

- 1936: Some updating, needs more
- Premium price per square foot

**The story – architect, location, charm,
ability to add your special updates**

Dilbeck's 1936 "Tower" design reigns
on a wooded corner lot in Kessler Park

*Walk-in fireplace, guest house, old world charm,
8-minutes to downtown. Make it your own!*

Only \$1,200,000

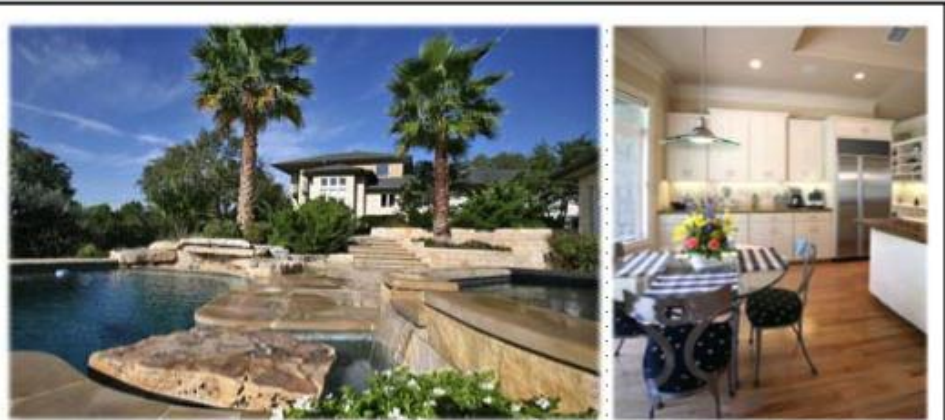
(Use the body copy to deal with negatives and highlight positives)

Interesting story?

Have fun with it!
You'll "hook"
the reader.

How could you resist
wanting to know more
Once you've seen this ad's
headline?

Ad courtesy of Stan Barron,
Stan Barron Properties,
Austin (TX) Author of "How to
Apply Madison Avenue Methods
To Real Estate Advertising."



**Ferrari-driving, high-tech recluse to sell Westlake
hideaway—on a double lot with a 5-car garage**
\$1,700,000 and it includes an exotic pool and guest house

W elcome to 4181 Ridge Trail, Austin, Texas 78746. The home is the vision of one of the city's reclusive high-tech entrepreneurs.

The residence is hidden away at the end of a dead-end street...all of it surrounded on three sides by protected greenbelt space that dissolves into wilderness terrain. This insures the home's future privacy. The setting is so protected,

this is a bathing-suits-are-optional level of privacy!

A 5.5-Car Garage

The main house has four bedrooms and about 4,200 square feet. The stand-alone guest quarters has just over 1,000 square feet. In total, the home has five-and-a-half garage bays, five bedrooms, five baths, three living areas, home theater, a home

office and full bar including a wine chiller, ice maker and refrigerator. Sorry, but doing a "drive-by" here is not possible as there are double gates—you must set an appointment to see this home.

The seller is represented by Stan Barron Properties, **512.345-8585**. Would you like to tell someone about this property? Full details, and more photos are on the web at www.stanbarron.com

6 Tips for telling the story effectively

Use advertising principles

1. Five times more people will read your headline than will read your copy.
2. Never waste the headline on the property address. This is biggest mistake agents make!
3. Good long copy outsells good short copy.
 - What!? Yes, really. But your copy must be compelling.

6 Tips for telling the story effectively

(It also has to be legible)

4. Break copy into short paragraphs with bold sub-headlines and plenty of space between the lines.
5. **A LOT OF COPY IN ALL CAPITAL LETTERS IS MUCH TOO HARD TO READ.** Ditto for type that's too small.
6. Target your copy to specific prospect groups.

Reinforce the story with great photography



A professional photographer is an investment, not an expense

More photos = Faster sales



Good photography is worth the investment



Stage your homes for photography



The empty room....



Same room, staged - “virtual” decorator board





[HOME](#)

[PHOTO GALLERY](#)

[SOLD!](#)

[PRESS](#)

[CONTACT US](#)



Virtually Staging PropertiesSM is a unique Patent Pending marketing solution for transforming vacant "forsale" properties into "virtually staged" homes that SELL!

Photographs of a home online are the first impressions a potential buyer sees today, especially when viewing numerous properties for sale on real estate listing-based websites. Have you ever noticed that pictures of vacant homes all look alike with neutral walls and sometimes unidentifiable rooms? You want your pictures to be instantly recognizable by potential buyers online and be remembered because of their warm and inviting appearance.

Virtually Staging PropertiesSM offers a cost-effective marketing solution for a fraction of the cost of traditional staging. We utilize our Patent Pending VSP process, our significant experience from staging more than 100 properties a year traditionally as well as our proprietary furnishings image library. We use the ACTUAL photographs of the property that you provide us and literally transform them into attractive, attention-getting pictures that *drive buyer traffic to the home.*

Our standard Virtually Staging PropertiesSM packages include three easy options. Three 'staged' photos for \$225, four for \$280 and five for \$325, with each additional photo just \$60 thereafter. While we recommend staging the living room, dining room, kitchen, master bedroom and master bath, you can substitute other similar living areas. **Click on the Gallery link above** to see some examples of our work or **contact us** directly.

[ORDER FORM](#)

Be sure the quality of your pieces reflects the quality of the property

The Conservatory

The Conservatory has been ideally located overlooking Lake Tranquility and the Gardens. Conveniently accessed from the main residence via a unique underground tunnel, the Conservatory captures natural light through ventilating skylights with automatic sensors and expanded doors that collapse and open to the Gardens and private lake.

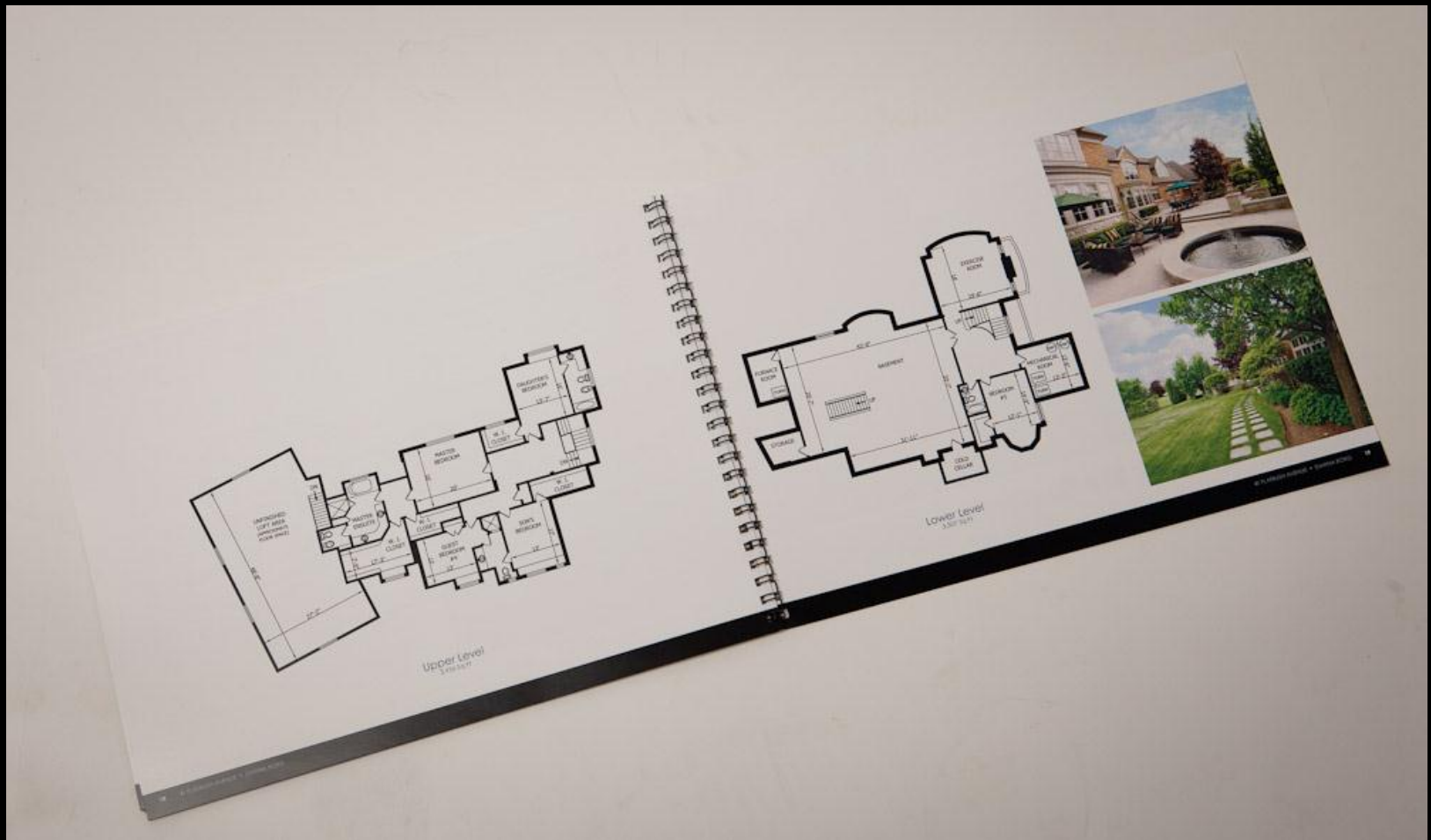
The focal point of the Conservatory is the blue mosaic glass tile swimming pool and spa. The Conservatory accommodates a Paddle Boat, Sitting Alcove, Massage Room, Exercise Room, Locker and Gentleman's Locker Room, and a Steam Room.



Luxury homes deserve creative marketing pieces



Include all the key information



Target the best prospects

Think about this as “matchmaking”

Given what you know about a home’s lifestyle
and its special story,

How would you describe likely prospects?

For instance: Remember this house?

POSITIVES

- Well-known historic architect with a following
- 8 minutes to downtown
- Corner lot with 30 trees
- 4 bedrooms/4 baths
- Guest house
- Walk-in paneled fireplace
- “1936 character home” with a distinctive tower

NEGATIVES

- 1936: Some updating, needs more
- Premium price per square foot

Target the best prospects

- ✓ Prospects who have income/net worth sufficient to purchase at this price
- ✓ Prospects interested in historic and architecturally significant homes
- ✓ Prospects who work downtown and want a short commute
- ✓ Prospects who are willing to re-do

Use the right “media” to reach them

- *Where* you promote is influenced by the prospect groups you are trying to reach.
 - Niche marketing versus mass marketing
- Think about your promotional options and choose based on the best ones to reach your target prospects.

Add *niche* marketing to your plan

In the case of the historic 1936 home, you might...

- Advertise in The National Trust for Historic Preservation's magazine (or rent their mailing list)
- Mail to a list of people involved in local historic preservation groups (or to other targeted lists like downtown executives)
- Promote the property to local architects and designers
- Hold a "restoration open house"
- Host a broker-open especially for agents who target architecturally significant homes

Add *niche* marketing to your plan

- Look for buzz-creating opportunities – Home tours, feature stories, special VIP events, social networking...
- Create a blog about the house and its history. Tweet, too!
- Make a documentary style video and post it (tell a story!)
- Invite a graduate level architectural class to tour, work with the school for publicity
- Old photos of the home? Post them on the property's website
- You can think of lots more ideas!!

Be creative –consider lots of options

Traditional - High Touch

- Brochure and mini-brochure
- Showing Guide
- Professional photography
- Professional staging
- Targeted print ads
- Luxury signage
- Targeted broker open event
- VIP Soiree
- Targeted direct mail
- PR and viral niche marketing

New - High Tech

- R.E. website listings
- Property specific websites
- International MLS listings
- Floor plans / Site plans
- Blog posts
- Photo tours
- Videos
- Social networking
- Virtual staging

This list is just to start your thinking. What else might you do?

What will work for you and your seller?

- Traditional marketing plan
- Three-tiered plan
- Seller funded marketing

**Laurie's summary
of today's key points**

Developing a Luxury Home Marketing Plan

- Recognize that marketing is *Storytelling*
- Start by defining the home's lifestyle
 - Lifestyle becomes part of your story
 - Lifestyle helps define “most likely prospects”
- Determine the home's *Story*
 - What is different about the house which competitive homes can't say?
 - What are the positives and negatives?
 - Use the “Principle of Sacrifice”

Developing a Luxury Home Marketing Plan

- Tell the Story in the headline and subheads
- Reinforce and elaborate the Story in the body copy
- Also tell the Story with professional photographs
- Use advertising copywriting principles
- Target “best prospects” based on lifestyle and story
- Select your “media” to reach the “best prospects”
 - Where you promote is influenced by the prospect groups you want to reach (targeted niche marketing)

Great property. How do you sell it ?



With a creative, targeted, lifestyle-oriented marketing plan!

Developing a Luxury Home Marketing Plan

- Follow these steps to create your specific plan
 1. List all the elements of your IDEAL plan – what would you do if you could do anything you wanted?
 2. Rank the elements of the IDEAL plan by priority
 3. Determine the cost of each element of the plan
 4. Decide how much you are willing to spend
 5. Calculate the cumulative total in order of priority
 6. Draw a line when you reach the budget point you've set
 7. Everything above line is your affordable plan
 8. Things below line can be part of a tiered marketing plan or become seller funded marketing options
- Commit to an implementation plan

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