

# Successfully Selling Luxury Homes: Strategies, Trends, And Best Practices Using Feng Shui

Training and Coaching for effective approaches  
for high-end real estate professionals

with **Steve Kodad**

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Master, and National Real Estate Speaker





## **Benefits** Of These 6 Months of Coaching

### **Certification**

You are certified as a **Feng Shui Real Estate Professional** with the use of the logo, multiple checklists, and a beautiful diploma to display

### **Prospecting Help**

An important part of these 6 months is the creation of a network of real estate agents nationally and in Canada and help with marketing!

# Characteristics of a Luxury Home

## Premium Locations

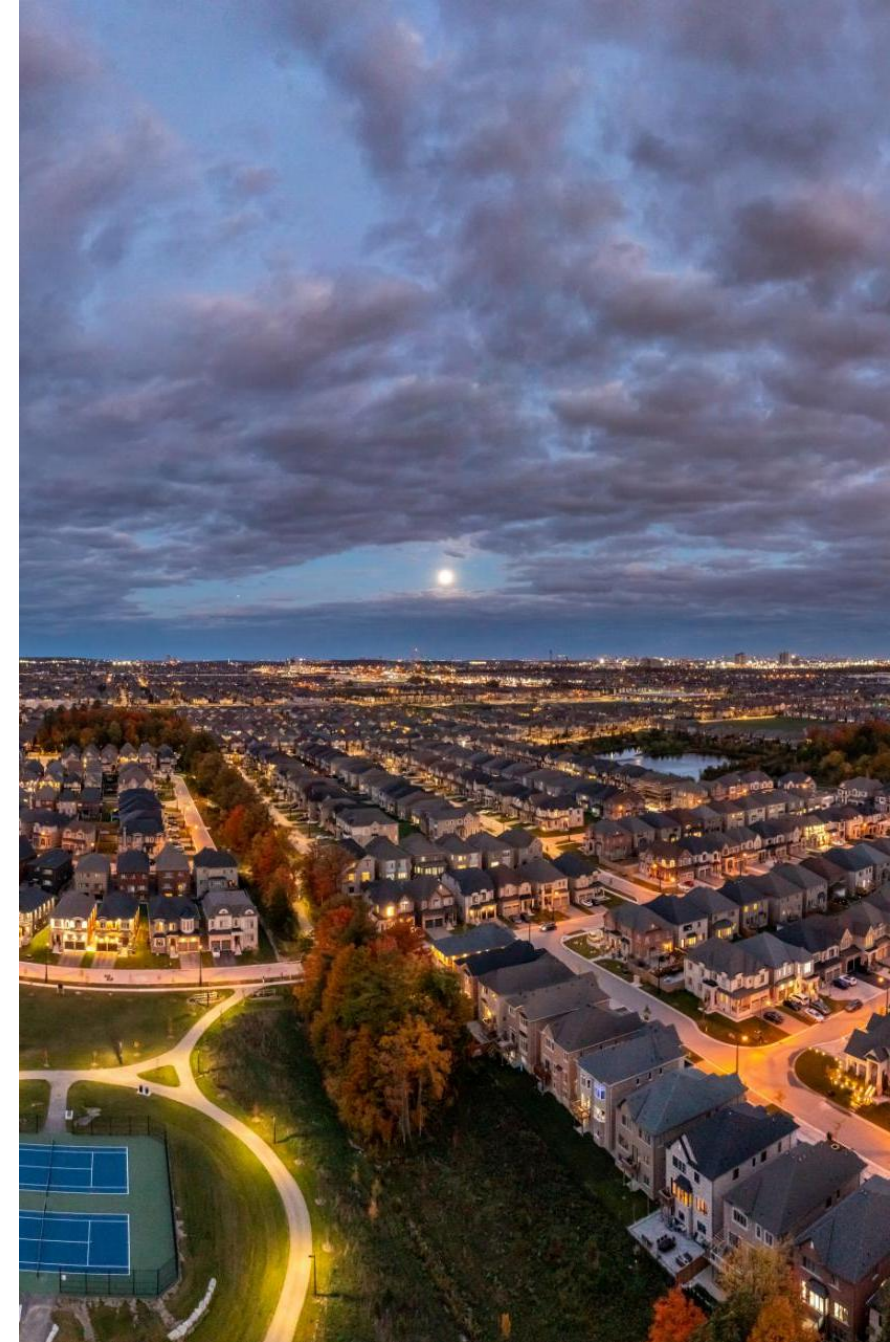
Luxury homes are often situated in prestigious, desirable locations that offer privacy and scenic views. And some are located in a more rural area of our country.

## Price

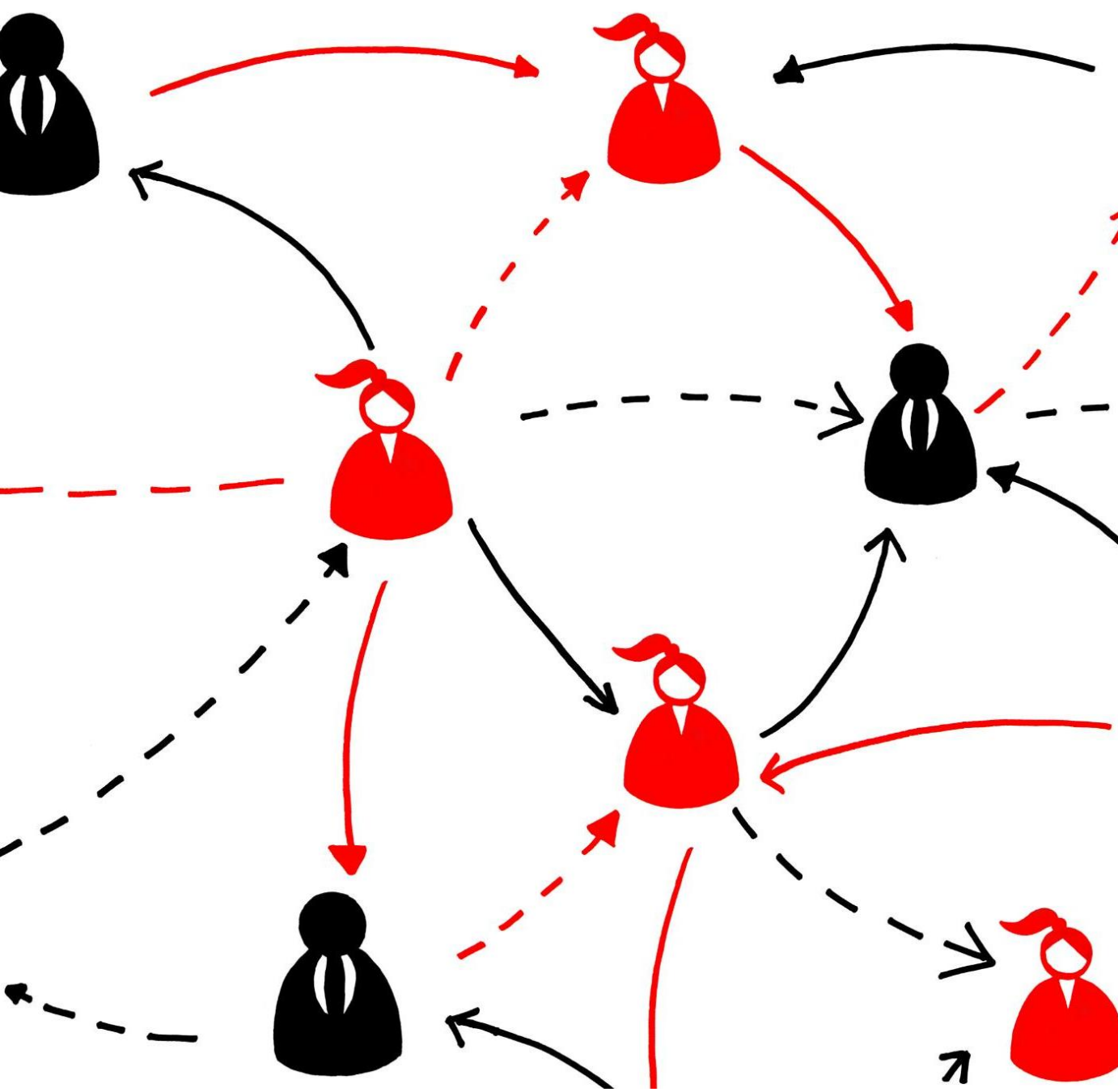
A price point is determined by the location. In some areas, a luxury home is considered to be \$500,000 up, while in some areas it begins at a million or much more, A home is not considered luxury by price alone. This is considered when we prospect together

## High-Quality Materials and Exclusive Amenities

Use of premium materials enhances the aesthetics and longevity of luxury homes. Amenities can often determine a definition







# Demographics Of Luxury Buyers

## Buyer Categories

Luxury buyers mainly consist of high-net-worth individuals, investors, and international clients with diverse interests.

## Preference Insights

Understanding buyers' preferences and motivations is crucial to customize luxury sales strategies effectively.

# Leveraging High-end Photography



## Professional Photography Benefits

High-end photography highlights the property's best features with clarity and style, enhancing buyer interest. Few things are as important as increasing traffic. This is a #1 priority in this training and coaching system



## Using Feng Shui, Your Photos Will STOP A Buyer Online

Proven techniques of what photos are highlighted and how they are shown will make your job easier. There is a psychology to the arrangement of your MLS photo deck, and simple Feng Shui changes make the photos more compelling.



## Attracting Buyers

Handling photography using psychology and Feng Shui, will increase showings greatly!



# Utilizing Digital Advertising

## Targeted Digital Campaigns

Digital campaigns focus on targeting affluent audiences through precise online channels to maximize engagement, connection, and visibility.

## Maximized Market Reach using LinkedIn

Enhancing brand engagement among target consumers using the best social media platform (LinkedIn) will vastly increase attention



# Become An **Expert** in...

## Special Feng Shui Techniques

You'll learn how to handle a luxury home's interior and exterior, so it is memorable and attractive at the curb and especially online



# Learn How to Host **Exclusive** Luxury Events (Open Houses)



## Exclusivity Atmosphere

Special events foster a sense of exclusivity, enhancing appeal to select buyers.



## Targeted Networking

These events enable focused networking, connecting sellers with qualified potential buyers.



## Unique Property Experience

Buyers gain a personal and immersive experience of the property in an intimate setting.





Learn How to **Highlight**  
Unique Amenities And  
Features Like a Pro

## Importance of Focal Points

- Get a luxury buyer's attention quickly
- Makes a home and its strong points more memorable
- Draws positive energy into a space. The “feeling” will help greatly in receiving an offer

A ***SYSTEM*** that attracts clients, stages luxury homes, and makes you stand out in such a competitive field!



Build your brand.  
Connect with thousands  
of luxury real estate  
agents. Learn how to  
make a home ***“FEEL”***  
very special!



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