

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

Training and Coaching for High-End Real
Estate Professionals

with **Steve Kodad**

Former Realtor of 19 years, a Feng Shui
Master, and National Real Estate Speaker



Benefits of 4 Months of Coaching

(Plus 2 Months of Aid After)



FENG SHUI
REAL ESTATE PROFESSIONAL

Certification

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

Prospecting Help

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

Characteristics of a Luxury Home

Premium Locations

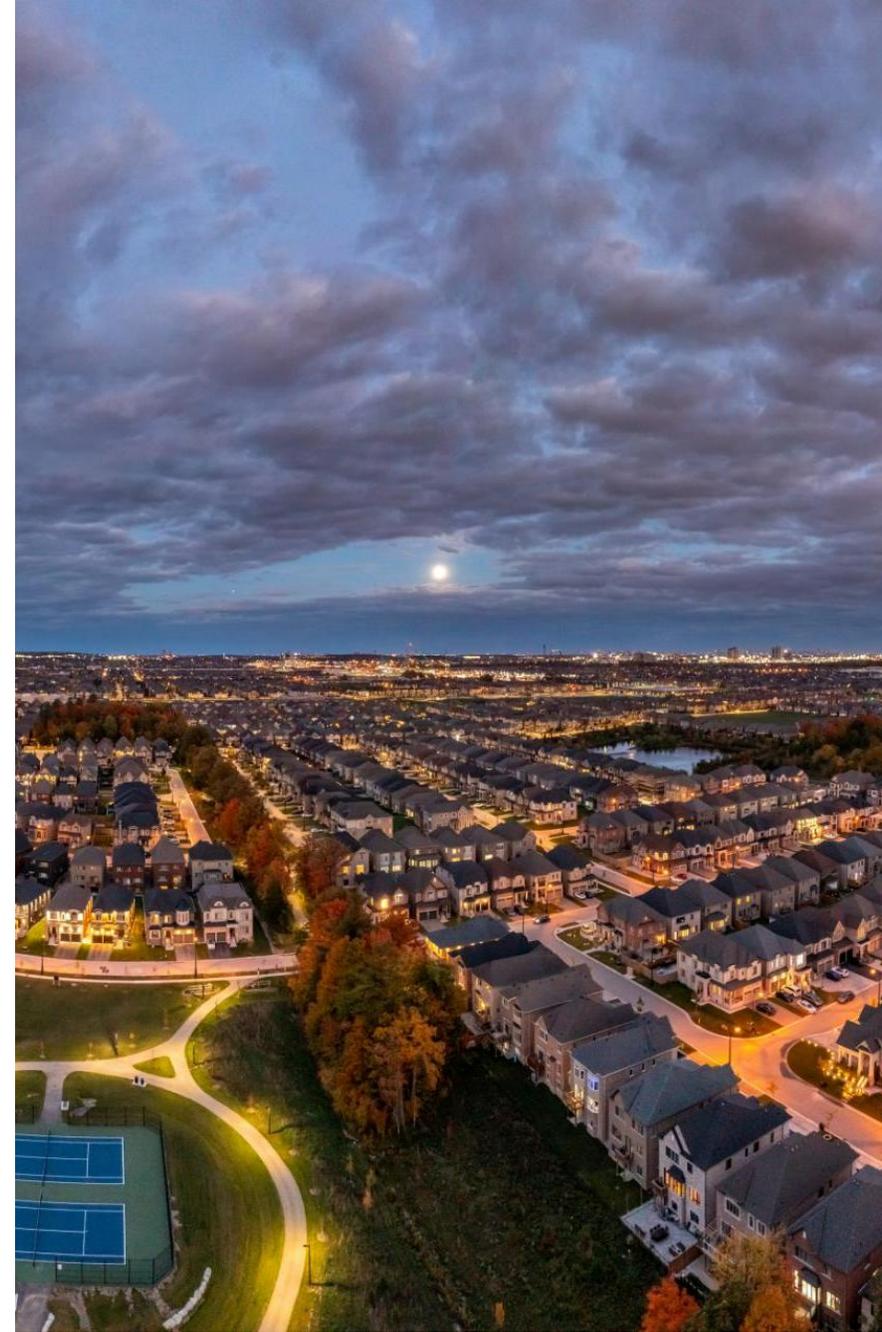
Luxury homes are often situated in prestigious, desirable locations that offer privacy and scenic views. And some are located in a more rural area of our country.

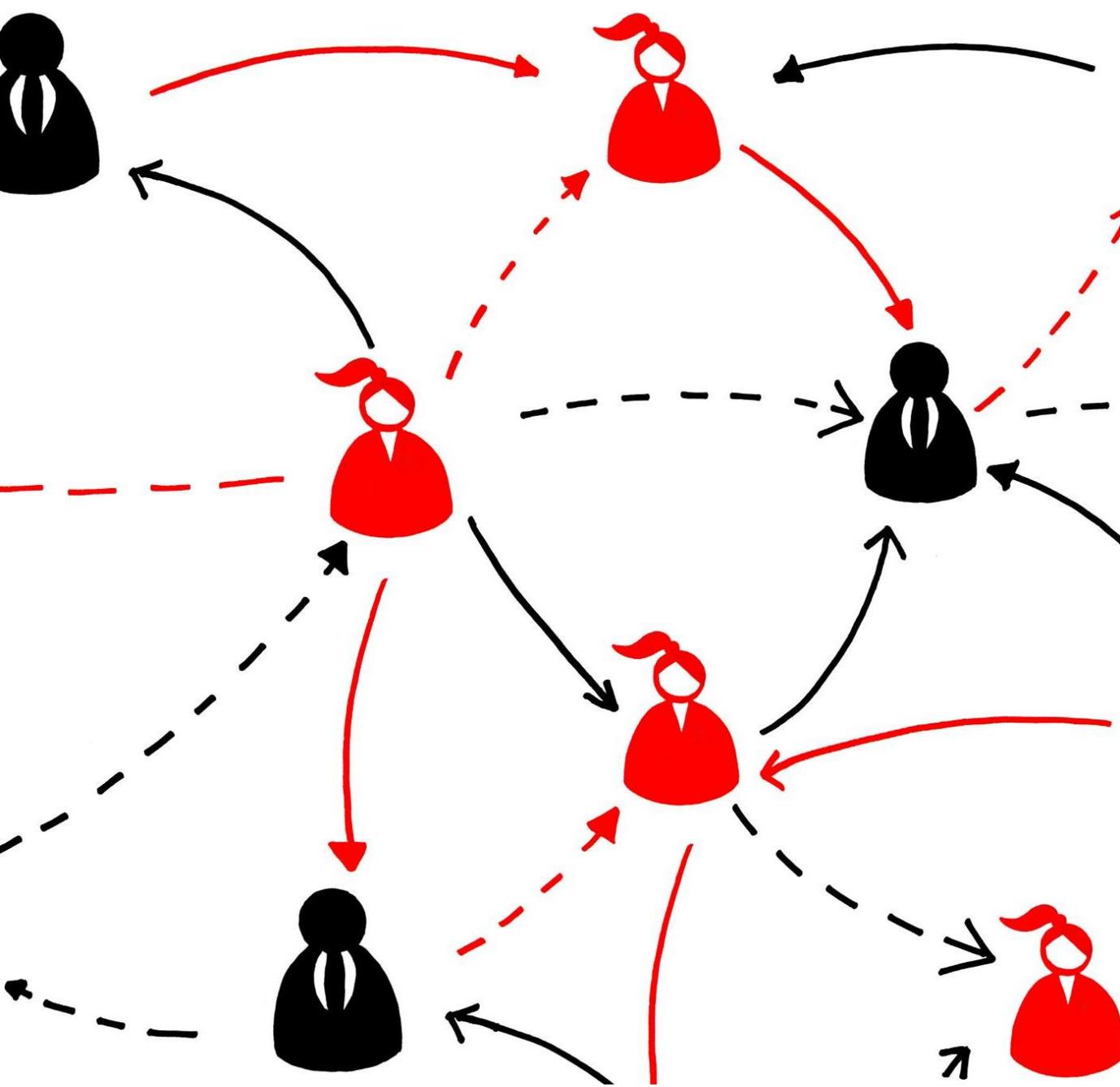
Price

A price point is determined by the location. In some areas, a luxury home is considered to be \$500,000 on 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 work 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.

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.

High-end clients notice very different things than the regular real estate client. This is handled.

These clients have very diverse interests, but there are somethings that are necessary for them to feel a home is right for them.

Learn How to Host **Exclusive** Luxury Events



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

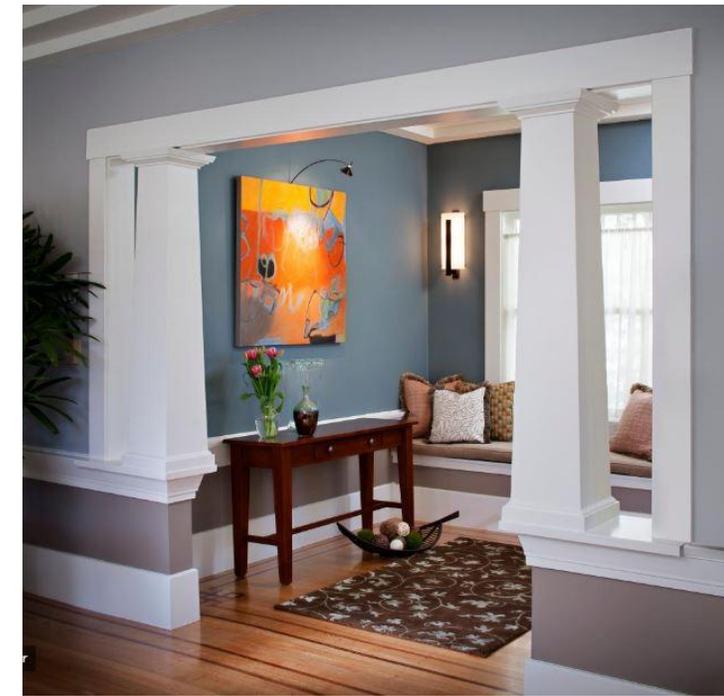
Importance of Focal Points

- 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 subtly, and makes you stand out in a very competitive field!

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

Unique training only with Steve Kodad



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