



— C E R T I F I E D —

LUXURY BUYER

PSYCHOLOGY

— S P E C I A L I S T —

*Be the Agent They Call for Luxury and
Semi-Luxury Homes in Your Location to Sell!*

YOUR NEXT ADVANTAGE

Ready to offer
your luxury real estate clients
something better
and different?



Did You Know...

To the Public, real estate agents offer little difference!

As of mid-2026, the United States has approximately:
3 million people with active real-estate licenses and
1,438,569 members of the National Association of
Realtors (NAR)—**about 1.44 million Realtors**

THE LUXURY OPPORTUNITY

Your Next Chapter: Luxury Real Estate

Many REALTORS® aspire to work with higher-end homes.

The opportunity is there.
The missing piece is a clear path to enter—and succeed.



My system does things differently.

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|----|--|--------------|--|
| 01 | | PROSPECT | Connect with luxury real estate clients. |
| 02 | | GET KNOWN | Build your visibility in your local market. |
| 03 | | GET INVITED | Earn invitations to luxury listing appointments. |
| 04 | | PRESENT | Stand out in your listing presentation. |
| 05 | | PREPARE | Position the home for a faster sale. |
| 06 | | NETWORK | Build luxury agent connections nationally and internationally. |
| 07 | | KEEP GROWING | Receive my ongoing support throughout 2027. |

THE EMOTIONAL SIDE OF LUXURY

“Luxury buyers
don’t buy square footage.
They buy how a home
makes them feel.”



THE SHOWING IS YOUR MOMENT

Get the showing.
Create the feeling.
Make the home unforgettable.

Meet expectations. Exceed them emotionally.

I help real estate agents turn showings
into emotional connections.

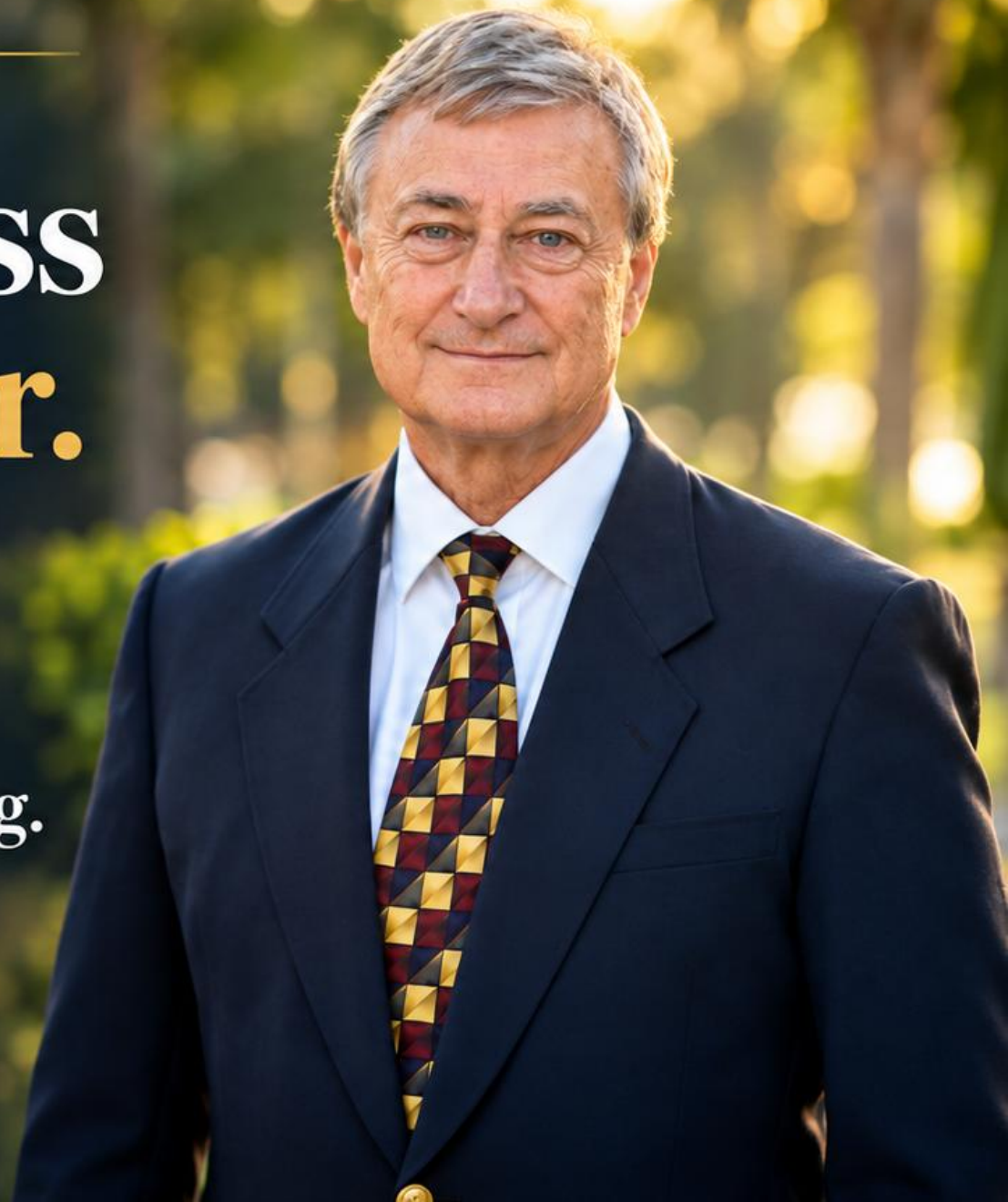


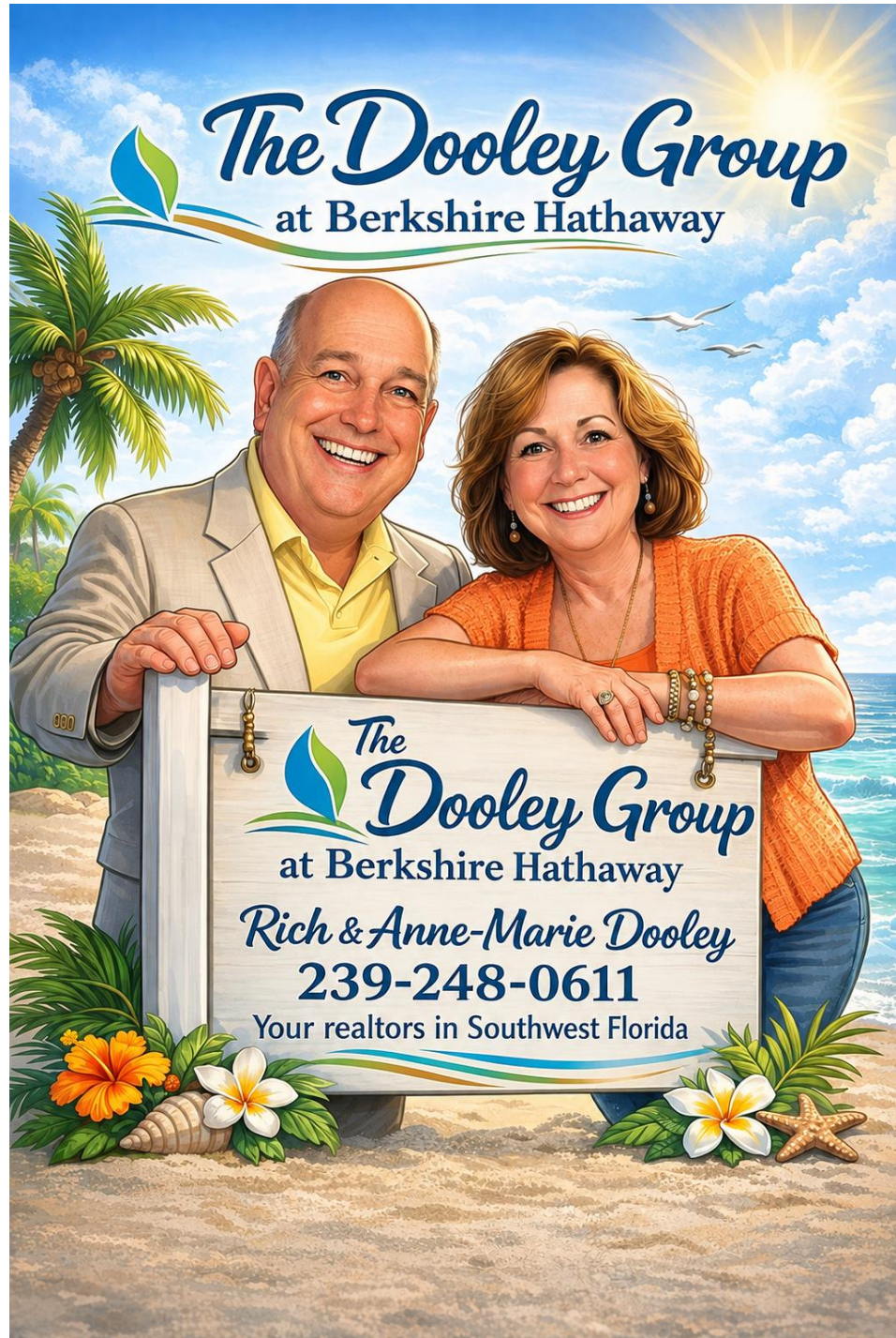
STEVE KODAD

I built my success
by offering better.
And different.

Staging. Feng Shui. Unique prospecting.

The combination that helped me
stand out — and become known.





Pillars of Their Success

In-Depth
Evaluation

Organized
Coordination

Decades of
Experience

Showing
They are
Different

I Help You in HOW to Prospect Nationally



Using
My LinkedIn
Connections



THE PRIMARY SUITE: BEFORE & AFTER

Small changes. A stronger emotional connection.

BEFORE



AFTER



SYMMETRY

Create visual balance.

PAIRS

Bring harmony to the space.

COLOR

Set a calm, inviting mood.

A priority in this training: helping bedrooms—especially the primary suite—feel welcoming and memorable.

THE ENTRANCE: BEFORE & AFTER

Make the entrance stand out. Make the welcome memorable.

One of the 8 Most Impressionable Moments in selling a home.



COLOR

Give the front door a clear focal point.

PROPORTION

Balance the door and its surroundings.

FRAMING

Create a welcoming visual invitation.

A distinctive entrance strengthens listing photos and the first impression.

I can change how you are perceived as a **Luxury Realtor** in YOUR area of the country...and nationally!

Here are the **MODULES** I train you in if you decide to become a **LUXURY BUYER PSYCHOLOGY SPECIALIST**.

- 1) First Impression Psychology
- 2) Buyer Movement and Emotional Flow
- 3) The Five Senses Selling Strategy
- 4) Subconscious Value Signals
- 5) Lifestyle Moment Marketing
- 6) Feng Shui Techniques for Home Transformation



CERTIFIED
LUXURY BUYER
PSYCHOLOGY
SPECIALIST

FIRST-IMPRESSION PSYCHOLOGY

The first impression starts **before** the front door.

3

OUTSIDE
IMPRESSIONS

8+

INSIDE
IMPRESSIONS

Your marketing creates an impression.
Your listing presentation does, too.



BUYER MOVEMENT & EMOTIONAL FLOW

Guide the movement. Shape the feeling. Create the memory.

- 01 | Plan where buyers pause.
- 02 | Give each space an emotional purpose.
- 03 | Create moments they remember.

Every step is an opportunity to connect.



THE FIVE-SENSES SELLING STRATEGY

Engage the senses. Elevate the experience. Make luxury felt.

- SIGHT | Showcase beauty and light.
 - SOUND | Set the mood with subtle music.
 - SCENT | Choose a refined, gentle aroma.
 - TOUCH | Invite comfort through texture.
 - TASTE | Offer elegant refreshments.
-

Turn an open house into a curated experience.



SUBCONSCIOUS VALUE SIGNALS

Luxury is seen. Value is felt. The feeling stays.

- 01 | Create visual harmony.
- 02 | Make comfort feel effortless.
- 03 | Leave a lasting impression.

Buyer psychology + Feng Shui
Shape how a home feels—and is remembered.



LIFESTYLE - MOMENT MARKETING

Show the home. Tell the story. Bring the lifestyle to life.

- 01 | Stage moments buyers can imagine living.
- 02 | Use photos that tell a compelling story.
- 03 | Carry that story into every online listing.

I help make your listing photos
more compelling.

MLS • Realtor.com • Trulia • Zillow

Amplify the appeal. Deepen the connection.

- 01 | Make the home stand out online.
 - 02 | Create a welcoming, reassuring atmosphere.
 - 03 | Enhance comfort in every space.
 - 04 | Bring balance and emotional connection.
 - 05 | Remove distractions that weaken a showing.
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Your next step in luxury real estate

10 weeks of online training—with personal support along the way.



YOUR WEEKLY EXPERIENCE

- ✓ Two online meetings each week
- ✓ Group Zoom session: 60–70 minutes
- ✓ Individual session: approximately 60 minutes, scheduled at a convenient time
- ✓ Videos to reinforce your learning
- ✓ Daily email support when you have questions



START & FLEXIBILITY

- ✓ Begins January 21 with a group meeting
- ✓ All group and individual sessions are recorded
- ✓ Join live whenever you can; recordings let you catch up



SUPPORT & TOOLS

- ✓ 6 months of follow-up support at no additional cost
- ✓ We continue creating posts and ads, and refining your approach together
- ✓ After 10 weeks: a mailed certificate to display, a logo to use, and my evaluation checklist



YOUR INVESTMENT

\$999

or 4 monthly payments of \$265

Payment-plan total: \$1,060.

REGISTER: www.LuxuryBuyerPsychology.com

Choose “Certification and Training” from the website menu.



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with Steve Kodad