
The Invisible
ADVANTAGE
The Ultimate Way to Sell
a Luxury Home Quickly
SOLD


Real Estate
Success
using Advanced Buyer Psychology and "Lifestyle Moments" with Feng Shui Principles
"I Make it Emotional"

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.



THE LUXURY REAL ESTATE ADVANTAGE

My system does things differently.

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.



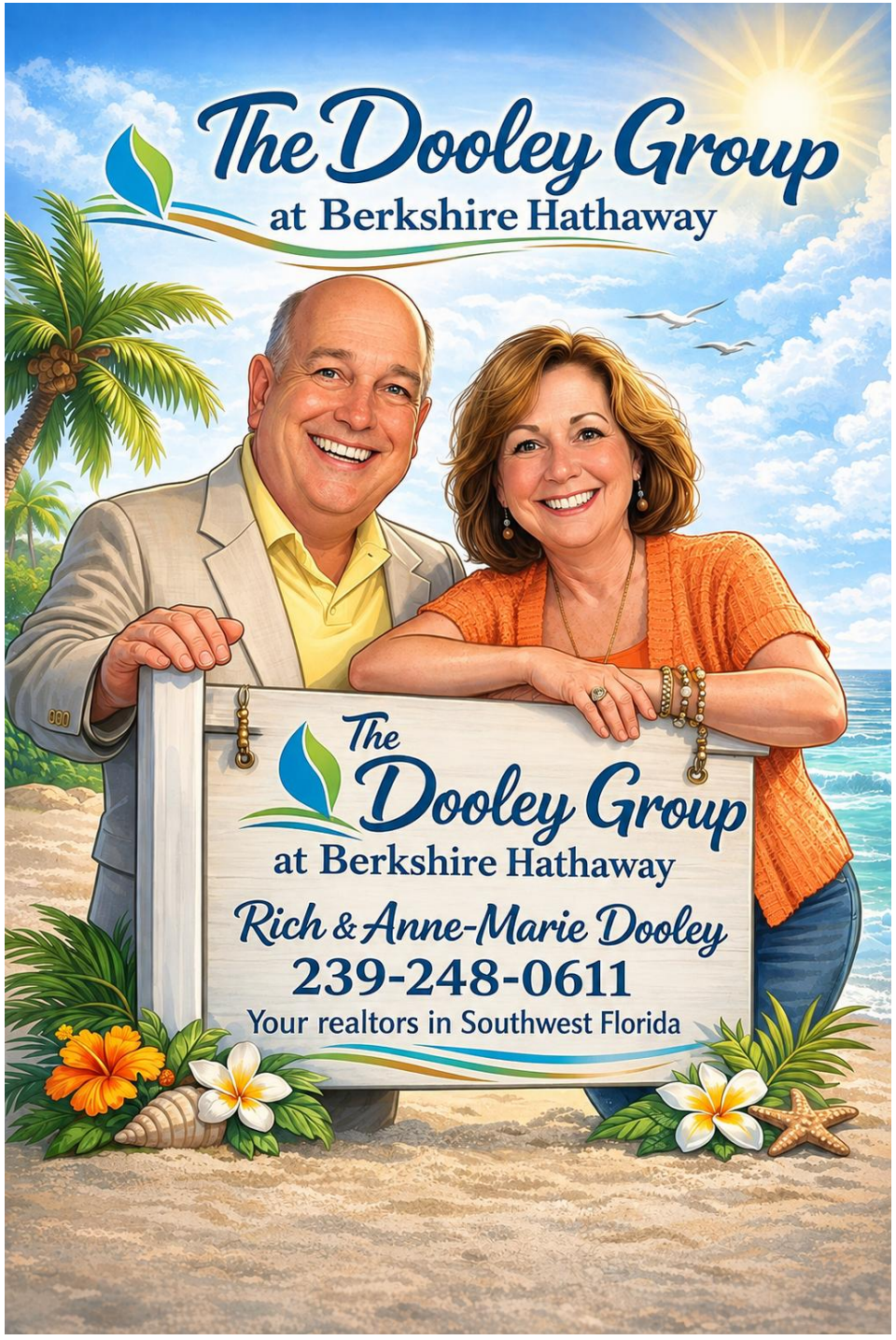
STEVE KODAD

I built my success by offering better. And different.

Staging. Feng Shui. Unique prospecting.

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





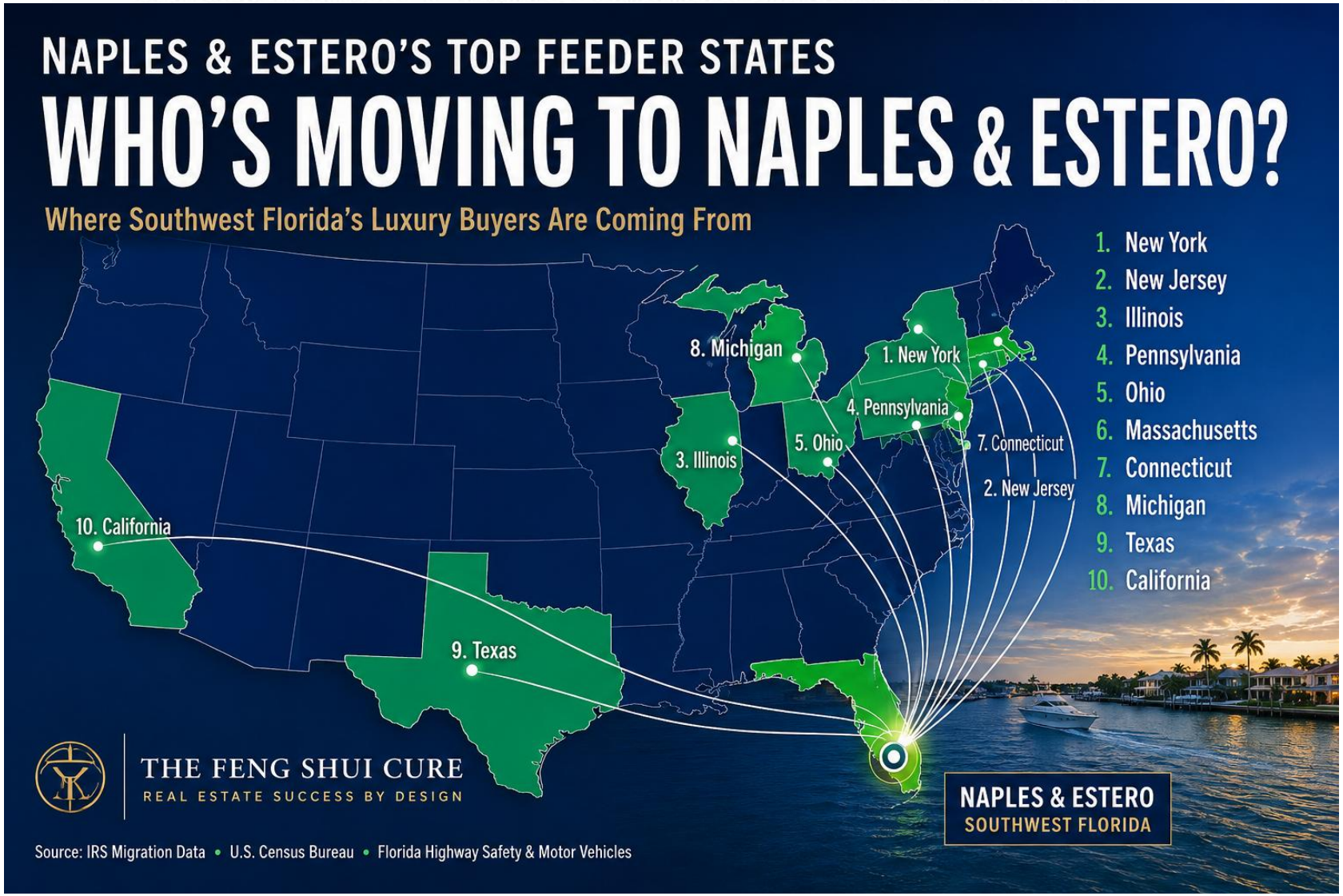


Pillars of Their Success

- 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 you are trained 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 the Final Touch and to Sell Fast

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.

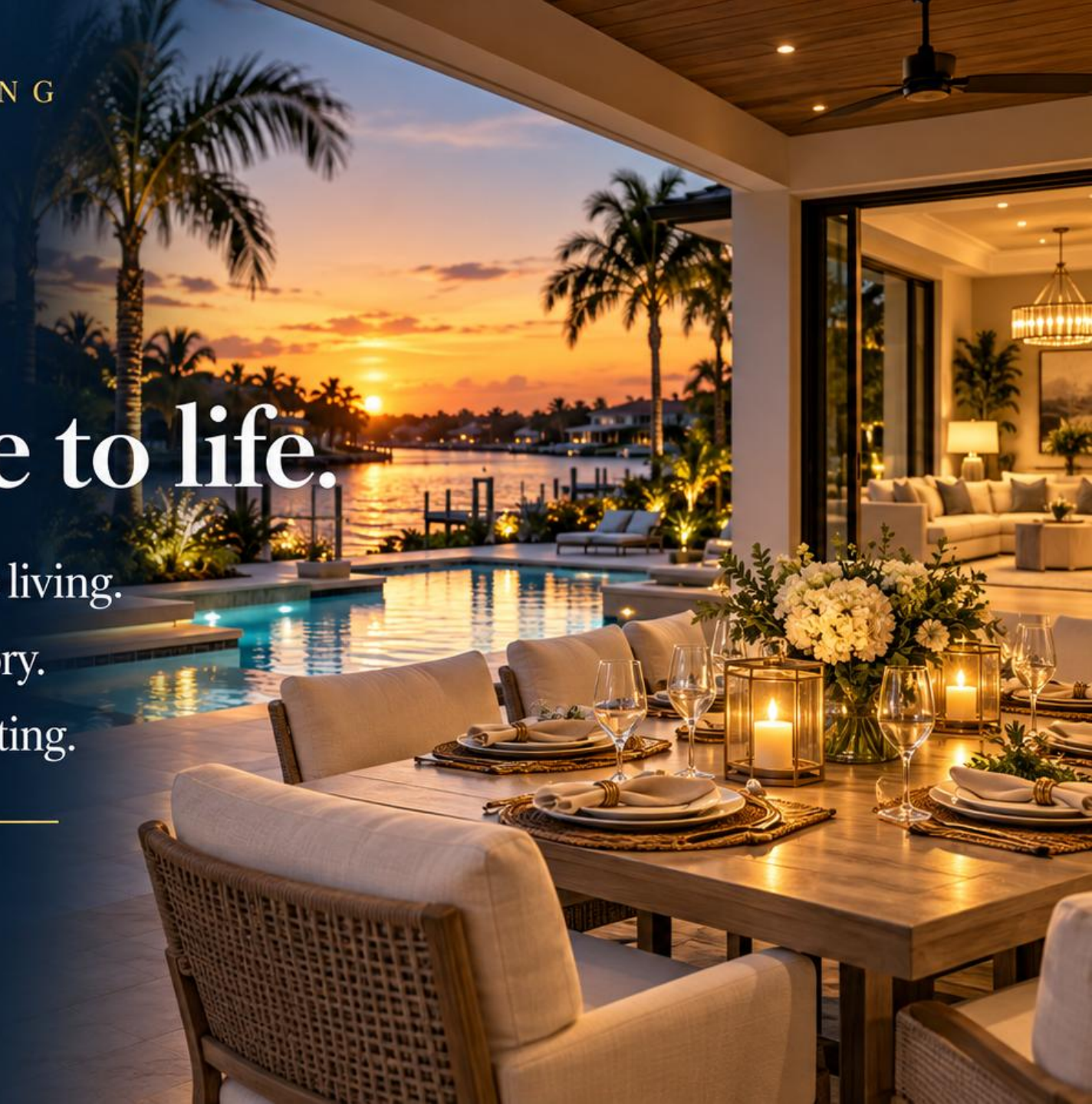
01 | Stage moments buyers can imagine living.

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



FENG SHUI FOR LUXURY HOME SALES

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.



WOOD • FIRE • EARTH • METAL • WATER

CERTIFIED

LUXURY BUYER PSYCHOLOGY

SPECIALIST

Be the Agent They Call for Luxury Homes in Your Area

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 45 to 60 minutes scheduled at a convenient time for you
- Videos to reinforce your learning
- Daily email support when you have questions

START & FLEXIBILITY

- **Begins February 17** 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

$825

or 4 monthly payments of $220

Payment-plan total: $880.

REGISTER: www.LuxuryBuyerPsychology.com

Choose “Certification and Training” from the website menu.