

What You Will Learn Over the
10 Weeks in Becoming a
Feng Shui Real Estate Professional
and a Luxury Real Estate Agent

Become the Expert...



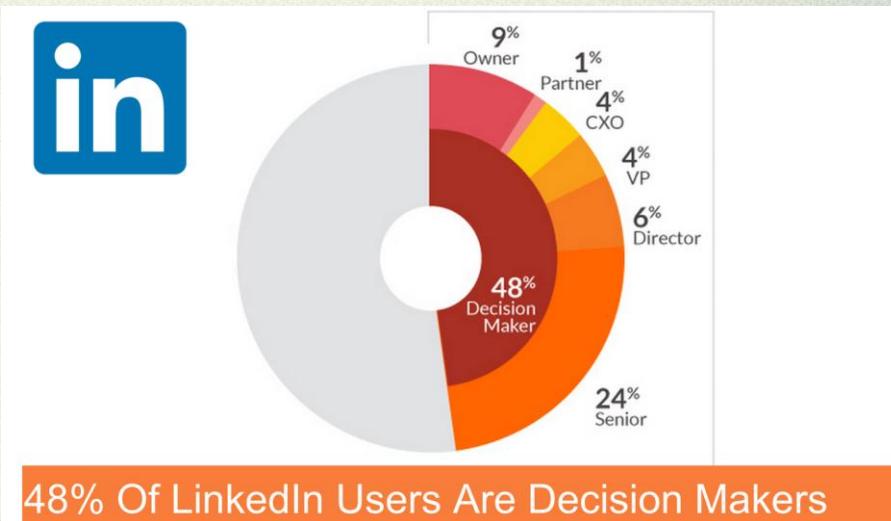
We will cover ways to locate and connect with Luxury clients



You will handle luxury homes differently with these techniques



Offer something that sets you apart, that works, and that luxury clients **KNOW OF** and are very interested in



Forget Facebook and connect with decision makers and wealthy individuals using LinkedIn!

For each 10-week session, I can only accept **12 agents!** I need to give special attention to each of you over the 10 weeks and then for 6 months after, so I have to limit it.

A second training session will begin in **June.**

There are THREE Categories You'll Become an Expert

- 1) Using LinkedIn (social media) as a powerful tool for prospecting, branding, and networking that you probably are not doing. I will help you connect with luxury real estate clients around the country (and internationally)
- 2) Becoming an expert in the use of Feng Shui for real estate, and achieve a certification to use in your marketing
- 3) Techniques on working with luxury clients, how to market, how to advertise, and how to communicate

LinkedIn and Social Media

How to advertise your luxury services online. Headlines will be different to get engagement. Luxury real estate clients are very different and how they decide

Learn how to use LinkedIn to help prospect for luxury clients

Find out how your LinkedIn profile is hurting you from attracting the right clients and changes that need to be made. Many profiles are poor or ineffective on LinkedIn

Create a powerful network online by using Creator Mode in LinkedIn

LinkedIn and Social Media

Adding connections on LinkedIn in a systematic way by focusing on specific users who can help you. We will produce a message that will increase your odds of them accepting your invitation and also compile a “thank you” note when they do (with a direct link back)

How and when to post on LinkedIn for the most effective results. There are best times and days you need to take advantage of, so there are more viewers

How to do effective, filtered searches on LinkedIn for potential luxury clients

How to generate a network of referrals with luxury Realtors around the country and to zero in for areas that are most prone for movement to your specific area

LinkedIn and Social Media

Learn to make your posts stand out by using a comparison technique I use

Use LinkedIn Live to get 1st connections to raise their hands and show interest

Create a LinkedIn newsletter that can generate interested luxury clients and give you the ongoing ability to stay in touch

Using special keywords when searching LinkedIn for luxury real estate candidates

We will build up an international network of real estate agents in specific countries (for example UK and Canada)

Feng Shui for Luxury Real Estate Clients

Making your use of Feng Shui to greatly increase curiosity in the luxury buyer

Have information that no other agent will have to solve layout problems

Accumulate practical Feng Shui CURES that can handle problems with any house

Learning what a “poison arrow” is and how to correct them inside and outside a house that makes a big difference in how it feels and comes off

Use focal points in each room that help in making a showing more memorable

Understand how to psychologically improve the flow to increase the idea of more space

Tips for making landscaping more magnetic and attractive with Feng Shui

Use the 5 Elements for balance, Yin Yang for harmony and placement showing security

Feng Shui for Luxury Real Estate Clients

Go over the specific steps for a listing appointment and ways to introduce how Feng Shui can help greatly to sell a home

We cover a full module on how to use Feng Shui for a luxury home buyer and the benefits you can use in your marketing

An extra benefit, I will cover, is how these techniques can greatly improve a home for a senior citizen by incorporating Universal Design principles. Another feature to use in marketing yourself

A module on Color Psychology is useful for encouraging a buyer and setting the right tone

Learn how make a room (or rooms) come off as especially comfortable and a sanctuary

Be able to advertise the health and safety benefits when working with you

Prospecting and Your Brand

The best uses of the 5 Senses for Luxury clients. They are totally different from the other 90% of home sellers. Very important!

Learn what aromas you choose for a home for sale that are different for luxury homes. There are 3 that are perfect when used subtly

The use of photography for luxury homes has a correct sequence to follow and highlight. Tips a professional photographer will use. We do a complete module on real estate photos

The use of special events instead of a normal open house

Headlines for advertising that actually gets a luxury client to pay attention

Help with creating a listing presentation that builds on your unique skills

Prospecting and Your Brand

Sending invitations to special events to the right people. Creating ideas for these special events

Using 5-minute (or less) videos to increase interaction using your Zoom account, Canva, and others. Targeting affluent clients with their use

Using the immense value of working on special “views” around the house

Your Unique Selling Proposition will be created and advertised

Taking photos at the right time and focusing on primarily the areas of major importance

Improve your communications to intrigue a luxury client in meeting online or live

Prospecting and Your Brand

Using press releases... many free and some paid.

In our Group Meetings, we will be spending most of the 90-minutes each week making you very versed in using Feng Shui for real estate success

In your 1-to-1 Meetings we will be working on branding, prospecting, advertising, and marketing you and your services. We will set up a convenient time for you and I to meet each week

After the 10-weeks, I will be available to aid you in ALL of these areas (example: you send me photos of a new listing, and we work on it together)

What to Do If Interested...

Without any commitment, send an email to steve.kodad@thefengshuicure.com or send a message back to me on LinkedIn that you'd like to possibly join me. I will then get in touch and answer any questions you may have.



We begin on February 17 with our first GROUP Meeting at 7:30 pm (EST).

Once again, I can only accept 12 people at once.

I hope to do a second class in mid-June.

Price...

The cost for 10 intensive weeks of instruction plus 6 months of continual aid after, is **\$1250**

It can be paid in 4 installments or all at once using PayPal.



FENG SHUI
REAL ESTATE PROFESSIONAL