

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**

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





FENG SHUI
REAL ESTATE PROFESSIONAL

Benefits Of 10 Weeks Working With Steve Kodad

Certification

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

Complete System

The training aspect covers every way to use Feng Shui to help a buyer or seller of a luxury home

Prospecting Help

Maybe the most important part of the 10 weeks is the creation of a network of real estate agents nationally and in Canada

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. You are made known to thousands of Realtors who specialize in this niche.

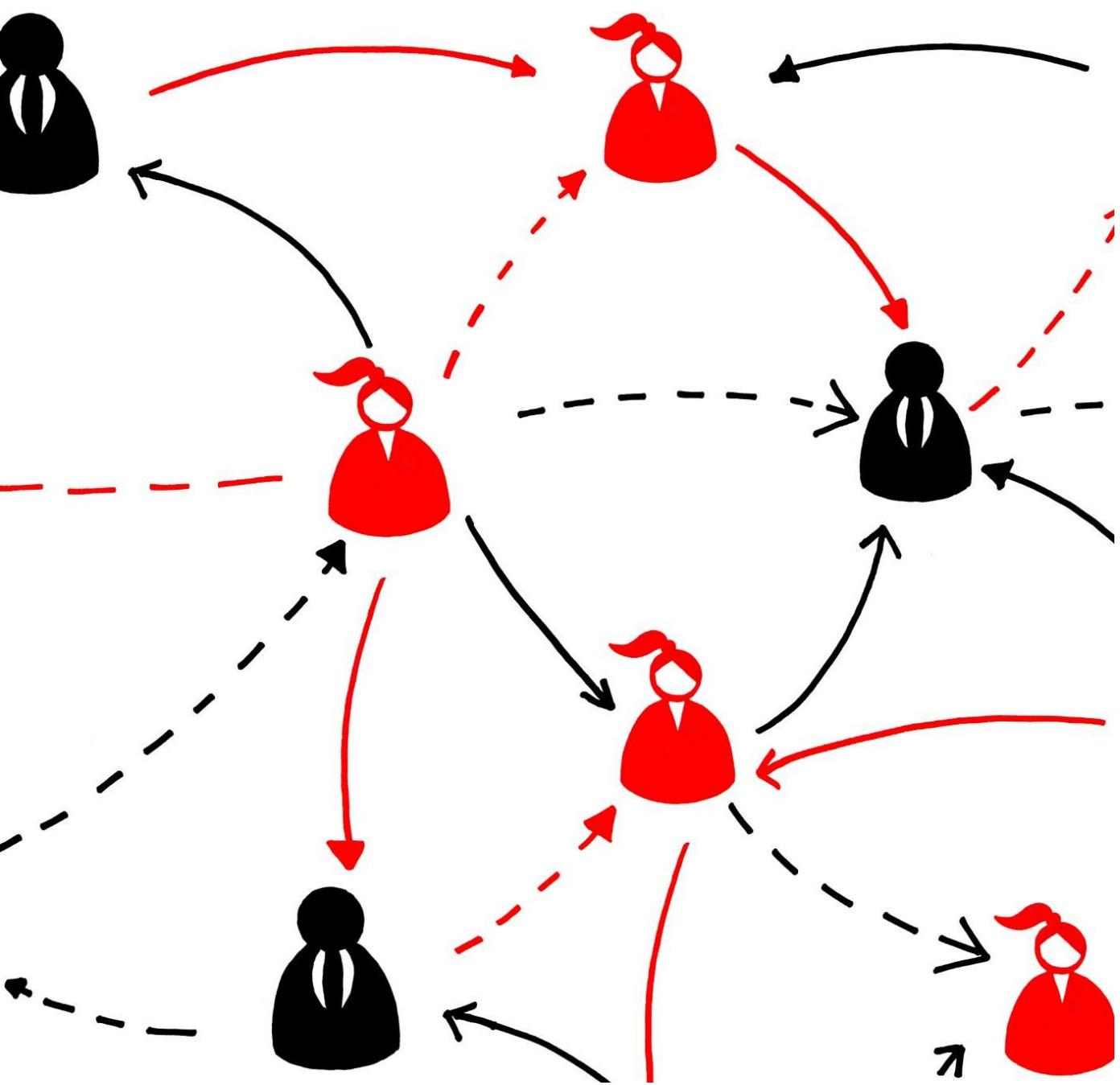
Price

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 understood and considered when we prospect together

High-Quality Materials and Exclusive Amenities

Use of premium and durable 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. This 10-weeks covers all of these buyers (including buyers from around the world)

Preference Insights

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

Selling a Luxury Home

Coaching and training deeply focus on how to incorporate Feng Shui in the selling process. The material is practical and not woo-woo.

Leveraging High-end Photography And Virtual Tours



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



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



Attracting Discerning Buyers

The attraction of buyers, especially in areas that are known to move to your locale, is of paramount importance. One thing that I do is use my LinkedIn account of over 21,000 connections (over 12,000 are Realtors) to make you known and to show your listings



Utilizing Digital Advertising

Targeted Digital Campaigns

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

Maximized Market Reach

Combining digital channels broadens market reach and enhances brand engagement among target consumers.



2 Types of Modules You Become Expert In.!

Feng Shui Techniques

You'll learn how to handle any home, room, and yard so it is memorable and attractive at the curb and especially online

Prospecting

You'll learn how to use LinkedIn in many powerful special ways.

How to use curiosity to increase showings and interest

Expand your referral network



Prospecting And Marketing

LinkedIn Prospecting on Steroids

- Profile upgrade
- LinkedIn Lives
- Networking

Special Open Houses

- * Unique open houses that attract buyers aided and advertised

Create a Listing Presentation for your laptop or notebook

Get more appointments, more listings, and more referrals



Some of the Feng Shui Techniques You'll Learn

Step-By-Step Feng Shui Technique Training for Real Estate

International Investors

8 Most Impressionable Moments to Focus On

Reducing Predecessor Energy

Color Psychology

Process for Selling Luxury Homes

Become the Buyer Agent to Call

Feng Shui Cures for House Problems

Magnetic Curb Appeal Tips

Showing Comfort

Host Exclusive Luxury 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

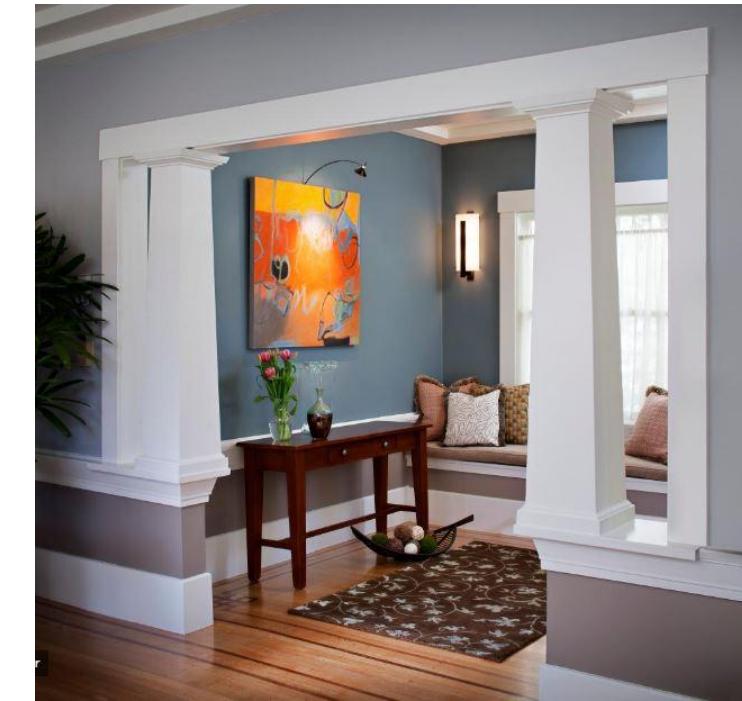
Importance of Focal Points

- Get a buyer's attention quickly
- Makes a home and its strong points more memorable
- Improves recall
- Draws positive energy into a space

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

10 weeks to becoming an expert! Each week you'll meet with Steve by yourself and have a group meeting also.

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



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