



**COLDWELL BANKER**

# BLUEPRINT *for* SUCCESS



*Mastering the*  
LUXURY PROPERTY SPECIALIST  
*Designation*



The **Coldwell Banker Global Luxury**<sup>®</sup> program has been synonymous with excellence since 1933. At the heart of this prestigious marketing program is the Luxury Property Specialist (LPS) designation – a credential that sets you apart as a leader in luxury real estate.

Whether you're just entering the luxury market or aiming for greater success, the LPS designation provides you with the foundation to help you attract high-net-worth clients, demonstrate a distinguished standard of excellence and propel your business to new heights.

# What is the LPS Designation?

Certified Luxury Property Specialists represent the top-performing independent sales associates in the Coldwell Banker® network. The prestigious LPS designation is awarded to affiliated agents who complete a specialized certification course developed in collaboration with the Institute for Luxury Home Marketing® (ILHM) and demonstrate proven success through three qualifying luxury property sales (defined as the top 10% of sales in their listing ZIP code) within 24 months of course completion.

Earning the LPS distinction opens the door to an exclusive portfolio of Coldwell Banker Global Luxury® tools, resources and networking opportunities – all designed to help you serve high-net-worth clients effectively. It also elevates your standing among colleagues and clients, and sets you apart as a trusted luxury professional.



# Benefits of Becoming a Luxury Property Specialist

More than just a title, the LPS certification unlocks access to a full suite of benefits through the Coldwell Banker Global Luxury® program.

## 1. DUAL LUXURY DESIGNATIONS

Earn two respected credentials in luxury real estate through one comprehensive course:

- **Luxury Property Specialist (LPS) Certification:** Awarded by the Coldwell Banker Global Luxury program, this certification reflects specialized learning in high-end real estate marketing and unlocks access to all of the Coldwell Banker Global Luxury program's powerful tools, resources and support that demonstrate how to help drive success. Affiliated agents with the Luxury Property Specialist certification have a 70% higher average sales price than non-Luxury Property Specialists\*.
- **Certified Luxury Home Marketing Specialist (CLHMS™) Designation:** Awarded by the Institute for Luxury Home Marketing® (ILHM), this designation includes access to exclusive ILHM tools, resources and networking opportunities, as well as eligibility to apply for GUILD™ recognition for million-dollar-plus sales.

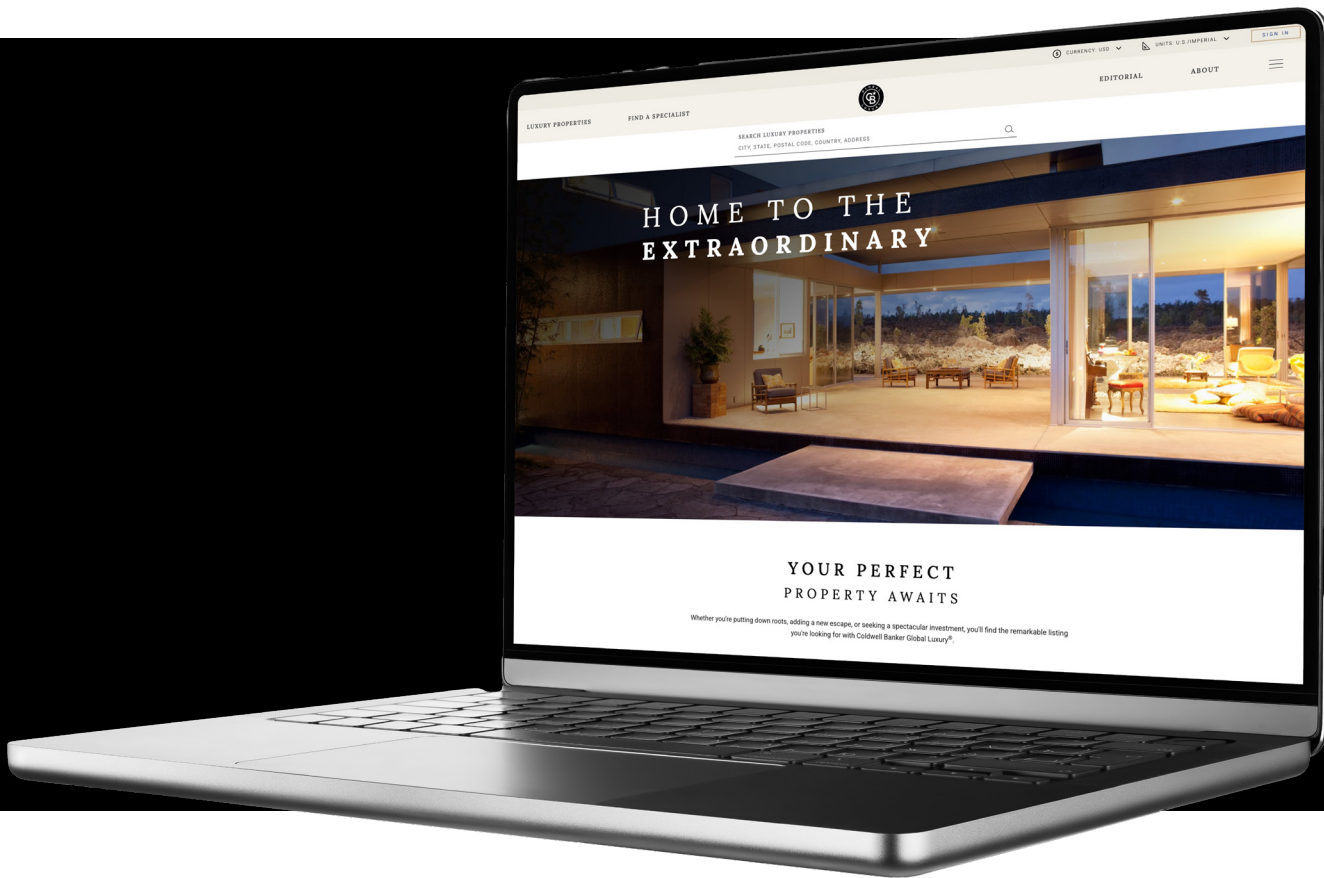
### ACHIEVING CERTIFICATION

Coldwell Banker® affiliated sales associates must:

1. Submit a single application to the ILHM for both designations.
2. Demonstrate your expertise by documenting three (3) qualifying luxury property sales within 24 months of course completion. Luxury property thresholds are determined by the top 10% of sales in the listing ZIP code (Coldwell Banker Global Luxury program) or county (CLHMS). Use the Global Luxury Threshold Look-Up Tool on CB Desk to determine the current threshold.
3. Team members may use the same property if a Commission Disbursement Agreement proves both received commission.
4. Complete the LPS certification course.
5. Certification is active upon course completion and sales verification. The application process does not affect course registration.

\*Based on 2024 U.S. closed transactions reported by Coldwell Banker. Results not guaranteed. If the link is not possible to include, include the following disclaimer: Based on 2024 U.S. closed transactions reported by Coldwell Banker. Results not guaranteed. Luxury Property Specialists must be commissioned real estate agents with a minimum of three luxury home sales and have completed a training course co-produced with Coldwell Banker and the Institute for Luxury Home Marketing.





## 2. PERSONAL LUXURY BRANDING

Establish yourself as a trusted luxury real estate professional with exclusive branding and marketing assets:

- **Dedicated Online Profile:** Increase your visibility on ColdwellBankerLuxury.com.
- **Branded Logos:** Elevate your marketing with official Coldwell Banker Global Luxury® and CLHMS™ logos.
- **Brand Building:** Create a distinctive luxury identity with premium resources:
  - Design Concierge: One-on-one branding consultations, custom logos, professional bios, personal brochures, social media templates and comprehensive branding packages.
  - MoxiWebsites®: Build a search-optimized website with this user-friendly platform.
  - Luxury Presence: Access discounted pricing on a fully customized website from this award-winning AI-powered platform.

## 3. SOPHISTICATED PROPERTY MARKETING

Elevate the marketing for your finest listings with high-impact tools and assets:

- **Comprehensive Marketing Library:** Access ready-made flyers, social posts, property websites, e-blasts, video slideshows and more via the MoxiEngage® tool.
- **Polished Presentation Materials:** Create sleek CMAs, luxury listing presentations and neighborhood tours with the MoxiPresent® tool.
- **Curated Presentation Box:** Impress clients with a hand-crafted black box from Xpressdocs with global brand assets and local materials you select.

## 4. ENHANCED LISTING EXPOSURE

Maximize visibility for your listings through premier marketing channels:

- **Automatic Worldwide Syndication:** Reach approximately 135.79 million affluent buyers in more than 41 countries via automatic syndication to 75+ international portals\*.
- **Rapid Digital Campaign Launch:** Quickly launch targeted digital ads on Facebook, Instagram and top-tier websites with Boost, Powered by Lone Wolf.
- **Custom Property Video Templates:** Create a localized version of the brand's high-quality social videos using the Global Luxury Property Spotlight template via Custom Video. Upload your own footage, add voiceovers or music, and spotlight key property features – all in multiple languages if needed. Access Custom Video through the Marketing Center.
- **Luxury Social Media & Editorial Features:** Gain extra exposure by submitting qualifying properties for promotion across the Coldwell Banker Global Luxury® program's digital, print and social platforms. Select listings may also be featured in our celebrated "Home of the Week" video and social media series spotlighting exceptional homes. Find the submission form on CB Desk.
- **Powerful Luxury Advertising:** Reach affluent buyers through the Coldwell Banker® exclusive advertising program, offering pre-negotiated rates and strategic placements in premier outlets such as *The Wall Street Journal*, *The New York Times*, *Robb Report*, *Modern Luxury* and *Condé Nast*. These are typically difficult opportunities to access without the strength and scale of the Coldwell Banker brand.
- **Exclusive Auction Marketplace:** Enjoy access to Concierge Auctions, an online auction platform renowned for record-setting luxury property auctions and expediting luxury home sales in approximately 60 days. Learning courses are available on CB Desk.

\*Number provided is an approximation due to frequent changes to the syndication.



# Spotlighting Your Luxury Listings

Explore the full range of marketing opportunities available to your listings by price tier.

Enjoy automatic digital syndication when your listing meets the Coldwell Banker Global Luxury® program's price threshold in your market:

MarketWatch  
Robb Report  
The Wall Street Journal  
Barron's  
JamesEdition  
Mansion Global  
Properstar

Enjoy complimentary promotion on ColdwellBankerLuxury.com when your listing meets the Coldwell Banker Global Luxury program's price threshold<sup>1</sup>.

Social Media Promotion - Listings may be featured on the Coldwell Banker Global Luxury program's social channels, including Instagram and Facebook. *Fill out the [Property Feature Submission Form](#) on CB Desk.*

Home of the Week - These popular video and social media series feature only 52 properties per year -- the most exclusive listings in the Coldwell Banker Global Luxury program<sup>2</sup>. For "Fit & Finish" requirements and further details, reference the [FAQ](#).

Promotion includes:

- Featured article on the Coldwell Banker Global Luxury program's editorial website
- YouTube video
- Facebook and Instagram promotion. *Fill out the [Property Feature Submission Form](#) on CB Desk*

	\$600K+	\$1M+	\$2M+	\$5M+
MarketWatch	✓	✓	✓	✓
Robb Report	✓	✓	✓	✓
The Wall Street Journal	✓	✓	✓	✓
Barron's		✓	✓	✓
JamesEdition		✓	✓	✓
Mansion Global		✓	✓	✓
Properstar			✓	✓
ColdwellBankerLuxury.com promotion	✓	✓	✓	✓
Social Media Promotion	✓	✓	✓	✓
Home of the Week				✓

1. Coldwell Banker Global Luxury minimum price points vary by market. 2. Estate must be of exceptional Coldwell Banker Global Luxury quality and have excellent photography. No farms, lots, teardowns/major renovations required, dated or unfurnished homes.

Editorial Feature - Select listings with exceptional photography or video may be covered in stories on the Coldwell Banker Global Luxury® program's editorial website.

Fill out the [Property Feature Submission Form](#) on CB Desk.

The List Video - Curated collection of top-tier listings representing the pinnacle of luxury living today.

Create localized branded listing videos using the new Global Luxury Property Spotlight template. Access via Marketing Center > Custom Video (top left navigation panel).

Concierge Auctions - The largest luxury real estate auction marketplace in the world offering record-setting results, expedited timelines, and access to a network of high-net-worth buyers. For more information please see the [Concierge Auctions](#) section on CB Desk.

MoxiPresent® - Make a lasting first impression with this digital presentation and CMA tool that creates customizable Coldwell Banker Global Luxury presentations for listings, open houses and neighborhood tours. Then share them digitally, via email or in print.

\$600K+	\$1M+	\$2M+	\$5M+
	✓	✓	✓
	✓	✓	✓
✓	✓	✓	✓
		✓	✓
✓	✓	✓	✓





## 5. STRATEGIC PROSPECTING

Leverage powerful tools to efficiently connect with high-net-worth prospects:

Gain access to advanced wealth intelligence that helps identify high-net-worth individuals most likely to purchase your listing. This precision allows you to move beyond broad marketing and engage in personal, one-to-one outreach with qualified prospects.

- **Demonstrate Expertise in Luxury Real Estate to Prospects With Luxury Trend Reports:** Position yourself as a leader in luxury real estate by leveraging insights from the Coldwell Banker Global Luxury® program's award-winning Trend Report and Mid-Year Market Report, each published annually\*. Personalize it with complimentary front cover customization in Marketing Center. Or take it a step further with full branded customization for your local market by emailing [Reports@thereportgroup.com](mailto:Reports@thereportgroup.com).
- **Managing & Nurturing Relationships:** Manage your network, track interactions and plan targeted marketing campaigns with the MoxiEngage® tool, a powerful CRM and business planner.

## 6. DEDICATED HANDS-ON SUPPORT

Receive individualized attention and administrative support at every level:

- **Coldwell Banker Global Luxury Team:** Benefit from the expertise of a dedicated team that provides professional marketing support and strategic insights tailored to help you thrive in the luxury real estate market.

## 7. EXTENSIVE GLOBAL NETWORK & REFERRAL OPPORTUNITIES

Expand your sphere of influence through unmatched networking opportunities:

- Elite Agent Network: Connect with approximately 9,000 Luxury Property Specialists<sup>1</sup> worldwide for high-value referrals.

## 8. SIGNIFICANT EARNING POTENTIAL & COMPETITIVE EDGE

Secure premium listings and achieve higher-value transactions to help grow your business:

- Higher Earning Potential: Affiliated agents with the Luxury Property Specialist certification have a 70% higher average sales price than non-Luxury Property Specialists<sup>2</sup>.
- Higher Average Sales Price: Coldwell Banker<sup>®</sup> Luxury Property Specialists achieved an average sales price of \$1.9M in 2024<sup>3</sup>.
- Dominant Luxury Market Share: Leverage a network that achieved \$220 million in Daily Luxury Sales in 2024 and 41,369 \$1M+ transactions<sup>3</sup>.

## 9. ONGOING PROFESSIONAL DEVELOPMENT & EDUCATION

Stay at the forefront of the luxury market with exclusive learning courses and insights:

- The Coldwell Banker Global Luxury<sup>®</sup> Program-Sponsored Meetings: Tune in to This Quarter at Luxury – a quarterly meeting exclusively for Luxury Property Specialists – where you'll hear from top strategists and industry voices on the current state of the luxury real estate market.
- Luxury Real Estate Seminars & ILHM<sup>™</sup> Courses: Continuous education to enhance your expertise.
- Coldwell Banker Global Luxury Summit: High-profile events featuring top luxury industry leaders.

1. As of 7/31/24 for the Coldwell Banker Network. 2. Based on 2024 U.S. closed transactions reported by Coldwell Banker. Results not guaranteed. <https://bit.ly/cbglcert>. 3. Data based on closed and recorded buyer and/or seller transaction sides of homes sold for \$1 million or more as reported by affiliates of the U.S. Coldwell Banker franchise system for the calendar year of 2024. US\$.



# Building Toward Luxury Designation

Discover benefits that are available to you now – and what is unlocked once you're certified.

**This Quarter at Luxury** - Quarterly meeting for Luxury Property Specialists featuring market insights from top real estate strategists.

**Luxury Event Access** - Exclusive invitation to Coldwell Banker Global Luxury® program-sponsored events.

**Referral Network Access** - Connect with luxury agents worldwide via a built-in referral network at coldwellbankerluxury.com.

**Luxury Profile & Badge** - Personalized profile and Luxury Property Specialist badge on coldwellbankerluxury.com.

**WealthEngine® Prospecting** - Receive complimentary leads from one of the largest databases of high-net-worth individuals. Visit CB Desk to learn more.

AGENT	LPS
	✓
	✓
✓	✓
	✓
	✓



# JOIN *the* EXTRAORDINARY

The LPS designation represents a distinguished standard of excellence, reflecting a deep commitment to professionalism and expertise in the luxury real estate market.

**CONNECT WITH YOUR BROKERAGE TO BEGIN YOUR  
JOURNEY AS A LUXURY PROPERTY SPECIALIST.**



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