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TODAY'S BUYER'S REP

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Earning Business from *Luxury Buyers*

Home buyers at every price point appreciate (and deserve) top-notch buyer-representation services. At the highest prices, however, where transaction earnings can be quite substantial, exceptional buyer-representation services are *essential*.

Where can you find luxury property? Almost anywhere. While some communities, like the Hamptons, are exclusively luxury oriented, the highest priced homes in any market also attract affluent buyers, offering many excellent opportunities for buyer's reps across the U.S., Canada, and beyond.

Luxury properties may be primary residences or second homes, including resort and vacation destinations, as well as large-acreage properties used for hunting, fishing, and other recreational pursuits. Far from these open spaces, you'll also find luxury residences in exclusive high-rise towers offering concierge-style living.

It's a segment of the market that can be attractive and rewarding on many levels. Agents who successfully learn the ropes enjoy a very high level of referral business, with as much as 75 percent of transactions, or more, originating from past clients' recommendations or referrals from other luxury agents.

Interested in learning more? Explore this issue of *Today's Buyer's Rep*, where you'll find tips and guidance from several leading experts in the luxury market.



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Meet the Experts!



Lora Cusumano, ABR®/ABRMSM, CRB, SFR®

LUX House Hunters, the Luxury Homes Division of Long Island & Palm Beach House Hunters – Long Island, NY and Palm Beach, FL

Lora is a top specialist in exclusive buyer representation. She leads a team of exclusive buyer agents on Long Island, New York, and Palm Beach, Florida. She is a production leader committed to excellence and personally represents many celebrities, sports stars and high-profile clients. She is also a recent inductee to the REBAC Hall of Fame.



George R. Harvey, Jr., ABR®, ALC, CIPS, CLHMS, CRS, GRI, RSPS

The Harvey Team – Telluride, CO

Focused exclusively on luxury properties in Telluride, George has resided and practiced real estate in this ski-resort town for over 30 years. During that time, he's amassed an extensive list of professional credentials and awards, and served on local, state and national REALTOR® association boards and committees. A firm believer in the value of professional education, George has earned numerous NAR and other designations.



Aaron T. Wheeler, RSPS, e-PRO®

Aaron Wheeler Luxury Real Estate – San Francisco, CA

Licensed in four states, but concentrating on the downtown San Francisco Bay area, Aaron leverages cutting-edge technology to attract buyers, showcase luxury listings, and service tech-savvy clients. He is also a licensed mortgage loan originator, extremely knowledgeable about ways to structure jumbo financing for luxury purchases.