

# Marketing Luxury Homes



## The ‘How-tos’ and ‘What to dos’

From a home staging expert and successful business owner

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**1.** Get luxury designation...institute for luxury home marketing designation called CLHMS (Certified Luxury Home Marketing Specialist. Then, join The Guild Leaders in Luxury annual convention. Only 100 agents get to go.

Many benefits:

#### WHY RENEW?

Your online member profile allows affluent buyers and sellers to find you when they are looking for a luxury real estate professional. Additionally, you have access to a suite of benefits, including, Real-time market trends to help you make confident recommendations, prospecting tools that enable you to qualify new clients and their ability to purchase high-end homes, professional marketing resources to give your materials the polished appearance affluent buyers expect, and so much more.

#### THE MARK OF DISTINCTION

The Certified Luxury Home Marketing Specialist (CLHMS) designation is recognized as a mark of distinction in luxury markets around the world. It assures affluent buyers and sellers that real estate professionals who have earned the designation have the knowledge, experience, and unique skills to meet their luxury real estate needs.

This prestigious designation is only available to members of The Institute.

**2.** Use only professional photography for your luxury listings

**3.** Try to also have drone pics.

**4.** Have Broker Opens; example -Richmond Broker open luxury broker open tour link in Facebook personal page.

**5.** TV ads example. From WKYT TV link on staging a luxury home.

**6.** Luxury Homes, DuPont Registry Magazine advertisements,, worst bang for your buck in my opinion. (In presentation just have a picture of front of Dupont Registry and Luxury Homes, etc)

**7.** Get the luxury property STAGED if it needs it or....MERCHANDISED if Vacant. In my opinion, the best bang for your buck

**8.** Create a property website: example THIS FACEBOOK LINK FOR my Luxury at 141 Forest Avenue [www.141ForestAve.com](http://www.141ForestAve.com) then boost until it sells to right audience using location, income, etc. talk about FB and boosting and posting

**9.** Blogging.: Several sites

FB 5 sites: personal, business: Home Staging, Feel@HomeStagingPros, eXp Realty, GetRealLexington, TheLUXEforTheHome, 365 things to do in Lexington KY, Instagram, MaryAnneTheRealtor, TheLUXEforTheHome-[www.TheLUXEinLEX.com](http://www.TheLUXEinLEX.com)  
[www.sellingLexingtonKY.com](http://www.sellingLexingtonKY.com)

IDX Search site: [MaryAnneSimmons.eXpRealty.com](http://MaryAnneSimmons.eXpRealty.com)

Make sure they come in by prices with highest priced first when consumer searches  
Always have great blogging content and pictures and do lots of video and Pinterest

**10.** Saturday Soirees for friends, acquaintances clients and customers. Example: limousines, wine and cheese, beginning at one home and touring 3 to 4 other luxury listings

**11.** Client appreciation party family get together.,,(can have beginning at one property or skip property) then bring Family to movie, crank and boom ice cream, pizza party,

**12.** Christmas shopping and lunch for your luxury female clients. "Lunch on me...Shopping on you" I usually do this for new clients who have moved into town in the past year and bought a Home from me ...at The Glitz

**13.** Personal delivery of pumpkin or apple pie at Thanksgiving. Delivery on Tuesday or Wednesday depending on whether they are leaving town and taking the pie with them. Send email invite

**14.** Magazines:

Home by Design

American Lifestyle

show one of each that I have brought with me and they blog content on  
[sellingLexingtonKY.com](http://sellingLexingtonKY.com) from Home By Design  
and Pinterest

Digital addition already sent to Cherolyne of American lifestyle

**15.** Have Luxury signs made for luxury listings, but don't put the big sign in the yard of a little house.

**16.** Have some luxury cards made with a luxury logo that your broker approved or design one yourself by changing colors if broker approved or using Fiverr.

## FEEL@HOME..STAGING PROS Staging of a Vacant Home!



BEFORE

**Describe what the space was like before the update:**  
Blah and golden oak.

**What was the biggest challenge you faced with this project?**

The huge golden oak look in kitchen, floors and cabinets. Even though they are perhaps fine hickory quality, matching the golden oak stained floors proved to be too much of one color.

**What were the clients' wishes for the space? How did you make their vision come true?**

Create a "WOW" factor to attract buyers to this great home.

**What was the biggest change that was made?**

The darker rug and darker table and chairs broke up that color of golden oak.

**What is your favorite part or detail of this project?**

Changing the vacant look to one of more spacious elegance upon entrance to the house.



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