

# MEMBER BENEFITS

One full year of Institute Membership is included with training and is renewable annually. The current annual fee to renew is \$295, or \$525 for two years.

## RISMEDIA'S AUTOMATED CONTENT ENGAGEMENT (ACE)

### **Complimentary Benefit | Members Save \$480+**

The ACE Social platform gives you weekly luxury content branded to you, and automatically published to your social channels.

## LUXURY MARKET REPORTS

### **Complimentary Benefit | Members Save \$1,000+**

The Institute's Luxury Market Report helps Members gain insights into North American market trends and provides monthly analysis for more than 150 luxury markets in the United States and Canada.

## WEALTHENGINE

### **Complimentary Benefit | Members Save \$6,000+**

Receive access to WealthEngine's Premier platform. Analyze existing client lists, create models to prospect new clients, look up potential clients and buyers to gain insight into their financial snapshot and connected network.

## PREMIER BY RISMEDIA

### **Complimentary Benefit | Members Save \$249+**

Sign up for a complimentary one-year subscription to Premier by RISMedia, which includes unlimited access to the Premier content catalog, exclusive monthly reports, admittance to all RISMedia's virtual events and webinars, and receive preferred pricing for in-person events, including RISMedia's Annual CEO & Leaders Exchange.

## HURDLR

### **Complimentary Benefit | Members Save \$100**

Seamlessly track your business expenses, mileage, deductions, and commissions in real-time.

## QUALIFIED CONTINUING EDUCATION

### **Complimentary Benefit | Members Save \$200+**

Get complimentary access to unlimited state-approved Continuing Education (CE) courses from our sister company, McKissock Learning. Multi-state certification is available, and Members only pay \$10 for each additional state certificate.

## DISC ASSESSMENT

### **Complimentary Benefit | Members Save \$100+**

Complete your DISC assessment for self-reflection and begin to recognize different traits in your clients and prospects. Build a better rapport by listening and adapting based on their personality.

## KISS, BOW, OR SHAKE HANDS DIGITAL

### **Complimentary Benefit | Members Save \$100+**

This insightful and comprehensive digital reference guide provides a cultural orientation of best practices and protocols when meeting clients of all backgrounds, enabling you to increase revenue opportunities by developing long-term client relationships.

## RICH BUYER, RICH SELLER

### **Complimentary Benefit | Members Save \$20**

Fourth Edition is available for Members to download for Kindle, or your mobile e-reader.

## REFRESH LUXURY TRAINING

### **Members Save \$100**

Access our Luxury Online training, the recorded online version of our two-day Luxury Home Marketing Training.

## MANSION GLOBAL AND THE WALL STREET JOURNAL

### **Reduced Rates on Digital and Print Offers**

The Wall Street Journal and Mansion Global reach an affluent, influential audience of real estate enthusiasts with the means an inclination to buy and sell luxury real estate.

## UNIQUE HOMES

### **Up to 30% Rate on Print and Digital Offers**

The award-winning Unique Homes Magazine is published bi-monthly and reaches a national and global audience of affluent readers interested in the buying and selling of luxury real estate.

## JAMES EDITION

### **Institute Members receive 20% off all JamesEdition offers**

Position yourself as a Luxury Real Estate leader with the world's luxury marketplace.

### T3 SIXTY

#### **Member Preferred Rates on Multiple Plans**

T3 Sixty helps real estate brokerages and teams reach peak productivity and profitability.

### LUXURY PRESENCE

#### **Member Preferred Rates on Multiple Plans**

Luxury Presence helps real estate agents grow their business through cutting-edge marketing software, unlike other companies who simply just provide a website.

### MARKETING SOLUTIONS POWERED BY REAL MARKETING

#### **Special Member Pricing on Select Packages**

REAL Marketing's comprehensive platform of print and digital marketing materials are created to help market yourself and your luxury properties.

### XPRESSDOCS

#### **Special Pricing on Select Templates**

Take advantage of a special virtual design center for Members where you can order custom property brochures, fliers, mini-brochures, and more!

### HUB INTERNATIONAL

#### **Complimentary Consultation**

Clients of Institute Members can receive a complimentary insurance review for any property within the United States. Carrie Ousley with HUB will take care of the details.

### INTERLUXE AUCTIONS

#### **Complimentary Benefit/Members Earn Enhanced Commissions**

Institute Members can receive a consultation on how to guarantee offers to purchase, yielding a highest and best price for their sellers with no sacrifice to commission. In fact, various scenarios present an opportunity for enhanced compensation as a listing agent, buyer's agent, or referral source.

### THE INSTITUTE NETWORK

Institute Members get exclusive access to our proprietary social media platform, The Institute Network. Get business tips and solutions, join online training sessions, promote listings, expand your referral network, and connect one-on-one with other luxury professionals.

### INSTITUTE BRANDING

Brand yourself as a luxury agent and stand out among the crowd. Members have access to logos based on your membership level.

- GildedBox – Discounts on personalized closing gifts to share with your client on their successful sale.

### MEMBER WEBINARS

Member webinars and workshops are held regularly, recorded, and available to rewatch.

### MEMBER PRODUCTS

Enhance your professional image with our exclusive range of Member Branded Products, tailored specifically for luxury real estate professionals. These high-quality items are designed to showcase your affiliation with The Institute and demonstrate your commitment to excellence in the luxury market.

### SPECIAL RATES ON CLOSING GIFTS

- NEAT Method – Discounts on gift cards for NEAT Method's organizational services and products.

### DOWNLOADABLE RESOURCES

- Luxury Marketing Blueprint
- Marketing a Luxury Property Checklist
- Guide to Winning Listings in the Upper Tier
- Guide to Marketing Upper Tier Listings

### ADDITIONAL COURSES

Exclusively available to Institute Members:

- **Ditch the Pitch \$199** – learn how to engage and win business from home buyers and sellers by making every conversation more effective and successful.
- **Smart Homes of the HNWI and Whole Home Automation \$39** – will teach you about smart home technology for high-net-worth clients, whole home automation, and actionable steps to position you as a smart home expert in your marketing.
- **Luxury Home Staging \$29** – teaches real estate professionals to enhance luxury properties, collaborate with staging experts, and guide sellers on staging and payment.
- **CNE (Certified Negotiation Expert) \$300** – learn new negotiation styles, trust-building, persuasion techniques, and lead generation strategies to attract and influence home buyers and sellers.
- **CBAE (Certified Buyer Agent Expert) \$150** – learn to navigate real estate changes, excel in buyer representation, build trust, and strengthen your commission discussions with a unique value proposition.

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INSTITUTE *for*  
LUXURY HOME  
MARKETING®

by Colibri Real Estate