

HOW TO GET
Luxury Level
Buyers
&
Sellers

**Even If Nobody's Ever
Heard of You**

GREG LUTHER

What I Did and How You Can Use It

The name of this book is ***“How To Get Luxury Listings, Even If Nobody Has Ever Heard of You”***

And before we go any further, please let me make it very clear that the results you’ll hear about are not typical.

Frankly, there’s a huge percentage of agents in America that don’t do very well at all.

You already know that.

While the agents referenced here have all made tons of money and now have a tremendous business with consistent closings, the truth is that most agents won’t do squat.

They like learning but refuse to DO anything profitable.

Hopefully, you are the exception and your real reason for investing your time and money in this book is to actually make improvements to your current real estate business.

Chances are we have not met each other yet...

So I am not making any claims or implications that you will duplicate my results or any of the results of the thousands of agents I work with around the country.

For that matter, I don’t know if you’ll even read this entire book, let alone take action for yourself.

Consider that a friendly challenge. ☺

I’m going to show you what worked well for me and for other agents.

It’s my hope that you’ll be able to utilize some of the information that I share with you to get the results that you are personally after.

You’ll see some case study examples and various marketing tools that can help you to attract affluent buyers and sellers quickly but again, you **MUST** be willing to take action.

So if you are looking for one of those “get rich quick as an agent” deals, this isn’t it.

You'll find hundreds of those scams in your email box.

BUT – if you're a "real person" who's got some basic skills as an agent and the ability to help people with their buying and selling needs, and the willingness to work for what you want, this is for you.

This book will show you the path.

I'd love for you to make a bunch of money from the knowledge and action plans you'll get here.

Today, I make over a million dollars per year from the luxury real estate market and many of the agents I work with have created SIGNIFICANT gains within their real estate business.

I coach thousands of agents and see them close more and more properties on a monthly basis.

I'd love to get your success story if you take action too.

*...beat all the
"big name"
competing
agents...*

These agents have attracted affluent buyers and affluent sellers from within their marketplace, they've beat all the "big name" competing agents and they've started closing homes that are priced higher than anything they've ever sold before.

And the commission checks are tremendous. (But you already know that!)

In this book, I'll tell you how I do it, how they do it and give you a plan that you can personally use too.

If you are truly serious about attracting luxury level buyers and sellers, we have a great 75 minute online masterclass training that accompanies this book which you can access at no additional charge at the end of this book.

Why You Should Pay Attention

Most of the agents I speak with will always tell me that the majority of their business comes from referrals.

That immediately tells me that they do not have a system for attracting and converting clients. It also tells me that this agent isn't earning the type of income that they deserve.

If your only source for new clients is referrals, you are starting at the END of the system and not at the beginning.

While referrals can be a good source of business, they certainly can't be your only source.

If you have a duplicatable system that feeds you new clients on a daily basis, you never feel the anxiety of wondering where your next client will come from.

Would that be a good feeling?

Better still is focusing on the luxury real estate market for extremely high profits.

As you move up the ladder of affluence, you'll see that these clients can be true "cash cows" for your business.

I'll show you some examples of this happening for agents all over the country, even though they'd never worked with high level properties before.

LUXURY REAL ESTATE IS THE CASH COW

Today, I can accurately say that the luxury real estate market is truly a cash cow for agents from coast to coast.

There's no better way I can think of to rake in huge checks than to sell luxury level properties.

Regardless of where you are in the country, the luxury level starts around 200% to 250% of the average priced house in your area.

In Columbus, OH where I was born and raised, an average home sells for \$200,000 so luxury starts around \$400,000 to \$500,000.

However, in Southern California where I've owned brokerages and had dozens of agents, the median price may be \$400,000 meaning luxury starts around \$800,000 to \$1,000,000.

As you can imagine, being able to sell one house and get paid 3 or 4 times what we usually do can truly be the fastest way to become wealthy as an agent.

Think about this... We many times sell houses that are into the \$2 mill or \$5 mill categories so we can be paid a commission that's 10X or more as compared to our typical transaction.

You don't need too many of those to be massively profitable.

Heck, selling one per quarter would be pretty good since the check can be six figures for selling just one house.

One of the biggest reasons they are "cash cow" houses is that the homeowners are affluent and willing to pay a premium fee for a premium service.

Keep in mind, they generally invest in the **best** that money can buy.

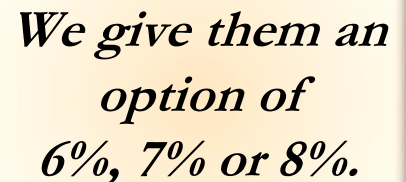
They drive a car that costs 4 or 5 times the average vehicle price.

They wear clothing that costs 4 or 5 times the average and their stock broker charges \$5,200 in commission for the exact same shares they could buy on ETrade for \$9.99.

They prefer the best that money can buy.

Is that what you offer as a real estate agent?

Remember this, it's a heck of a lot easier to get 6% from someone that lives in a million dollar home than it is to get from an owner in a starter home. Generally you'll find that the lower end homeowners simply have no money to give you!



*We give them an
option of
6%, 7% or 8%.*

As we teach inside our agent trainings and coaching program, the affluent homeowners always make a decision based on the middle or highest price option.

They **NEVER** take the cheap option.

Let me explain.

If they are investing in something, let's say it's a package of educational material for themselves or their children, they have to choose between available options.

Option A: Economy, \$2,000

Option B: Fast Start, \$3,500

Option C: Professional, \$5,000

Which do you think they'd choose?

See, their only decision they need to make here is usually ***"should we go with option B or C?"***

It's the same stuff, just additional bonuses or additional assistance with the two top options.

That's what they want. They'll go with either B or C.

They'd NEVER choose the cheap option because that is a direct reflection on who they are as a person.

Read that again...

Well the same is true in real estate.

One of the things we teach inside Luxury Agent Mastery is to offer what I refer to as a Menu Of Services.

We give them an option of 6%, 7% or 8%.

When they see the difference in what they get, they are either going with option B or option C.

Frankly speaking, when most agents start out with this, they usually have their Menu Of Services at 5%, 6%, 7% and they are shocked to see how many sellers want the premium option.

They tend to increase their fees pretty quickly.

These affluent buyers and sellers don't need to make decisions based on finances.

They don't have to "ask their checkbook for permission" to do what they want to do.

As hard working Americans that contribute to society, they feel that they deserve the best products and best services they can find to make their life easier, more fun, more relaxing or the most profitable.

It's simply a different type of client as opposed to what we customarily work with, dealing with prospects that have limited funds.

I can't tell you how many times I've sat across the table from a homeowner in the lower price ranges that said ***"if you can just get me to break even on the mortgage and expenses, I'll list with you"***.

Then the first thing we do is start chopping my commission to see how much is left over for me.

It may be 5% or it may even be 4%.

And it's on an average priced house or lower. They simply had no money to pay me!

It always seemed like the lower I went on home prices, the more I had to beat up my own commission in order to help them sell their house.

That's a horrible way to make a living.

Working with the affluent (buyers & sellers both!) allows you to provide a superior service and earn a FULL fee for your efforts.

Best of all, the net profits are extremely high.

I'm sure you wouldn't mind making \$30,000 or \$60,000 from investing a small percentage of that amount into marketing.

Inside this book, you'll see how these agents are doing it and why they are so desirable to the affluent clientele, even if they've never sold a luxury level house before.

I know that sounds a little hard to believe if you are currently struggling or haven't really "found your groove" in the real estate world yet.

You'll be excited to know that this is easily duplicatable.

We coach thousands of agents every year on how to massively increase their real estate business and start making more money than they ever have before.

Each year we have outstanding training conferences where our members can get together again, share their war stories, their successes and their failures.

We always go into detail on the best ads and campaigns that are working well at that very moment.



I always give examples of other agents that were once struggling, but now sell more houses and much higher value properties than they have throughout their entire career.

Over the next 60 minutes, you'll get to walk through what you should be offering to the public, how you find the clients and what should be said and done to get them to work with you immediately.

This works to attract buyers, or you can use it to attract listings.

Whichever you prefer.

Heck, maybe you'll go hog-wild and work with both!

How I Fell Into Luxury Real Estate (It was a horrifying road!)

When I first became a real estate agent, I struggled miserably.

I was doing open houses for other agents, cold calling and even humiliating myself by knocking door to door, trying to find clients.

I've always had a strong work ethic so I figured I could out-work the competition.

Unfortunately, that work ethic had me working way too hard with far too little results and I ended up losing my home to foreclosure as well as my car to repossession. This happened after months and months of struggling.

Today I realize this was the lowest point in my life and one of the BEST things that ever happened to me.

That probably sounds a little weird but let me show you what I mean here...

You see I knew that every time I met a traditional "average priced" seller, they continuously beat me up on my commission and never had enough equity for all the expenses involved in selling their home.

I was taking listings at 5% all the time, ending up with very little at closing.

Sometimes I even had to do 4.5%, then the damned home inspection had issues and I'd have to give up another \$500.

If you've sold enough houses, I'm sure you know what I mean.

So at this low point in my life I realized that working harder and grabbing a few more closings wouldn't create enough income to get me out of my situation.

It was really just more insanity and more sleepless nights.

I needed BIG checks.

Trust me, I was scared to death.

I was in survival mode.

But I knew I needed to get a \$30,000 or \$40,000 check fast to get me out of my financial problem.

That could only happen by getting a luxury level client.

A big house.

I'd never sold a high priced home before so I had no idea what was really different.

Even though I'd sold plenty of houses, something had me nervous about a luxury level home and the affluent clients that bought and sold them.

I don't know, I guess since I'd never done it I was just out of my comfort zone.

After speaking with a big agent in our office, she explained to me that even if the seller is a multi-millionaire brain surgeon, he has no idea how a real estate transaction works or how to properly market the home.

That's what WE do.

That two minute conversation changed my future!

I immediately started learning about target marketing.

Within 3 days I had a luxury listing (from an expired) and I got the thing sold in 19 days. JACKPOT!

Imagine having a luxury deal in contract within 19 days! I was so relieved!

***But I knew I needed to
get a \$30,000 or \$40,000
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problem.***

Over the years, I've made millions of dollars and assisted countless numbers of agents to break into their own luxury market.

I now coach thousands of agents to improve their business and master the tactics and strategies that will give them consistent closings and tremendous income.

I want to show you not only what you should do, but also what you shouldn't do when breaking into the luxury real estate market.

Why You Should Sell Luxury Real Estate

Let's face it. Selling higher level homes is incredibly lucrative.

The commission checks are much higher and the clients are easier to work with.

Most of them are busier than you so they don't take up your time.

They generally have great credit and many of the deals are all cash.

That usually means fast closings and big fat checks.

More importantly, once you get in with just one of these clients and develop a trusting relationship, it opens up the floodgates to countless numbers of referrals.

As we know, poor people hang out with other poor people and rich people hang out with other rich people.

The snowball effect happens quickly once you are in the clique.

The key to success is to master the art of marketing to consistently attract these high level transactions every month.

Inside the next chapters, you'll learn how to find the best prospects with a targeted marketing approach and you'll also see how you can use individual "selects" to sell luxury priced homes.

It doesn't matter if you are working with buyers or sellers.

As long as they are motivated to move, you earn yourself significant profits for your hard work.

With the right approach, you'll attract whichever type of client you prefer.

One of the best benefits of positioning yourself in the luxury market is simply that it can be the fastest way to pay off 100% of ALL debts and build a substantial retirement account for yourself.

***The fastest way to fix
that is to MASTER
the luxury market.***

I've seen far too often that agents have been in the real estate business for one or two decades (or more) and still have debt problems and very little net worth.

The fastest way to fix that is to master the luxury market.

Many of the agents I've mentored have also told me they love how much easier these clients are to work with.

The affluent buyers & sellers are appreciative and they are always willing to pay for the best their money can buy.

I can't tell you how many times I had a lower level client completely blow up and threaten to cancel a contract over something as simple as a \$500 hot water tank.

You rarely see anything like that in the affluent price ranges.

The buyers and sellers are happy and easier to deal with.

Best of all, they know how business works and they may even have a better grasp on life so they are what I would consider "reasonable".

You want to attract these types of clients so you have a little bit of sanity within your own life and business.

Each of the agents trained by me has copied our listing presentation as well as all of our offers so they are highly impressive to each luxury prospect they get in front of.

Having The BEST Offer

In today's world, everything is becoming commoditized. The same is true in real estate.

You are likely aware that anyone in your town can list their home on the MLS for 1% or even less.

Worse, there are also flat fee real estate agents that will charge a fee of \$2,500 (or less) to list the property.

Fortunately for us, this doesn't really apply to the luxury real estate market or the clients we represent.

Keep in mind that the things these clients buy and the experiences they take advantage of are looked at as a direct reflection on who they are as a person.

They prefer LUXURY.

They wouldn't be caught dead with a discount broker sign in their front yard!

Oh my gosh, what would the neighbors think?

No...they prefer going with the best agent their money can buy.

The same is true for home buyers.

They want great representation from someone that can help them using specific tools and tactics that will give them an advantage.

That's what you'll learn about today so you can be the person they choose.

Sometimes sellers will call out a couple of agents to interview them about listing the home.

I'm sure you've "competed" with other agents in the past.

It's important for you to know that everything they know about these agents before they make those calls is MANUFACTURED.

Read that again. It's crucial for you to understand.

Fame is manufactured.

They only know whatever you teach them.

I personally show agents how to get into an affluent neighborhood and be the top agent those owners think of, regardless if you've had sales or not.

Most agents can only offer a few recent sales or maybe a big company name. That is not attractive to a seller that's been educated on the best way to choose an agent.

Those agents promote their photo and their company logo and say things like **“We are the best”** or **“We are the top selling agents in the area”**.

Sure, in lieu of any other data, that offer seems better than nothing.

Our offer...YOUR offer will be far better and far more appealing.

We utilize target marketing to expose the property to the absolute most opportune prospects. (Read that again)

Your competition has absolutely no idea how to do that.

As you are likely aware, mailing lists and marketing lists are readily available for absolutely anyone, and you can get as detailed as you can describe them.

You can find people based on household income, current home value, net worth, investing habits, hobbies and interests and much more.

You’ll learn more about that today.

This is the biggest reason they’ll choose you in lieu of all other options.

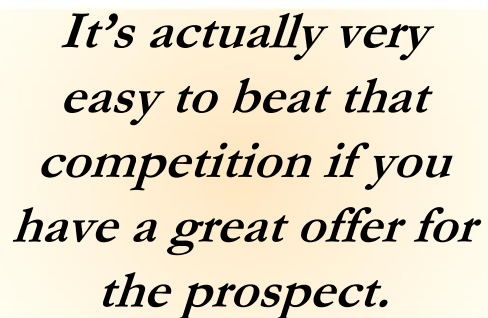
You can expose their home to people that are highly qualified and highly likely to buy a home like theirs. That’s so much better than a silly magazine ad, offering it to the masses.

Even if you haven’t demonstrated that you’ve sold homes in that area before, they’ll gladly choose you based on what you can do for them on their particular property.

After all, if you can get their home exposed to better buyers with a much better target marketing campaign, they’ll certainly choose that over magazine ads and postcards where a third of that ad is a full body shot of the real estate agent.

I’m sure you know that’s all that the competing agents do. And the sellers hate it.

Those agents are better at promoting themselves than they are at promoting the homes they have listed.



*It’s actually very
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It's actually very easy to beat that competition if you have a great offer for the prospect and can show them how you provide target marketing to sell their home for top dollar.

Buyers and sellers in the affluent market aren't stupid.

They also don't find themselves attracted to egotistical marketing.

They want someone that can provide a great quality service, sell their home for the most amount of money and help their family with their overall housing goals. That's it.

If you have the best offer, you win.

And remember, it's not the agent with the best ANSWERS that wins, but actually the agent with the best QUESTIONS.

Have a good offer and have some great questions.

Let's create that for you right now... Sound good?

Differentiating Yourself From Competitors

This leads us to the importance of differentiating you from the competition.

Depending on the marketplace you sell in, there are likely thousands of agents that hold a real estate license.

Most of them don't do much business and very few have a "serious" sales business.

The one way you can differentiate yourself above all your other competitors is to understand REAL marketing in lieu of what all other agents do.

I'm sure you'll agree that what most agents do simply doesn't work.

They do magazine ads and websites and virtual tours and postcards that very rarely produce even one phone call.

Am I right? Have you tried it yourself? It doesn't work.

I personally remember spending thousands of dollars on all those magazine ads only to find out that many times I'd go the whole month without so much as ONE phone call!

In reality, agents that do this simply don't understand marketing.

A "so called" top producer that does MORE of these magazines and postcards spends more money with little to no results at all.

That's why every time you look up all the luxury property listings over the past year, you'll see that at least 50% of them expired with no sale at all!

By the way, that's a real stat that we've checked from sea to shining sea. Most luxury properties listed by these so called "top agents" don't sell at all.

There's really two reasons for this;

1. The agent is incompetent/nervous at the appointment and lists it for a price that is too high.
2. The agent has no idea how to market the home and they just list it in the MLS, waiting on the thing to sell on it's own.

In turn even the so-called "top agents" in your town sell less than half of their listings.

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Imagine how much better the results will be when you can look at each of the individual amenities the home has to offer and you target people that would have a hyperactive interest.

What if you specifically targeted a couple of lists of prospects with individual selects that would be extremely interested in buying this type of home?

Let's look at a couple of example home sales, then I'll show you how the agents sold them.

I'll give you some examples of a few properties that agents I've worked with have listed and quickly sold where THEY attracted the buyer and got both sides of the transaction.

This is three different properties in three different states, all with drastically different price ranges.

I will give you a good mix of examples here.

Property #1 Details:

- This home was priced at \$1,200,000
- It had a 5 car garage
- It had 5 bedrooms
- It was on a large public lake with dock access
- It had a small 60 bottle wine cellar

Who We Were Trying To Market to:

- Local owners that own a home worth between \$600k and \$800k
- They've owned the home for over 4 years
- They have a net worth of over \$1,000,000
- They own a boat, registered in that state and county
- They have 3 or more cars registered to their current address
- They have at least 2 children of teenage years
- They are wine collectors or subscribe to wine magazines

Result:

We were only able to find 114 people that qualified with 5 or more of those selects. We then got a custom sales letter campaign together to send out to each of these prospects. Not only did the agent get both sides of the transaction, but also listed this buyer's current house which was priced at \$649,900 and sold for \$648,500.

We used target marketing and only had to buy 114 postage stamps.

Property #2 Details:

- This home was priced at \$750,000
- It had a first floor master bedroom
- It had a fenced yard
- It was across the street from a big equestrian center

Who We Were Trying To Market to:

- Local owners that own a home worth between \$400,000 and \$550,000
- They owned the home for over 4 years
- They have a credit score of over 680
- They have an annual household income of over \$250,000 per year
- Children in the home between 8 and 15 years old (1st floor master bedroom)
- They have pets in the home
- They have an interest in equestrian activities

Result:

We were able to find 618 of them and nearly 400 of them we could get email and Facebook page for. To save on marketing dollars, we just marketed to that list online. The emails were free (a three email sequence) and the Facebook targeting cost approx. \$185.00. We got the buyer but this time, the buyer was NOT selling their previous home and decided to just rent it out. This was an all cash transaction, agent got both sides of the transaction.

Property #3 Details:

- This home was priced at \$4,250,000
- It had a 4 car garage & separate workshop
- It was on a premier golf course (on 5th green)
- Community Country Club Membership Required

Who We Were Trying To Market to:

- Anyone within 40 miles that owned a home worth \$1.5 mill to \$3 mill
- They MUST live on a golf course (less prestigious course)

- They have a net worth of at least \$2 mill
- They have 3 or more cars registered at their address
- They subscribe to Golf Digest Magazine or equivalent

Result:

We found 513 of these prospects matching at least 3 out of the 5 desired selects listed above. Only 207 had email and/or Facebook page available but all 513 had mailing address. This home was harder to sell and the agent ended up investing almost \$1,800 in marketing, postage, etc. over the course of 4 months. That averaged a marketing budget of \$450 per month. The agent got the buyer from their direct marketing message and the buyer put 70% down, closed in 45 days. This was a full 7% commission. It sold for \$4,170,000. Do the math. Yes, she had to invest \$1,800 over 4 months. And made a fortune.

SUMMARY:

As you can see in these three examples, this is fairly easy to do as long as you know how to find the right people to market to.

You just need to learn some basic training on marketing & exposure.

Keep in mind that this is also the best way for you to find luxury level buyers, even if you have no listings at all!

I'll show you not only how to sell high level listings, but also attract affluent buyers.

You are welcome to work with whomever you want. If you prefer luxury sellers, you can target your marketing to get those owners. If you prefer buyers, you can easily go that route too.

Additionally, you'll want to remember that when you are dealing in the affluent market, these are generally MULTI-TRANSACTION clients.

***What I mean by
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What I mean by that is simply that a luxury level home never sells to a first time buyer. They are selling one to move there.

In turn, every seller you meet is usually buying another home and every buyer you meet has a home they will sell before they move.

It's not uncommon to get a buyer looking around \$1,500,000 but they are also selling their current home at \$800,000.

These clients are INCREDIBLY profitable in SOOOO many ways.

Let's talk about how the agents above found these people for the homes they had listed and how you can copy this approach in your market.

Finding The People That Need To Buy or Sell

You don't have to wait for a prospect to call you to ask for your help in real estate.

As a commission paid salesperson, it's your duty to CREATE interest in your potential prospects.

This target marketing is actually pretty easy once you learn the basics.

There are lots of mailing list brokers out there that are readily available to you with a few taps on your computer keyboard.

Here's a few examples.

If you go to www.InfoUSA.com or www.ExactData.com you'll see that there are virtually thousands of marketing lists available.

Some of them offer the following information:

- Mailing address
- Phone Number
- Email Address
- Social Media Pages

It's worth exploring several of these sites just so that you can take a quick look at how easy it is to find a targeted list.

When you visit those two examples or any number of the HUNDREDS of marketing list brokers available, you'll see that you can get a list for nearly anything you want.

We actually have a secret source that we give to everyone in our Luxury Agent Mastery course which is the BEST prospect list available.

A good quality list can get you anyone you want.

At some of our live training events, I jokingly show everyone that you can get a list of high net worth single men with a net worth of over \$10 million dollars.

The flip side of that coin is you could also get a list of high net worth single women too!

All jokes aside, for our own individual real estate business, we can do a much better job of matching up motivated buyers to motivated sellers if we know about their finances, their family size, their hobbies and their interests.

On each of those sites I've shown you here, you'll see what they call their "data card" for each of their lists which gives a brief description of what the list is, how they acquired the list, what data is available on the prospects and how big the list is.

These companies are usually VERY negotiable on their quoted price.

I usually offer them 50% but it's uncommon for me to pay full asking price.

Here are just a few of the types of lists we use.

Remember, we may use virtually hundreds of lists, if not thousands. But here's a small sample.

- ✓ High Net Worth Individuals
- ✓ Real Estate Investors that pay all cash
- ✓ Growing families
- ✓ Local people that recently filed for divorce
- ✓ Local people that recently filed for marriage license
- ✓ Local people that recently had a death in the family
- ✓ Local people that recently had a birth in the family
- ✓ Married couple w/2 kids, living in a 3 bedroom, but pregnant
- ✓ Homeowners that are 55+ with arthritis, living in 2 story home
- ✓ Older couples living on 1 acre or more
- ✓ Local people with annual household income above "\$X"
- ✓ People that own multiple cars or car collections

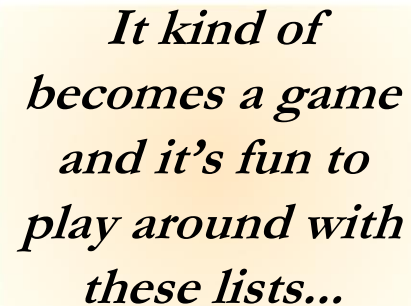
- ✓ Equestrian enthusiasts
- ✓ Local residents that own a boat
- ✓ Locals that live on a golf course or subscribe to golf magazines
- ✓ Those with a high net worth that have wine collections

I think you get the idea.

We could go on for days and days with these lists.

If you think about each one individually, you'll instantly think about the message you would share with them to compel them to consider a move.

Keep in mind that you can also merge-purge these lists with other lists to only get the duplicates.



*It kind of
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A merge-purge is where you take a list of homeowners that own a home worth between \$400,000 and \$500,000 and you combine that with a list of those that have an annual household income of over \$300,000 per year.

If you want the DUPLICATES that have both of those selects, it will only give you those people.

Their income dictates that they'd qualify for a larger house.

Again, as detailed as you'd want to go, you can easily find your prospects.

It kind of becomes a game and it's fun to play around with these lists to think about all the possibilities you'd have.

Let's take a look at a marketing list example that I've used in the past.

As a marketing list example:

I only want a list of people that are within a 4 zip code area.

I want the people that have two kids and own a 3 bedroom home but the wife is expecting a 3rd child. (Read that again)

More importantly, I want to merge purge that with households that have an annual income of over \$120,000.

Getting that list, I know they have a need for a larger home and they have the finances to afford it. Got it? See, this is easy!

The mailing list companies can merge-purge these lists to get me those that have two kids, own a three bedroom home, are expecting a newborn and have a high income.

Now I can simply have a real simple sales letter made to “create the case” for them making a move before the baby gets here.

It’s easy to discuss the fact that if the kids have to share a room because of the new baby, they’ll be upset.

Whereas, moving to a larger home where they can pick out their own room creates massive excitement for the new baby coming as they are getting a bigger house because of the baby!

Emotional triggers work very well in your sales copy.

This isn’t a book about sales copy but that’s something you should get very good at.

I teach sales copy to our Agent Members within *Greg Luther Inner Circle* too. If you can’t speak and write sales copy, you’ll struggle no matter how long you are in the business.

In reality, you are writing copy every time you send an email, create a marketing message or even when meeting with prospects.

Every word coming out of your mouth is written copy.

I have an entire training course on how to use sales copy for profit as a real estate agent.

I’d be happy to get you information about it, but that’s not what this book is about.

So we need the right list and the right message. Pretty simple.

That’s what I call a message-to-market match.

Additionally, here’s a super-secret tip for you...

You can use a website that’s like a “google search” for mailing lists.

It compiles ALL mailing lists available to the public into one place where you can run a detailed search using any key words you’d like.

Using this site, you’ll find marketing lists that you had no idea were even available.

Spend some time playing with it and just type in random search words to see what's out there. www.NextMark.com

I've found everything from high quality sellers to high quality buyers there.

We've done some extensive marketing with lists there to find multi-million dollar buyers and we've even gotten calls from sellers that saw our offer and wanted to list their home for sale with us.

Many agents within our Luxury Agent Mastery training have used some of our sample sales letters and marketing pieces to attract high level clients and ultimately, fast closings.

Again, it's as easy as having a message-to-market match.

Finding good quality buyers and motivated sellers using a target marketing approach is not a tough task to handle.

It's just different than what the "typical" agent does.

Spend a little bit of time getting to know how marketing lists work, how to use them and how to either get good at writing sales copy or utilizing someone else's proven pieces. We have several on our member's site within *Greg Luther Inner Circle*.

You can attract buyers and sellers, more importantly **affluent** buyers and sellers in no time flat.

And remember, the homeowner is going to go with the agent that has the best game plan in place for success. Make that person YOU!

If you can demonstrate exactly whom you'd market to, how you'll acquire the list and what the timeline will look like, they'll choose you over any other agent they may interview.

In turn, it's really just about getting the appointment first.

The presentation will sell itself.

This stuff works!

***You can attract
buyers and sellers,
more importantly
affluent buyers
and sellers in
no time flat.***

Imagine for a moment that you no longer have to “hope against hope” with silly techniques like cold calling, door knocking, doing open houses or buying leads from various sources.

With all of that being said, let me give you the quick-and-easy version of attracting high end prospects without ever needing to buy so much as one postage stamp.

Getting Started FAST, Ninja Tricks For Getting Clients NOW!

Nearly every time I begin working with an agent to improve their business, they express the need to make FAST income with very little investment.

Not surprising right?

As soon as an agent goes through our training and becomes a certified member with Premier Luxury Marketing Consultants, it seems that they go into rapid cash acquisition mode.

They see tremendous opportunity available and they want to take advantage of it.

Good for them. They’ve worked hard their entire real estate career and they now see that there’s a better way.

I then see it as my duty to point them in the right direction with specific instruction on exactly what to do and how to do it with very little cost.

We usually start with an easy online marketing approach called Facebook Lead Ads.

Now, before you think you know what this is, let me tell you that we do NOTHING with social media.

As a matter of fact, social media is by far the biggest waste of time and money you’ll ever flush down the toilet.

There’s little to NO money to be made there.

However, Facebook does have an advertising platform, linked up with marketing list brokers that we make an absolute fortune from.

The best part is there's NOTHING publicly online. You don't even need a personal page on Facebook with your name or photo or anything. You do NOT need to do social media to make money from Facebook!

Nobody can socially email you or "like" your page or any of that other dumb social media stuff.

We simply don't participate in that nonsense. As a matter of fact, you'll notice I've never had a Facebook page personally.

This stuff I'm talking about is real marketing to real people, directly to the most opportune prospects.

You are welcome to do some research online about this Facebook Lead Ads platform but I can tell you that we have agents investing only \$3.00 per day and they are getting all kinds of high quality leads.

This includes buyer leads or seller leads, whichever you prefer.

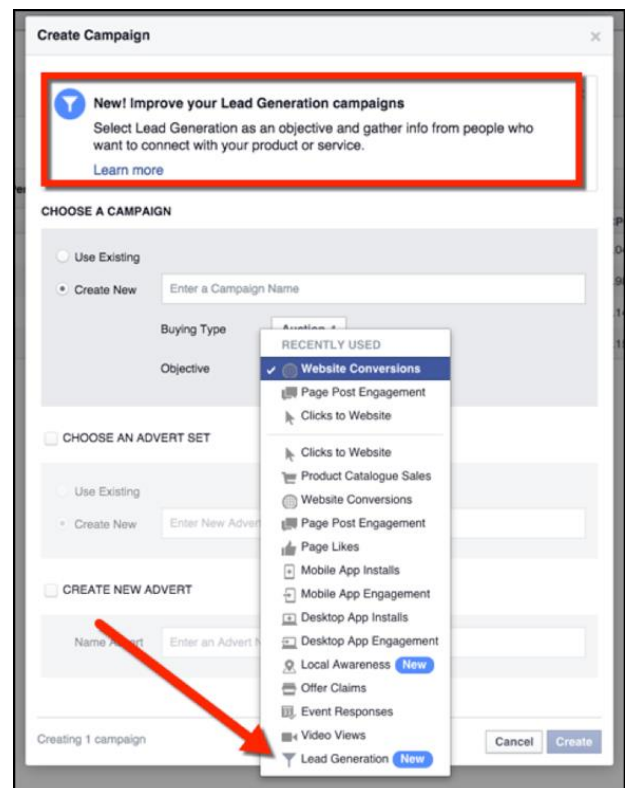
This is the fastest and easiest way to get to your TARGETED prospects with very little effort and very little expense. We teach this to our coaching members to get them Fast closings.

The agents that are a member with us in some of our various coaching's are consistently seeing examples and tutorials on how to do this including complete case studies on the ads and selects that are getting the highest response rates on Facebook Lead Ads.

Most of these agents are getting high quality leads for less than \$2 or \$3 each!

Keep in mind though that without the proper direction, you can very easily choose the wrong selects or the wrong ad and end up with little or no results.

That's true with anything though right? If you do it wrong, it fails miserably.



What we all love about these Facebook Lead Ads is that it's incredibly fast and very easy to do.

When I tell you fast, I mean the agents I've helped with this literally have leads before the sun goes down today and they are on the phone with them, immediately closing for a face to face appointment.

After all, the only purpose of a lead is to convert them from online to offline as quickly as possible.

You gotta get face-to-face with these people or the lead is worth nothing right?

Imagine for just a moment here that every morning when you wake up, your automated marketing system has generated a small handful of leads.

And I truly mean every morning.

Would you have a much better idea as to what you should be doing each day for profit if you had some prospects that are waiting on you to call them?

I'm sure you'd have a lot more certainty within your business if you had a water faucet of clients you could turn on or turn off as needed.

This is an extremely easy approach that anyone can do even if you have no experience in the luxury market or if you are a technology idiot like myself. 😊

I particularly love the quote I saw recently in a luxury marketing magazine.

“We’ve never ever had such an incredible opportunity to get in front of our perfect audience so quickly and easily as we do with Facebook Lead Ads.”

Pretty powerful huh?

How Will You Take Action?

Before we move forward here, I want you to really think about your financial goals over the next 12 months.

What do you want to make?

Not some kind of pipe-dream number but really... what would make you incredibly happy and satisfied?

Whatever that number is, write it down here.

YEARLY GOAL: _____

Then I want you to think about an approximate number as to how much you would make if you sold an AVERAGE luxury house in your area.

I'm not talking about a crazy huge property.

Just a lower level luxury priced home that has a realistic and probable chance of selling.

How much would you make on a house like that?

Right that number in here:

Average Luxury Commission: _____

Now, how many of those deals do you need to successfully close over the next 12 months to reach your total financial goal?

Total Closings Needed: _____

See, this isn't rocket science.

It's totally achievable.

Do you think if you put your mind to it and had the step-by-step approach to follow you could reach that?

And best of all, it would eliminate all the hassles of the traditional real estate market and the crazy hustle we have to keep up in order to earn the type of income we want.

So you need to really think about how you are going to break into the luxury market, who you'd most like to attract, what your offer is and why they'd want to work with you in lieu of all other options.

*I've seen agents get
7% listings on their
very first shot...*

The target marketing approach is a BIG attractant for these prospects and they absolutely love it when you demonstrate how it can work on their home.

I've seen agents get 7% listings on their very first shot, even in the face of stiff competition that is well known within their local luxury market.

While they customarily try to give me much of the credit, I give it all to them as they've worked hard to strengthen up their training, their offers and their presentations.

Most importantly, they've implemented according to our step-by-step plan and they've had an unwavering drive to succeed.

That tenacity and determination is what separates the winners from the wanna-be's in the real estate world. Those are the agents I usually end up partnering with to get them even more business.

Anyone can skate by with a referral every now and again from past clients or your sphere of influence.

That's usually good for about 6 average deals per year which means you aren't going anywhere fast.

There's certainly a better way and that's what I always promote.

For most agents, it's not really about building a big business yet.

They just need to get some fast results so they'll have something to build upon.

This is the fastest approach I've ever found.

When implemented correctly, they have prospects within a matter of hours, for just a couple of dollars.

It's truly the secret "ninja" approach that has instantly launched businesses quickly, regardless of their experience in real estate or in the luxury market at all.

I do some webinar trainings on this from time to time where we log into our Facebook account or the account of some of our members so everyone can see the ads, the list we are marketing to and the results it's created. These trainings are extremely helpful for all attendees.

Copying other successful agents is a sure-fire way to increase your own monthly closing volume.

You see, most agents let self-doubt stand between them and the true income they deserve.

They for some reason believe the luxury real estate market is different or difficult when in reality, it's just uncharted territory for them.

There's really only one secret to impressing affluent buyers and sellers in your local market.

I'll tell you about that in a moment.

No question at all, these folks are extremely successful in whatever they do.

These prospects are towards the top of the pyramid when it comes to income and affluence.

And now, they have a real estate need.

If you've positioned yourself correctly, you get the call... So what do you have to do to impress them?

The secret to working with brain surgeons, attorneys, doctors and rocket scientists living in all these luxurious homes is to simply know more about the sale of real estate than they do.

He went to Harvard but has no idea what a lead based paint disclosure is.

He can do an operation on a human brain but has no idea how to write compelling sales copy.

He has no idea how marketing works and has never even heard of target marketing.

He had no idea you could target the most opportune buyers based on their income, their habits, their hobbies and more.

More importantly, he's FLABBERGASTED by it and none of your competition can compete with it!

THIS is your distinct advantage!

It beats name recognition, company recognition and even the personal referral.

It's what separates the pro's from the amateurs.

We've seen countless examples where another agent has sold the last 2 homes in that neighborhood but our member goes in with a targeted marketing campaign and the seller chooses them instead of the agent that just had sales.

After all, the homeowner only cares about how you can help them, not about how much money you personally make by working with other people.

Inside our Luxury Agent Mastery training, I go into detail about common questions these clients ask and how to best address them to show that you know your stuff and you are superior to all other options they may be considering.

With a compelling offer, they'll contact you first, giving you the best shot at earning their business.

I'm trying to give you as much as possible here within the constraints of this book but of course you know to really master something, you want to explore as much as possible including examples from real live agents all over the country.

"I had a \$1M plus listing that I just couldn't sell. I went through Greg's Facebook training, figured out how to target market for the ideal buyer and placed my first ad. Within 3 days I got 4 leads, 1 of which became the buyer of the home so I double-sided the deal. I was thrilled...AND 2 of the other leads still need to buy a million dollar home!"

Betty Leathers, Licensed Florida Agent

That's what we did inside our full day of training that's now available on recordings for those looking to get their PLMC training and certification.

As you start to master the art of marketing and lead generation, you'll see that you can target market prospects within your area that have a high likelihood of needing to make a move.

With a compelling offer, they'll contact you first, giving you the best shot at earning their business.

This is where the profits start to pile up and you can begin living the life you've always wanted.

Want Another Easy Approach?

A lot of agents I speak with are looking to just get their first luxury transaction “in the bag” as quickly as possible.

They’ve mistakenly thought they needed to go network with affluent folks or rub shoulders at parties or charitable events.

No, No, No...Don’t do that crap. It doesn’t work.

Let’s do something much easier!

Most of the agents I work with just start out by maybe getting a few Facebook ads together, then also sending out sales letters to luxury level expired listings.

Here’s why this works...

See, an owner that has expired has already demonstrated two important things that are very valuable to us.

1. They want to sell their home.
2. They are willing to pay an agent to sell it!

The key here is to first get an appointment with them, then of course get them to a realistic price so you can effectively get them to the closing table ASAP.

Inside our trainings, I provide proven sales letters and marketing templates where you can simply put your name and info on it, then send it out.

If you use a campaign like this to a couple dozen expireds, you end up with a quick appointment with a motivated prospect (they are six months more motivated than they were before!) and you can walk out of there with a nice listing at a fair price.

But there’s one thing you want to keep in the back of your mind.

It’s really important.

“The amount of money someone is willing to pay you is in direct proportion to the amount of confidence they have in you getting them to the closing table.”

Nobody wants someone in their face saying *“Look how great I am. I’m the top agent. I’m the biggest and the best.”*

That’s actually a turn off but if that’s the only option they have, it’s what they must go with.

Your offer will trump everything else out there including those “blow hard” so-called top producers.

They are the easiest to beat.

So when structuring your luxury listing or buyer presentation, do the exact same things that I teach.

Ask yourself the right questions.

Here’s a good one you can ask yourself during it’s creation.

“How can I build my Trust, Credibility and Authority so that this prospect has confidence that I’m their absolute best option?”

If you nail that, you’ve nailed the luxury real estate market.

Remember...They don’t care about us...They only care about your ability to get them their desired results.

The Best Way To Mess It All Up

You are likely aware that even when leads are generated, most agents mess it all up.

Here’s what I mean... Have you ever heard from a buyer that said they’ve called 7 agents and you are the first one to call them back?

I would guess that 80% of your competition never even speaks to the leads that they generate.

They may try calling them a time or two, then they just go into the stack of hundreds of leads that they do nothing with.

I've worked with countless agents that have literally hundreds of leads that they've never even had a conversation with.

The prospect came in wanting information on a property or some sort of offer the agent put out there and the agent essentially ignored the request or tried to call a couple of times and quit!

As a matter of fact, we've started working with agents that had dozens of "old unconverted leads" that they've generated from various sources and after showing them the framework for a successful conversion campaign, they were able to squeeze 8 or 10 additional closings out of that old list!

The truth is that there wasn't a problem with the quality of the leads. It was actually a problem with the conversion funnel they had in place.

More accurately described, I'd call it a lack of ANY real framework or conversion campaign.

Let's talk about some facts here...

We already know that people don't answer their phones anymore so if your goal is to get them to answer it, you are doomed as a salesperson!

By the way, is your only means of contacting people the old-school approach of trying to call them?

Won't you agree that nobody answers their phone anymore if they don't recognize the number?

Additionally, it has nothing to do with their sincerity in buying or selling a home. Heck, they don't even know that's what the call was about. They had no idea it was you.

They simply don't answer the phone and rarely (if ever) check voicemail.

That's true no matter who calls them. If they don't recognize the number, it isn't answered.

You have to know how to work around those things.

It's issues like this that add up, causing an agent to fail miserably as a salesperson, simply because they don't look at what they are doing from the prospects perspective.

I'll give you another example...

Let's take a look at the typical agent's marketing.

First, they aren't doing any target marketing at all.

They take out full page ads in magazines, send out geographic mailings and some agents even take out television ads. You've tried that too and you already know it doesn't work.

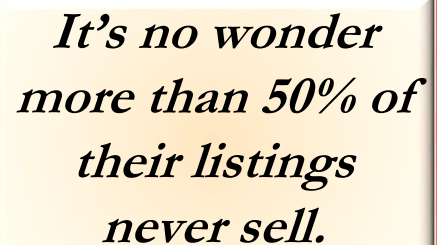
All of those ads do a horrible job of promoting the agent.

They only promote the agent by saying "I'm Awesome".

Then they plaster their full body picture all over the place.

You'll see that they could even have 3 or 4 listings that they need to sell but they don't try very hard to sell them.

Instead of selling those properties and featuring them as the product, they take a third of the ad for their own agent photo and fancy logos, use another third of the ad for "just solds" and their slogan, then the final third talks about homes for sale.



*It's no wonder
more than 50% of
their listings
never sell.*

It's no wonder more than 50% of their listings never sell.

They've wasted thousands of dollars on BS marketing to ultimately never get paid.

That stuff worked 10-15 years ago through what the dinosaur salespeople called "brand awareness".

Not today.

Back then, because there was no other way for prospects to get information, it was really their only option.

Now, we use real marketing, geared towards helping the client with THEIR housing need.

It's not about promoting the agent. It's only about the client's needs and what will be beneficial to them.

The TRUTH Behind What You Offer As An Agent

Far too often I see that agents are concerned about what they are worth or if they really DESERVE to be listing luxury level houses.

They get intimidated at the thought of doing the same job they've always done in the past, but instead, earning 4 times to 5 times as much money because it's a bigger house.

They start thinking that maybe they aren't educated enough or don't have enough experience or they drive a cheap car or wear cheap clothes, etc.

This is ALL self-inflicted and it simply doesn't matter.

As a matter of fact, I personally graduated the 8th grade and dropped out of school.

I've never been to a day of High School.

I had a baby when I was 16 years old. Married at 16, divorced at 17 and came from a dead broke family that lived on food stamps.

That was back when they had real food stamps that you had to tear out and use like actual dollar bills.

I've been through foreclosures and repossessions and selling my own crap online to try to raise money to eat.

Trust me, I've been there.

But knowing what I know about marketing, I've always been able to get in front of an extremely affluent client and WOW them with what we can do for them.

Hell, I did that at the very first appointment I went on.

You know, one of the biggest benefits of the luxury market is that most of your competition is intimidated and won't even try to promote to these high-end homes.

That's the one where I was so freakin' nervous I didn't know how I was going to shake their hand because my palms were sweating so badly.

I walked out of there with a listing agreement at full commission and the thing sold in around 30 or 40 days if I remember correctly.

This is what you need to learn as well.

You know, one of the biggest benefits of the luxury market is that most of your competition is intimidated and won't even try to promote to these high-end homes.

Every luxury homeowner I've ever spoken to around the country says it's incredibly rare that they ever receive anything at all from real estate agents.

Not via mail, not via Facebook, not via email, not via phone or text, not via anything!

They tell us that when they lived in the average homes, and even the "move up" homes they got stuff from dozens of agents every single month.

Now...Silence... Nothing.

Here's the truth you need to know...

If you have competence & confidence...If you can get them to their desired goal easier than they can on their own...If you offer something that the competition doesn't...If you can promote yourself and your services the right way, in a way that benefits the client...YOU WIN!

It's really that simple.

And remember that competence breeds confidence.

If I can get you really, really good at this stuff...If I can immediately increase your competence, so too will come your confidence.

And that confidence is contagious when sitting at the kitchen table with the prospect.

Additionally, due to the fact the competition is much, much lower, it's actually easier to get a high level client than it is to get the lower ones.

Leave those cheaper deals to the "commodity" type agents that are willing to fight over the scraps.

Now that you have a BOATLOAD more knowledge than you had before you started this book, I'd like to congratulate you.

You are now qualified. Just watch the video training that accompanies this book so that you and I can start building your business today.

The question becomes, what will you do from here?

Will you be a smarter agent? Or a richer one?

This is your time.

I hope you don't squander your opportunity to finally break into the luxury real estate market and begin earning higher commissions than you ever have before.

Maybe I'll be fortunate enough to help you along the way.

If you haven't watched our 75 minute bonus training online, you'll want to do so immediately.

You can get details and watch for free at www.WealthyAgentBlueprint.com

Additionally, if you'd like to speak with my team, you can reach our office Monday through Friday at 614-582-3912.