

# 7 WAYS TO SIGN MORE LISTINGS WITH YOUR LUXVT PRESENTATION



A step-by-step guide to boosting your  
Luxury Real Estate Marketing credentials  
and building your upscale brand.

A close-up photograph of a woman with dark hair, wearing a dark blazer over a white shirt. She is looking over her right shoulder towards the camera with a slight smile. The background is blurred, showing other people in business attire.

## Introduction

# Why Should Sellers Choose You?

As an agent, to sign luxury listings you must differentiate yourself by giving sellers clear and compelling reasons to choose you over the competition.

LUXVT Marketing Presentations are designed to make you stand out. They showcase how you offer more sophisticated and comprehensive marketing than the majority of agents.

But to make the most of your LUXVT Marketing Presentation, you have to know how to use it to its full potential. That's why we've compiled 7 ways you can use your LUXVT presentation to spread the word about your extraordinary marketing value proposition—and give sellers every reason to choose you.

7 WAYS TO  
**SIGN MORE LISTINGS**  
WITH YOUR LUXVT PRESENTATION

*Contents:*

**#1** LISTING APPOINTMENTS

**#2** ON YOUR WEBSITE

**#3** EXPIRED LISTINGS

**#4** DOORKNOCKING

**#5** OPEN HOUSE

**#6** DIRECT MAILING

**#7** SUCCESS STORIES

CONSULTATION



# #1

## Listing Appointments

You can use your LUXVT Marketing Presentation for your next listing appointment to give your prospective sellers powerful examples of your world-class marketing.

Whether using a self-printed packet, a professionally printed catalog, or presenting on a tablet, the visuals you share can make a lasting impression and give you the edge in a competitive situation.

The presentation is a terrific leave-behind piece as well that keeps working to boost your brand and message long after you've left the room.

# 12 Key Talking Points For Listing Appointments

1. I'd like to show you how my marketing program goes above and beyond anything else offered by other agents here in \_\_\_\_\_.
2. These are just a few of the things I do - and that most agents don't -- to ensure your home gets the maximum possible exposure with the right audience, to drive top-dollar offers quickly.
3. I'll give your home it's own website and dedicated domain, so we can send buyers there and you're not competing with anyone else for attention.
4. [Home's Neighborhood] is such a special place, so we'll do a Google Earth video flyover to really highlight the desirability of the location.
5. Of course everyone's on mobile these days, so your site and video are all completely optimized. We even use a QR code so people can scan your listing without typing anything.
6. We want to reach an upscale national audience, so let's include the New York Times and the Wall Street Journal to reach that investor class buyer.
7. I also think your home is a good fit for affluent luxury buyers, so I'll showcase it on The Robb Report and DuPont Registry, which are two of the top luxury media destinations online.
8. In addition to our extensive local marketing, we'll use the power of Big Data and social media advertising to target the perfect buyer right here in \_\_\_\_\_ based on wealth and lifestyle factors.
9. It's important to me that you stay in the loop so we'll send you weekly activity reports, and even prepare a media kit just like this one so you can actually see all the advertising.
10. Normally I reserve this program for homes over \$\_\_\_\_\_, but I really think your property deserves this kind of marketing - so if you're prepared to get started today I'll include everything that's here.
11. Before you make your decision, make sure to carefully compare the marketing offered by other agents, with my program. I think you'll see a world of difference.
12. I'm not able to reduce my commissions while delivering a marketing campaign of this scale and sophistication.





## #2

## On Your Website

With just a little tech know-how, you can showcase your LUXVT Marketing Presentation right on your website in an eye-catching flipbook, slideshow or video format.

You also can offer it as a download as part of your lead capture system. As a pipeline followup, encourage your visitors to request their own personalized Marketing Plan, tailored to the individual property.

Further Reading:



Need more help? The LUXVT team can help you integrate your presentation with custom slideshows, flip books, video and more. Request a free consultation today:

[Click Here For A Free Consultation](#)

# #3

## Expired Listings

If pursuing expired listings is part of your marketing plan, showing what you do differently than the last agent is the key to successfully landing the client.

Your LUXVT Marketing Presentation outlines a clear strategy for opening up new markets and audiences to the listing—a fact that appeals to frustrated sellers.

Want a little help getting started with expired listing marketing? Here's an editable letter template that works great with the LUXVT presentation.



The Perfect **Expired Letter**  
To Use With Your  
LUXVT Marketing Presentation

\* a free editable MS Word template

[Click Here To Download](#)



# #4

## Doorknocking

When you're out pounding the pavement, it helps to have a great conversation starter. Kick-off new relationships by presenting your value proposition in a direct, yet elegant way—your printed LUXVT presentation.

Think of it like a supercharged business card: your potential clients will be impressed with your presentation's sophisticated design and elite offering.

If you're going doorknocking, check out the Further Reading links on the next page for some great icebreakers, conversation points and motivators.





**FURTHER READING**



## #5

## Open Houses

Open houses are one of your very best opportunities to connect personally with homeowners in your territory. You'll want to make sure you take advantage of this to get your unique marketing program noticed - and remembered.

Potential buyers are often also potential sellers, so it's smart to be ready to present your extraordinary value proposition with your Marketing Presentation handy.

You can show prospective sellers exactly how you're going "to the ends of the earth" to market the home that they are standing in...not just with exceptional Open House collateral but with a truly world-class, global marketing system.

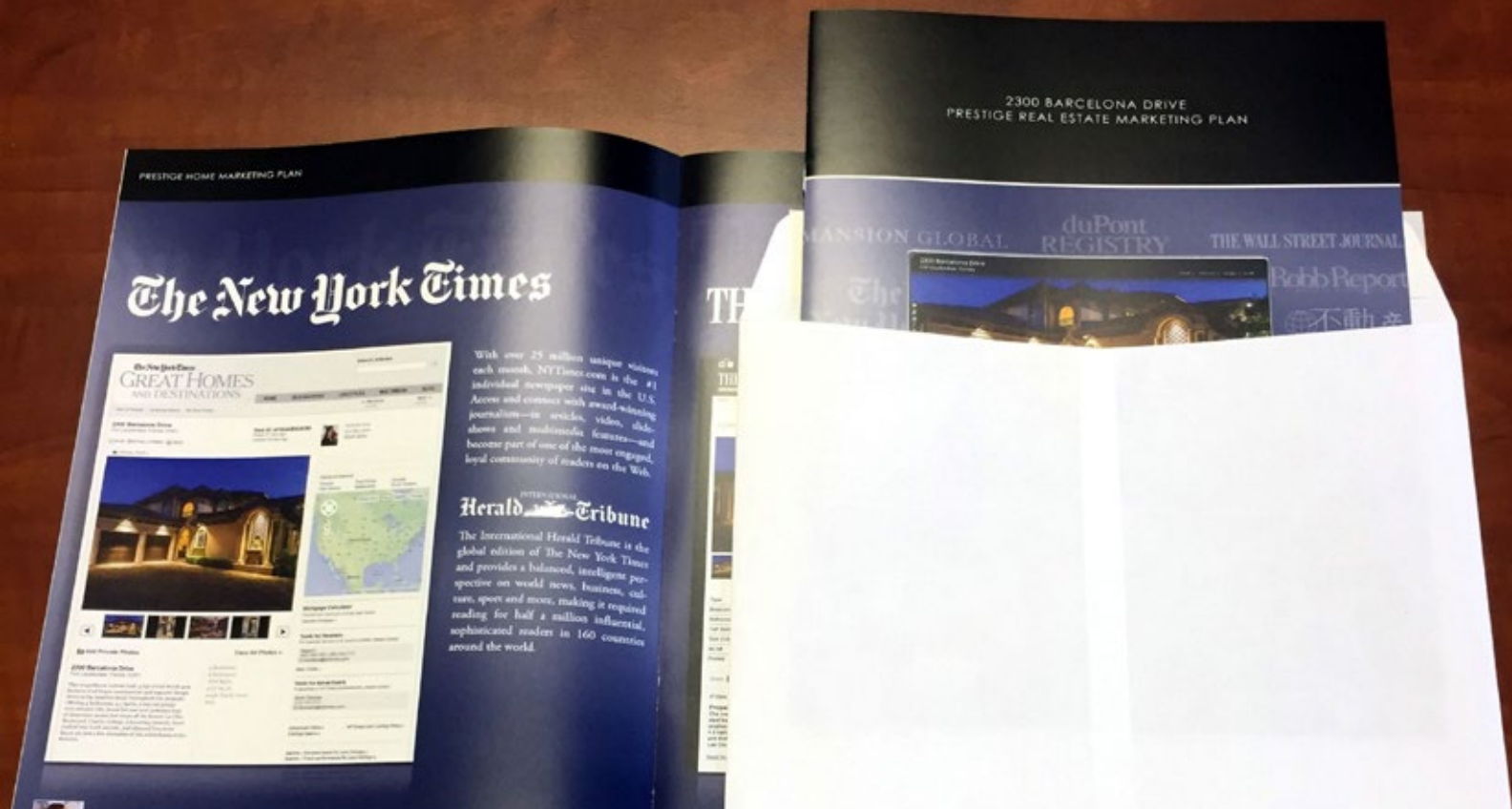




Need put together a perfect Open House event? LUXVT's marketing experts can help you integrate stunning **print & mail**, eye-catching **signage**, sophisticated **digital** and savvy **leadgen** strategies today.

[Click Here To Consult](#)





## #6 Direct Mailing

Smartly packaged mailers of your marketing presentation targeted to your ideal audience make a great first impression. Coupled with a personalized letter, direct mailing these elegant presentations has the potential to make a memorable first impression, while earning you invaluable “top-of-mind” status within your territory.

Take a look at the checklist on the next page for some valuable pointers on building a successful Direct Mailer out of your presentation.

# 7 Things To Include In A Memorable Mailer:

## **1. An elegant envelope that stands out.**

Bigger envelopes, abnormal-shaped envelopes (think square instead of rectangle), or envelopes with distinctive colors or textures draw more attention than your standard letter envelope.

## **2. Handwritten address or mailing label.**

You'll increase your open rates with a handwritten mailing address because people will open mail that they think is from a person rather than a company. But if you can't handwrite your addresses, use a handwritten font instead of the standard Arial.

## **3. Simple return address.**

The left-hand corner of an envelope is where most people's eyes are drawn to first. That's because they want to see who the letter is from. By keeping your return address simple, you create an air of intrigue for the mail and increase the chances it gets opened.

## **4. Unique stamp.**

The stamp is another hotspot for a person's eyes. If you take the time to use a stamp outside the ordinary, like a special edition stamp, whoever receives the letter will find the mail more special than if it had a simple American flag stamp.

## **5. Personalized, signed letter.**

Though you may be mass printing out these mailers and sending them to listings, you want to make sure that you have a personal touch somewhere in the materials. Include a personalized letter with the rest of the presentation. It doesn't have to be long, but including one will show you've taken time and care to put together your mailer.

## **6. Business card.**

You want to give all your contact information in your mailer so your potential sellers can contact you in a way that's most comfortable to them. They'll also be able to check out your website to see what other listings you're taking care of.

## **7. Printed catalog.**

The printed catalog will set your mailer above other mailers your contact has received. It'll clearly show why you're more valuable than other agents and give you an edge over the competition.

# #7

## Share Your Success Story

Once you've sold a listing, your LUXVT Marketing Presentation becomes a terrific tool for conveying your success and your ability to get results with creative, world-class marketing. Prospective clients are most interested in your ability to get the job done, and you've got a great example to share.

Ask your LUXVT representative about having a bright, bold "SOLD" banner emblazoned on your LUXVT Marketing Presentation to showcase your success!





# Ready To Take Your Marketing Program To The Next Level?



Want expert help with crafting your world-class marketing program and building your upscale brand?

Our Luxury Marketing Specialists are standing by to provide the strategy and inspiration to take you to a new level of success.

[Click Here To Consult](#)

LUXVT