

# LEVELS OF KW LUXURY

## LEVEL ONE: *Complimentary*

### Marketing and Globally Syndicating Luxury-Qualifying Properties

**When you list a luxury-qualifying property,** you gain access to powerful tools and recognition within KW Luxury.

#### MARKETING RESOURCES

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- KW Luxury Brand and Style Guide
- KW Luxury Designs and Templates
- KW Luxury For Sale Signs
- Worldwide Digital Syndication on WSJ, Market Watch, James Edition, Mansion Global, Barron's Group, Penta.

# LEVELS OF KW LUXURY

## LEVEL TWO: *Complimentary*

### Earn-In: Agents Who Close Four or More Luxury-Qualifying Transactions

**Agents who earn-in to KW Luxury unlock full access** to community benefits and resources, including all Level One advantages.

#### SALES TOOLS AND RESOURCES

- KW Luxury 30-60-90 Playbook
- KW Luxury Designation in Command
- KW Luxury Language of Real Estate (LORE)
- KW Luxury Monthly Social Media Toolkit

#### PROFESSIONAL DEVELOPMENT

- KW Luxury International Luxury Learning Series
- KW Luxury Mastermind at Family Reunion
- KW Luxury Mastermind at Mega Agent Camp
- KW Luxury Orientation
- KW Luxury Quarterly Virtual Masterminds

#### QUALIFYING EVENTS AND EXPERIENCES

- Eligible to purchase Agent LuxSocial and Agent LuxSuite through MLMS
- Eligible to purchase a ticket to Four Essential Pillars training
- Eligible to purchase a ticket for KW All Communities Reception at Family Reunion
- Eligible to purchase a ticket for KW All Communities Reception at Mega Agent Camp
- Eligible to purchase a ticket for KW Luxury Pro Reception at Family Reunion
- Eligible to purchase a ticket for KW Luxury Pro Luncheon at Mega Agent Camp
- Eligible to register and purchase a ticket for KW Luxury Symposium

# LEVELS OF KW LUXURY

LEVEL THREE: \$250/Month

## Inviting KW Luxury Earn-In Agents to Join KW Luxury Pro

**Earn-In agents can apply for this exclusive membership,** unlocking all Level One and Two benefits—plus additional elite advantages.

### RELATIONSHIP AND REFERRAL DIRECTORY:

- Exclusive Access to Private KW Luxury Pro Referral Directory
- Exclusive Access to Private KW Luxury Pro Circle Channel
- Exclusive Access to Private KW Luxury Pro Circle Group
- 50% Off Agent LuxSuite (\$200 Value)
- Opportunity to Have a Luxury Property Boosted Ad on WSJ & Mansion Global (\$500 Value)

### LEARNING OPPORTUNITIES:

- Complimentary access to 12 in-person KW Luxury Pro Speaker Series + Agent Masterminds
- Exclusive access to virtual Speaker Series broadcasts + mastermind library
- Exclusive access to 12 monthly virtual member mixers
- Priority registration + key placement at Family Reunion Mastermind
- Priority registration + key placement at Mega Camp Mastermind
- Priority registration for KW Luxury Symposium
- Complimentary admission to Four Essential Pillars (after 90 days of Pro membership)
- Pro Circles at in-person masterminds (by production tier)
- 12 monthly virtual sales training sessions
- 12 monthly connection & collaboration calls

### EVENTS AND EXPERIENCES:

- Complimentary Pro Reception + Luncheon at Family Reunion
- Complimentary Pro Reception + Luncheon at Mega Camp