



BERKSHIRE HATHAWAY
HomeServices
Florida Properties Group

LUXURY
COLLECTION

SETTING A BUDGET

A larger commission comes with a larger spend on the marketing end. There are much higher expectations your seller will place on you. We suggest that on average you should budget 15-20% of your net income on that home towards marketing expenses. Marketing is only a component of what you do. Relationships have to play a large role is your business when selling the luxury product. Remember you are selling a lifestyle!

MARKETING ITEMS

GENERAL

- Copywriting for Ad Campaigns and MLS Descriptions
- Fiverr (or intern) – Use to write marketing and design content/ads/logos
- Personal Ad Campaigns – Get testimonials and create ad for marketing or for presentations
- Presentation Materials (outside of the Luxury Kit)
- Closing Gifts

HOME

- Staging
- Professional Photography of the Home
- Professional Videography of the Home

PRINT

- Direct Mail Campaigns / Newsletters
- Print Publications - Magazines

DIGITAL

- Adwerx – Targeted Ad Campaigns
- Social Media – Targeted and Retargeting Ads
- Video Campaigns/Short Marketing Films
- E-Card Marketing

EVENTS

- Grand Reveal / Property Showcase Event
- Social Events to immerse yourself with the luxury client – Golf, boating, theater, yacht clubs, etc.
- Customer Appreciation Events

HOW TO WORK COSTS INTO YOUR BUDGET

You can get creative with how to work costs into your budget. You'll need to use your best judgement on the method that works best for the situation as it will be on a case-by-case basis.

1. Sellers can always contribute upfront all or partial costs
2. Sellers can contribute upfront and deduct from your commission
3. Agent can pay for all marketing

