

ASSET SHOWCASE

BEST PRACTICES FOR USING THE LUXURY KIT



UNDERSTANDING THE LUXURY KIT

These kits are available through your Branch Admin!
The following items are Included in each kit:

- White Luxury Collection Embossed Pocket Folder
- Consumer Booklet
- Agent Resources Card
- White Luxury Collection Silver Foil Notecard
- Luxury Letterhead Sheet
- ACE Postcard Sample
- Black Soft Touch Presentation Covers
- Grand Reveal Sample Invitation
- Luxury Home Magazine
- Branded Cabernet Ribbon

Now that you know what's in the kit, we're going to show you the step-by-step process on how to use the kit and what additional pieces you should add to it to create a legendary first impression with a potential luxury seller.



PRE-MARKETING ACTIVITIES

STEP ONE

Before you even go to your branch admin to receive a Luxury Kit, you're going to have phone call with your potential sellers, right? Use the [Seller Questionnaire](#) to "interview" the seller, learn of improvements they've made to the home {or those that are needed} and ask if there are any special features they'd like to highlight.

Pro tip: People love talking about themselves and their home, it's something they're proud of! *Note Brand Promise #5: Be sure to truly listen to what they're telling us so they get personalized service.*

Seller Questionnaire found on the Agent Help Site by searching "Seller Questionnaire"

A form titled 'SELLER QUESTIONNAIRE' with 15 numbered questions. The questions cover personal information, property details, and reasons for moving. The form is designed to be filled out by a potential seller before the agent receives the Luxury Kit.

STEP TWO

Request a Luxury Kit from your branch admin!

BERKSHIRE HATHAWAY
HomeServices
Florida Properties Group

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PRE-MARKETING ACTIVITIES CONTINUED

STEP THREE

Send a confirmation email the same day as your phone call.

- Include the Adwerx Video
- Copy & Paste the [sample email from the Luxury Help Site!](#)

Pro tip: Communication is one of the biggest opportunities most REALTORS miss out on. So it's imperative you are communicative every step of the way. *Note Brand Promise #1: To make COMMUNICATING with every customer a top priority at each opportunity, even when it might seem we have nothing new to tell them.*

Adwerx Video and Sample Email found on the Agent Help Site by searching "Listing Presentation Confirmation Email"

Dear John and Susy,
ADD SOMETHING PERSONAL (Common point of interests)!!

I will be mailing a packet of information for you as we discussed. It will include a general overview of our marketing, Berkshire Hathaway HomeServices Florida Properties Group, as well as some of the tools I will use to sell your home.

Below is a link to a quick video highlighting one of the cutting-edge tools I will use to market your home. Please watch the video prior to our appointment. This will showcase how we create dynamic, measurable and targeted ad campaigns that maximize your home's visibility.

I will see you Thursday, 4/22/20 at 3:00 PM. I will be prepared to show you other sold properties and review my pricing and marketing strategies with you then!

Thank you for your business,
Casey Bryan,
Your Realtor

STEP FOUR

Prepare your Luxury Kit with the following to send via mail:

- Add in [My Team Flyer](#) (found in Marketing Resource)
- Add in your [Realtor Resume](#) (template on Agent Help Site)
- Write a [personal note](#) in the provided notecard
- **Remove the presentation cover as you'll use this in the next step!*

My Team Flyer found on the Agent Help Site by searching "My BHHS Experienced Team Flyer". Real Estate Resume found on the Agent Help Site by searching "Realtor Resume Template". Personal note card prompts found on the Agent Help Site by searching "Writing A Note To Luxury Sellers".



STEP FIVE

Bind the following with the Black Soft Touch Presentation Cover from the Luxury Kit

- Pull comps, permits and liens for your CMA
- Pull Buyside BMA - The Buyside BMA is a major differentiator between you and the competition!



STEP SIX

Put the completed Luxury Kit package in the mail. Be sure to have it sent with enough time for the seller to receive it prior to your appointment!