

Global Luxury Certification FAQ



COLDWELL BANKER
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The Coldwell Banker Global Luxury certification course has been designed with excellence in mind, taught by those who work daily in the luxury market. Providing you with the knowledge and tools to enhance or begin your career in the luxury market.

The certification course is administered by The Institute for Luxury Home Marketing (The Institute). The format of certification includes both Coldwell Banker and The Institute course instructors.

- Course tuition includes the cost of the certification course itself and a two-year membership in the Institute. Membership in The Institute is renewable annually after the initial two-year membership.
- The course is a single-day luxury experience that includes time for building relationships and networking with the exception of Gen Blue which is a multi-day course.
- Existing Luxury Property Specialists will retain active status as an affiliated sales associate with Coldwell Banker. The Institute membership will be renewed yearly after the first two years at the current rate of \$225, independent of Luxury Property Specialist designation.

How will brokers benefit from the certification course by The Institute?

- National certification serves to distinguish Luxury Property Specialists as some of the most experienced, talented, and vetted specialists in the industry.
- Certification course attendees benefit from the experience of the most successful Luxury Property Specialists in the world sharing their strategies and luxury marketing methods. The Coldwell Banker Global Luxury Experience offers an unprecedented opportunity to network and mastermind with Luxury Property Specialists.
- Two years of membership in The Institute is included with the Global Luxury Certification.
- Membership in the Institute provides additional opportunities for an industry honored designations and access to a global network of luxury home marketing professionals.
- Additional benefits of Institute membership include:
 - Access to additional networking and learning sessions
 - Practical strategies and tools to build client database
 - Successful personal branding strategies
 - Additional opportunities to network with luxury peers in the Real Estate Industry

What are the Global Luxury threshold criteria for the certification?

- Three (3) property transactions (not sides) closed within any 24-month period, where each property is: Residential, such as a single-family home, town home, condominium, or cooperative. Coldwell Banker affiliated sales associates have two years from the date of completion of the Global Luxury course to provide the appropriate production. At the time the production is verified affiliated sales associate will receive the designation of Luxury Property

Specialist and will retain the designation for their tenure as a Coldwell Banker affiliated agent.

- Unimproved land, commercial, or multi-family properties do not qualify.
 - A unique address. If an associate is listed as both the listing agent and the buyer's agent for a single transaction, the property will qualify once.
 - Properties sold at or above the luxury threshold. The luxury threshold is the top ten percent of residential sales in a market area or \$500,000.00, whichever is greater. The market area is defined as a zip code in the United States and metropolitan area in other countries. In some cases, the top ten percent threshold for The Institute may differ from the Global Luxury Threshold.
 - Proof of Production must be supported by a Full MLS Sold Report. If the full report is not available, both a HUD Settlement Statement and Commission Disbursement Acknowledgement (CDA) may be used. All supporting documentation must include the full property address, a property type or description of residential, the commissioned agent's name, sold price, and closed date.
 - Upon completion and verification of production a Luxury Specialist will hold the designation for the remainder of their tenure as an Affiliated Sales Associate at Coldwell Banker. The Institute membership and their independent designations will renew yearly after the initial two-year period at the requirements outlined by the Institute.
- ✓ **Individual:** An affiliated sales associate must have participated in three (3) property sales (not sides) that meet the Coldwell Banker Global Luxury listing price Threshold. The threshold lookup tool can be found on Desk under the Global Luxury main page.
 - ✓ **TEAM:** If a Luxury Property Specialist leads a team, team members may also qualify as individual agents, based on meeting the Global Luxury Program requirements. For team members, both members of a team can use the same property as long as they send us a Commission Disbursement Agreement as proof that they both received a commission for it. If a team member does not qualify as a Luxury Property Specialist they can use the Global Luxury Logo and Materials but they may NOT identify themselves as a Luxury Property Specialist. For further information refer to the listing production form in Desk