

LUXURY HOME MARKETING

GIVE YOUR SHOWINGS THE SPA EXPERIENCE

Plus 4 great ideas for setting the mood at your high-end listings.

BY CAROLE HAWKINS

Several years ago, Senada Adzem, executive director of Luxury Sales at Douglas Elliman Real Estate, noticed one of her multimillion-dollar listings included a helipad.

"I thought it would be so cool to rent a helicopter and land [potential buyers] there," she says.

So she tried it. At the end of the flight, a bottle of chilled champagne and a basket of strawberries were waiting for the would-be buyers. "They loved it," says Adzem, a luxury home specialist for ultra-high-net-worth individuals. To highlight other multimillion-dollar homes, Adzem shows from a helicopter or a yacht. "If the estate is best viewed by air or sea, I'll do it," she says. To provide luxury service, she sometimes hires a professional driver or provides a luxury car, such as a Bentley or a Range Rover to get buyers to the listing, "so the customers don't have to worry about traffic or directions."

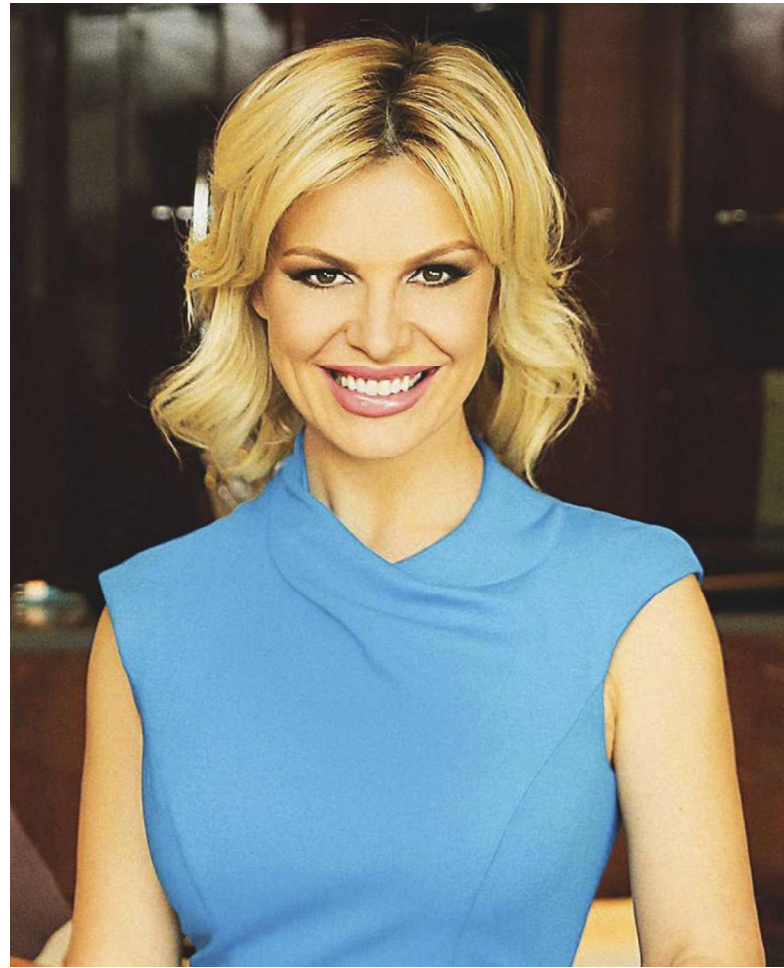
While luxury properties are defined differently by market and most do not include helipads, there are ways to market your high-end properties in a way that makes potential buyers feel special.

That starts by understanding the universe of the world's wealthiest buyers, says Adzem. Luxury buyers want to live among their peers, enjoy resort-style recreation and care for their families in a place that is private and secure. Home showings should reflect those tastes, she says.

HERE ARE SOME IDEAS:

Set the mood. Adzem plays peaceful music throughout the home and outdoors. "I like compilation albums from Buddha Bar, which features the music played at a famous Paris restaurant bearing the same name," she says.

Create a feeling. "The one place where high-end buyers feel most relaxed is at a spa," says Adzem. Her favorite way to up the spa factor is to spray organic essential oil before a showing and burn scented



candles in different parts of the home. Her preferred brands are Jo Malone and Nest. "I find that buyers react best to subtle scents of eucalyptus and peppermint."

Light it up. "The best way to see something is with a lot of light," says Adzem. "It's important that the home feels vibrant and alive. I turn on all the lights in the space to show the home's true character and beauty."

Turn on the television. Adzem says her go-to channel is the Golf Channel or CNBC's "Secret Lives of the Super Rich." "I avoid featuring news or controversial television shows," she says. Also, all television sets in the

To market high-end listings, you have to understand the world in which wealthy buyers live."

SENADA ADZEM, EXECUTIVE DIRECTOR OF LUXURY SALES AT DOUGLAS ELLIMAN REAL ESTATE

home should play the same show for continuity.

The idea, says Adzem, is to provide a luxury-class setting to your listings so that potential buyers feel welcomed and comfortable. Do that, along with great service, and you'll find customers for life.

Carole Hawkins is a Jacksonville-based freelance writer.

TRENDING MILLENNIPEUREURS

There's a new type of affluent buyer, the Millennial entrepreneurs. They're buying luxury homes in the low to mid tiers of the luxury market—about \$1 million and up.

Though they most often buy in urban markets, these Millennials are also showing up in resort markets, such as Jackson Hole, WY. These 30-something angel investors, dotcom sensations, entrepreneurs and business owners telecommute so they can raise their families in a resort location.

Source: Christie's International Real Estate Luxury Defined 2017 report.



Watch It!

How to Break into the Luxury Market

by Tom Ferry Coaching
<https://youtu.be/goJdjin-IZA>

Luxury Real Estate: Scripts, Objection Handlers & Tactics for Selling High-End Homes

by Real Estate Uncensored
<https://youtu.be/7EWuf-QoVA4>

How to Sell Luxury Real Estate: An Interview with Jack Cotton, author of "Selling Luxury Homes"
<https://youtu.be/MhbZ8S4UdKE>

CNBC Secret Lives of the Super Rich: Senada Adzem's Helicopter Listing Tour
vimeo.com/202213939

WORKING YOUR WAY INTO LUXURY HOME SALES

Tips for raising your game to serve high-end buyers and sellers.

The first time Roger Pettingell helped a customer buy a \$2.2 million home, he was shaking. "I was thinking, 'If I sell this, I'm going to take off the whole summer,'" laughs Pettingell, a luxury specialist with Coldwell Banker on Longboat Key.

Working with high-end homes and high-end commissions sounds like something any real estate professional would want to pursue. But, says Pettingell, in most cases it's not as simple as picking a luxury market niche. Real estate professionals who break in often spend years working the midmarket. Then, a past customer wants a move-up home and calls—suddenly, the agent is working with higher-priced listings than before.

Wealthy customers are discerning buyers, says Pettingell. To win their business, expect to:

1. PROVIDE A PREMIUM SERVICE.

"Real estate is a relationship-driven business, and luxury real estate is even more so. A higher level

of trust is required," says Pettingell. A member of Pettingell's team is present every time his company takes a listing, shows a home or conducts an inspection—at every step in the home-buying process.

2. BUILD UP YOUR BUSINESS INFRASTRUCTURE.

"I think people believe they can [do it all], but you can be in only one place at one time," Pettingell says. He uses a support staff to provide dedicated expertise. Two team members focus on marketing, and two focus on customer service and home showings. "We make sure the A/C and lights are on and the blinds opened. Those are experiences [customers are] never going to get if [they] walk in with an agent who's using a lockbox on your listing."

3. MAKE INFORMATION READILY ACCESSIBLE.

On his website, Pettingell offers five years' worth of CMA histories for 15 different communities. When a phone call comes in to his office, a real person always answers. He uses Google Voice to for-



ward calls to staff cell phones, so if the office can't pick up, another person will.

4. BE STRATEGIC ABOUT MARKETING.

Pettingell uses both print and Internet marketing. He takes out as many as five full-page newspaper ads during the busy season. Online, he provides each listing with professional photos and video that employs drones and a Matterport virtual reality walk-through tour.

Pettingell also has an on-staff Internet marketing director who builds a landing page for every home listing. Then, he uses Google AdWords and Facebook ads to send targeted consumers to those webpages. "Online marketing isn't as simple as throwing the listing on your website anymore. Now, every [sales associate] is competing with you; so are Zillow and Homes.com." #

Get Trained!

The Institute for Luxury Home Marketing offers two-day live and self-paced online courses for real estate professionals working in the luxury residential market. Graduates may go on to earn a Certified Luxury Home Marketing Specialist designation. **Find it at luxuryhomemarketing.com #**

