



**Greg Luther's**  
**“How To Break  
Into The Luxury  
Real Estate  
Market”**

In case you don't know me, I've been in real estate sales for nearly 20 years and now coach tens of thousands of agents all over the country. At a young age, I quickly became one of the top producers in the US and have been fortunate enough to share those marketing secrets with well over 30,000 real estate agents. I want you to be next on that list of happy, successful agents that have massively increased their income.

The painful truth is that the real estate market has changed drastically and frankly speaking, most prospects don't like salespeople. Additionally, they now prefer dealing with the listing agent to "cut out the middle man". THIS is the reason all buyers seem unmotivated and uncommitted. They just go to the listing agent and get 2% off. It's tough to beat that as an agent.

As you break into the luxury real estate market, all of those problems go away. Not only do they appreciate advisors and see value in what they offer, they also want the BEST that money can buy. If you position yourself correctly in front of the right prospects, you'll earn more money than you ever dreamed possible.

### **I know your objections already...**

1. I've never sold a high end house before.
2. What if they ask me about my track record?
3. There's already top producers in the area.

None of that stuff matters. Every luxury agent in the country sold their first one, then their second, then their third, then became well known. Now it's your turn.

When I published my first book (*available on Amazon or at Barnes & Noble*) the real estate market went crazy due to the secrets I revealed on Target Marketing and how even a brand-new Realtor with no luxury experience could break into that market virtually overnight. The agents that have done so have never looked back.

As I speak on stages all over the United States each month, I often meet with agents that have been utilizing our approach, following my teachings and consuming the massive amounts of training and content I put out on a regular basis.

I'm not here to impress you or make you feel good. I'm not here to "teach" you new things either. My sole focus is centered around **making you more money**. Getting you RESULTS. In my world, everything is measured by the amount of income and happiness it creates for members involved with our Greg Luther Inner Circle Program. No other measurement is a concern for me at all.

I don't care how much you've learned from me or how many leads you've gotten or that you've been on 5 luxury listing appointments this month from the things I've shown you in our training videos. All I care about is what kind of RESULTS it created so that you can provide a better quality of life for your family and your loved ones.

Additionally (and humbly I might add), it's important to note that your opinion of the techniques don't matter either. They work and they will make you money. So regardless of what I think, or your competitors think or even what you think yourself, it's time to get out of your own way, get trained up on the best approach to use here and once and for all, FINALLY start closing high end transactions! Let me prove it to you. You'll be a fan as well. I've found that agents start to fall in love with me as they begin stuffing big fat checks into their bank account.

So are you game to break into the luxury market? Will you step out of your own way, let down your self-limiting beliefs for a month or so, stop worrying about "*but-what-if*" and let this happen for yourself? Let's do it right now.

I'll show you a few things in this free download.

You'll learn a LOT more about the luxury business and how to break into it on a shoestring budget with the video training I'm giving you at no charge along with this download. You'll get access to that on page 7.

Inside the video training, you'll see case studies and actual marketing examples from agents that started with little to no money and absolutely NO experience in their local luxury market.

## **FAIR WARNING:**

I'm giving you access to the included video training for the next 48 hours so watch it right now from beginning to end. Take notes and use the action plan described to get yourself immediate buyers and sellers in the luxury price range.

<http://www.BonusLuxuryTraining.com>

# How To Break Into The Luxury Market

## 5 Principles To Attract Wealthy Clients

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- Principle #1 ★ You can't look desperate when you approach someone of great influence. The fastest way to push away the affluent is to appear needy or overly excited.
- Principle #2 ★ The law of attraction. You can't directly approach super successful people and think they'll have an interest in listening to you.
- Principle #3 ★ Do some research and know how you can help them. Don't tell them how great it is to meet them or create too much small talk.
- Principle #4 ★ Never be too pushy. You should always provide a tremendous amount of value with things that can't be offered by anyone else.
- Principle #5 ★ Remember that timing is everything. If things make sense and the affluent client is ready, they'll usually move forward.



# Are There Individual Niches You Should Work?

- ✓ Buyers Of Trophy Homes
- ✓ Sellers Of Trophy Homes
- ✓ Golf
- ✓ Tennis
- ✓ Waterfront
- ✓ Acreage
- ✓ Equestrian
- ✓ Second Homes
- ✓ Attract A Client To Get A Closing Or Vice Versa?

## There Are Two Things You Need To Promote

1. Your Service
2. Your Inventory

Your biggest business opportunity to start building huge income will come from promoting your service. That means attracting sellers and attracting buyers. This is where ALL agents should start. If you'll acquire 2 or 3 high end buyers and 2 or 3 luxury level sellers, you will be WELL on your way to tremendous income. Best of all, it will allow you to stop doing the lower end (grind-it-out) transactions.

WRITE THIS DOWN: I need a solid, proven, multi-step, multi-media marketing campaign that will predictably get me luxury listings and luxury buyers. **This is called a Marketing Funnel**

To Access The FREE Bonus Video Training On How To Break Into The Luxury Market, Visit:

[www.BonusLuxuryTraining.com](http://www.BonusLuxuryTraining.com)



# Should You Attract Buyers or Sellers?

Questions to consider before deciding if you should start by attracting buyers or sellers.

- What does your current business look like?
- How many listings are in your inventory?
- What does your online reputation look like?
- Should you “grow” into the luxury market?
- Are you more confident with buyers or sellers?
- What kind of a marketing budget are you using?
- Can your listing presentation beat the competition?
- How familiar are you with your local luxury market?
- What percentage of your business do you want to be luxury level?
- Do you have social memberships, networking opportunities, etc.?

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## **MEET GREG LUTHER**



**Greg Luther is known as the highest paid real estate coach in North America. He's an advisor to thousands of real estate agents all over the US and he's acquired real estate brokerages in several states. As a multi-millionaire entrepreneur, his advice is sought after by agents looking to create massive improvements to their real estate business.**

**As a speaker, seminar leader and mastermind member, Greg has shared advice with Zig Ziglar, Brian Tracy, Barbara Corcoran, Gene Simmons, Dan Kennedy, Tony Robbins, Brendon Burchard, Frank Kern and countless others. Many of the mastermind and marketing events he's been involved with have carried price tags north of \$25,000 each.**

**As a real estate agent, Greg bootstrapped his business from nothing using a \$1500 loan to get his real estate license. He quickly became one of the highest paid agents in America securing clients at commissions ranging from 7% to 10% even in the face of discount brokerages. He later began partnering with agents all over the country and coaches a select group of private clients in a 1-on-1 fashion w/ many closing 8-15 homes monthly.**

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