



COLDWELL BANKER

GLOBAL LUXURY ONLINE CERTIFICATION COURSE

Become a Certified Luxury Property Specialist on Your Schedule, Day or Night

The Coldwell Banker Global Luxury® certification course is now offered as self-paced, on-demand training.

- **Details:** This training is available online via The Institute for Luxury Home Marketing. After registering, you have six months to complete the course. You are welcome to stop and start the training as needed.
- **Cost:** \$575 includes the training, the first two-year membership to the Institute for Luxury Home Marketing, and the CBGL black box kit once the GL course has been completed.

[CLICK HERE](#) TO REGISTER

After completing the course, you may log in to your Institute Member Portal to apply for the Luxury Property Specialist (LPS) and the Certified Luxury Home Marketing Specialist designations.

ABOUT THE COURSE

The **Coldwell Banker Global Luxury®** certification course is an exclusive and immersive journey into the world of luxury real estate sales. This foundational course helps you gain the skills necessary for a successful future representing some of the most prestigious properties in your marketplace. A Coldwell Banker Global Luxury certification enhances your credibility as a luxury property expert and serves as a signal for high-net-worth individuals that they are working with an exceptional real estate professional.

Led by Global Luxury Ambassadors who will be sharing their strategies and proven luxury marketing methods, this course brings the Coldwell Banker Global Luxury program to life through a special partnership with the Institute for Luxury Home Marketing (ILHM).

Course Benefits:

- **The value proposition of the Coldwell Banker Global Luxury program**
- **Identifying appropriate Coldwell Banker Global Luxury Properties**
- **Marketing options available through the Coldwell Banker Global Luxury program**
- **Networking opportunities to build relationships in the luxury market**
- **Preparing for and conducting exceptional luxury listing consultations**
- **Best practices for conducting an exceptional luxury buyer consultation**
- **Identifying essential components of a marketing plan for a luxury listing**

Any Coldwell Banker-affiliated sales associate may take the course and become a Member of The Institute. Production verification may be submitted after completion of the course to receive your designation(s).

Taking the course and becoming a Member of The Institute does not mean that you have automatically earned the (LPS) or CLHMS designation. Threshold criteria must be met and approved to receive either designation. The threshold criteria for each differ.

- To earn the LPS designation, you must have closed three (3) qualifying property transactions within a 24-month period from the application date that are at or above the brand's Luxury Threshold (all applications must be submitted within 24 months from the training completion date.).
- To earn the CLHMS designation, you must have closed three (3) residential transactions within a 24-month period from the application date that are at or above the Institute's Luxury Threshold in each transaction's Market Area.

Members of a team can submit the same property as long as they also submit a Commission Disbursement Agreement as proof that they each received a commission for it.

The Institute will review all applications and will respond to agents regarding their status. The application process does not affect your ability to register for or attend a course. Your designation becomes active upon both completion of the course and the verification of production.

See **LPS FAQs** for additional details.