

LEVERAGE THE LUXURY

Carriage Trade luxury property marketing and training elevate your potential.



Agents working within the luxury realm have taken notice of the September 2014 relaunch of the Carriage Trade luxury property marketing program.

Now, qualifying Royal LePage listings are automatically identified and supported by an all-new Carriage Trade program, bolstered with refreshed marketing tools, resources, training and referral opportunities for agents working with luxury listings.

The program provides exclusive savings on the Certified Luxury Home Marketing Specialist® designation, offered through the internationally renowned Institute of Luxury Home Marketing (ILHM). The certification now includes a two-year membership with ILHM, to facilitate opportunities for referrals and networking on an international scale.



The newly-refreshed Carriage Trade luxury property marketing program includes these features and improvements:

Technology enhancements

The new Carriage Trade program features technology enhancements that automatically identify qualifying listings. The ability to have those listings identified and painlessly added on the Carriage Trade website, is the backbone of the Carriage Trade brand's resurgence, and helping agents to better serve their luxury clients.

New property marketing and promotional materials

Redesigned marketing templates, reflective of your luxury service offering, allow you to easily create full-screen slide-shows, feature sheets, property brochures, postcards, and property cards. Further, a supporting cast of prospecting and promotional resources differentiate your elite service from end to end.

Luxury advertising program

Advertise your listings to a discerning international audience through the Luxury Home Advertising program available through RobbReport.com, and *Robb Report Collection* and *Home & Style* magazines. The program offers up to 60 per cent off posted advertising rates and has been enhanced to include deeper discounts and incentives for volume advertising.

Earn your Certified Luxury Home Marketing Specialist® designation

Royal LePage enjoys a 15 per cent discount on the online luxury designation course, along with a two-year membership in the Institute of Luxury Home Marketing, providing opportunity to promote your listing and network internationally. You also have the opportunity to take the course live. In 2015, industry authority, Laurie Moore-Moore, hosts two Royal LePage exclusive training sessions over two days. The first session is in Toronto, May 4-5, and the second is an industry first in Calgary, one of Canada's fastest growing luxury property markets.

For more information, visit
my.rlpNetwork.com/carriagetrade