

# LUXE

LUXURY LISTING  
SPECIALIST

## MARKETING MEDIA KIT

# MARKETING LUXURY GROUP



## About Michael LaFido

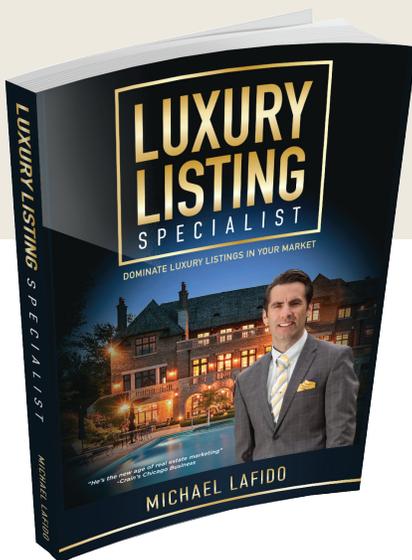
Michael LaFido is a top-producing Realtor and real estate consultant with over Eighteen years of experience in the real estate industry. Michael's marketing has been the featured cover story in Crain's Chicago Business and highlighted in Forbes and FOX News Chicago Business Hour. He is also the author of the books "Luxury Listing Specialist" and "Marketing Luxury".

Throughout his career, Michael learned the importance of high-caliber marketing versus "traditional marketing", which has become pivotal to his success. Over the past seventeen years, LaFido and his team have developed a method that takes a more comprehensive, and proactive approach when marketing a home.

Michael, the founder of the Marketing Luxury Group, assisting other real estate agents and affluent home-owners by providing top-tier services including consulting, lifestyle marketing, public relations and coaching to help agents and owners sell their luxury homes; utilizing our proven and reputable strategies. The Marketing Luxury Group has been recognized as the 'Best Property Consulting/Marketing' in 2018 by the International Property Awards!

Michael has created the nationally recognized luxury certification for real estate agents which is known as Luxury Listing Specialist (LUXE). This new certification establishes an in-depth and detailed set of standards for agents that represent luxury homes, and is currently offered for 12 hours of Continuing Education (CE) for real estate agents in Texas. The trainings are based on the same principles Michael outlines in his book, "Luxury Listing Specialist" that he teaches to agents across the world.

Many agents within the industry are calling Michael's methods "The New Standard" for marketing luxury homes today.



## About the Marketing Luxury Group

The Marketing Luxury Group (MLG) aspires to be recognized internationally as a creative force in the luxury real estate. Led by Michael LaFido - a young, creative and driven leader with a passion for overcoming obstacles to empower his clients - MLG is poised to grow significantly with a focus on luxury training and certifications, coaching and consulting.

## LUXE Certification

Created a live or online training course jam packed full of dynamic lessons and information in order to energize agents, increase confidence and encourage stepping outside comfort zones in order to attract and sell more high end and luxury homes. This course teaches new marketing principles that sellers will love and buyers will not be able to resist. The LUXE Certification is renewable and ever evolving to exceed the marketing standards of any place and time.

"MICHAEL LAFIDO HAS DEVELOPED A BLUEPRINT FOR SUCCESS THAT GIVES BOTH REALTORS® AND BROKER OWNERS A TURN-KEY SYSTEM TO DOMINATE LISTING AND SELLING LUXURY HOMES IN ANY MARKET"

- **CHAD ROFFERS**, CHAIRMAN & MANAGING DIRECTOR OF CONCIERGE AUCTIONS



## SERVICES OFFERED

- LIVE TRAINING FOR BROKER OWNERS, AGENTS & TEAMS
- KEYNOTE & EVENT SPEAKING
- GROUP COACHING
- ONE ON ONE COACHING



## CERTIFICATION PACKAGE

### LIVE CERTIFICATION TRAINING

Whether you chose the 1 day or 2 day training certification, sessions are jam packed with proven and repeatable systems agents can use to dominate their markets and increase their average sale price.

### ONLINE CERTIFICATION

Achieve certification at your own pace with all materials and lessons provided for you on our online platform.



## CONTACT DETAILS

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MarketingLuxuryGroup.com

LuxuryListingSpecialist.com

"WOW, I HAVE NEVER SEEN A MORE IMPRESSIVE APPROACH TO LISTING AND MARKETING MULTI-MILLION DOLLAR PROPERTIES, HIS INVENTORY OF HOMES READS LIKE A WHO'S WHO LIST OF AMERICAN'S BEST REAL ESTATE PROPERTIES. I CANNOT IMAGINE ANY SELLER, WITH A MULTI-MILLION DOLLAR PROPERTY NOT LISTING WITH MIKE. IF YOU WANT TO BREAK INTO THE MULTI-MILLION DOLLAR PROPERTY MARKET, OR LEARN HOW TO GET YOUR LUXURY LISTING SOLD, MICHAEL IS THE PERSON TO TALK TO."

- **JUDY LADEUR**, FOUNDER AND PRESIDENT OF THE PROFITABLE RECRUITER AND JUDY LADEUR INTERNATIONAL



# MOST POPULAR SPEAKING TOPICS FOR CONFERENCES

*Please inquire for other topics*



1. How to Break Into and Dominate Listing Higher End Homes in Your Market
2. Branding & Marketing Strategies that Guarantee to Elevate Agents to "Rock Star" Status in Their Market
3. Lifestyle Marketing – Creating a Marketing Story and Leveraging the Luxury Lifestyle for the Home
4. Utilizing Video to Win Over More High End Clients
5. How to Host High End Events to Get Luxury Listings Sold

"IF YOU WANT TO MARKET HIGH-END PROPERTIES THEN MICHAEL'S LUXURY COURSE IS A MUST. HE IS THE EXPERT, AND HE LEADS BY EXAMPLE WITH HIS IMPRESSIVE PORTFOLIO OF \$1 MILLION+ LISTINGS AND SALES. MICHAEL RECENTLY GAVE A MARKETING LUXURY ALL DAY SEMINAR TO 122 OF MY AGENTS IN DALLAS. THEY WERE MORE THAN IMPRESSED AND VIRTUALLY ALL OF THEM ARE GOING FOR THE LUXE DESIGNATION OFFERED BY MICHAEL. BUT EVEN MORE IMPORTANT IS THE INTEGRITY AND CALIBER OF PROFESSIONALISM THAT MICHAEL EXUDES. A REAL CLASS ACT."

- **MARK WOLFE**, OWNER OF RE/MAX DFW ASSOCIATES

# LISTEN TO MICHAEL'S PODCAST INTERVIEWS

## OTHER GUESTS INCLUDE:

- BOB HURWITZ
- NICK BAILEY
- GARY GOLD
- CHRISTOPHE CHOO

...AND MORE!

### SHARRAN SRIVATSAA, CEO

KINGSTON LANE



### CRAIG HOGAN, VP

LUXURY DIVISION COLDWELL BANKER



### CHRIS HELLER, FORMER CEO

KELLER WILLIAMS



### MEGAN BARRY, PRESIDENT

### JOHN BRIAN LOSH, CHAIRMAN

WHO'S WHO IN LUXURY REAL ESTATE



### STEPHANIE ANTON, PRESIDENT

LUXURY PORTFOLIO INTERNATIONAL



### ROBERT REFFKIN, CEO

COMPASS REAL ESTATE



### LESLI AKERS, PRESIDENT

KELLER WILLIAMS LUXURY INTERNATIONAL

