

Brutally Honest Real Estate Training

The Best Luxury Home Training You Can Afford To Buy:

Would You Like to Make an Extra \$100,000+ Every Year?

And Not Work So Hard...

Tired of ridiculously long "Realtor" hours?
Want to spend more time with your family and friends?
Want to enjoy more holidays and vacations?
Want to buy yourself an "expensive" present?
Are you bored with selling "lower end" homes?

The Key Is To Sell A Few Luxury Homes...

The math is simple...

1 x \$1,000,000 Home Sale x 3% Commission = \$30,000

1 x \$100,000 Home Sale x 3% Commission = \$3,000

3-4 Luxury Home sales puts \$100,000 in your bank account

What's Holding You Back?

Feel like you don't have enough knowledge of the Luxury Home Market?
Worried about what to say to people with CELEBRITY, POWER and MONEY?
Don't know where to find these clients?

I Will Reveal To You...

How to QUICKLY be the EXPERT in your Luxury Home Market
What to say to people with POWER, CELEBRITY, and MONEY
How to use the INTERNET and SOCIAL MEDIA to capture Luxury Home Clients
What DAILY ACTIVITY will bring you Luxury Home Buyers and Sellers

Learn from my experience with these clients...

- Four Star General – US Army
- Physicians - Surgeons
- Owner – Weight Loss Clinics
- Music “Rapper”
- Owner – Auto Dealership

- Mayor – Vancouver - British Columbia
- Owner/Founder – CEO – New York Mobile Company
- Owner/Founder/CTO – Social Media Company
- Fire Chief – Chicago, Illinois
- Top Criminal Defense Attorney – Phoenix Arizona
- Vice President – Semiconductor Company

Testimonials

We would love to work with you again, the reason being is your personality, you are not a pushy sales person, you are patient and listen to your clients needs.

-Guy Brown – Criminal Defense Attorney

You were very personable and approachable. Knowledgeable about the area. Seemed honest and did not pressure sell us. Established a long term relationship. You were with us on the walk through and this was important to us.

-Morris Daniely – Vice President – On Semiconductor

Hugh was a tremendous help in locating the right property for me in AZ. I was impressed by his tenacity in finding me the right property and getting it for me at the "right price" for me. From my experience, he went above and beyond to make this change in my life a memorable experience. He was also a tremendous resource when it came to financing, insurance, inspections, and closing. I would certainly refer him to others given any opportunity.

-Robert Goodwin - US Army General

Hugh has been my "go to guy" when I have clients that need to buy or sell residential real estate. I have been in business for 10 years and I have rarely seen a real estate agent who so tenaciously protects his clients best interests.

-Steve Heideman - Founder/CTO Mint Social

You Will Receive...

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Introductory call to discuss your specific Luxury Home Market...and the strategies that will make you the Luxury Home Realtor everyone wants to work with.



Private Coaching Session #1 - I will reveal to you the secrets to quickly become the most knowledgeable Luxury Home Realtor in your area without wasting all of "time and gas"...you will be the "Trusted Adviser" to Luxury Home Clients



Private Coaching Session #2 - I will introduce you to a sales process you have never seen before and it will change your life...Over \$900MM closed using this method...You will easily be able to communicate to anyone of CELEBRITY, POWER, OR MONEY...you never need to take a sales course ever again.



Private Coaching Session #3 - I currently consult some of the top International Speakers in the world on how to brand themselves online and in social media...I will save you countless hours of trying to figure out what works and what doesn't work...



Private Coaching Session #4 - I will disclose to you the daily activities that will put you in "a league of your own" in the Luxury Home Market...bringing you an abundance of Luxury Home Buyers and Sellers.



Unlimited private coaching, mentoring, and follow-up for 90 days. After the 90 days, if you would like further support I will give you access to my Luxury Home Coaching for up to one year at just \$97/Month.

You will have the necessary confidence, mindset, and tools to LIST and SELL a minimum of 3-4 Luxury Homes every year...adding an additional \$100,000+ cash in your bank account every year...

5 Reasons Why Selling Low End Homes Is The Worst Option For A Realtor

BY [HUGH THOMAS LORCH](#)

Real Estate Agent with Clients First Realty

September 18, 2014 04:26 AM

I am a huge advocate of selling High End and Luxury Homes, not lower end and median priced homes for several reasons. Here is why I think selling Low End homes is a bad idea...

1 - Tougher Transaction - The lack of experience by the buyer in most cases is a problem on many different fronts. Your time will be chewed up in the fact that they will need their "hand held" throughout the transaction. You will be explaining allot of things step by step and they will still not understand or do the right thing. Last but not least it is always a question of qualifying and closing even after you have put the home in escrow.

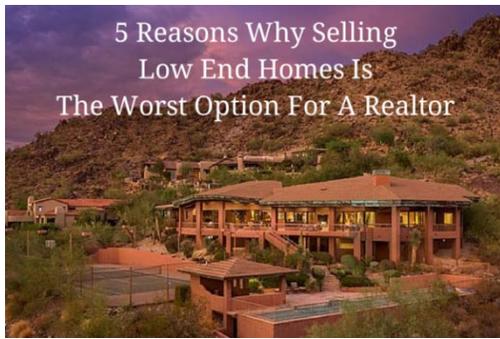
2 - Lender Involvement - Did you know that approximately 50% of Luxury Home transactions are for cash. No dependence on a lender or all the problems that arise from going through the loan process.

3 - Don't Know What They Want - They are usually new to the process so they are unsure of many things. I think one of the most difficult things is not being sure about location. This can cause you to drive all over the entire city just trying to help them understand where they want to live.

4 - Don't Understand The Process - Lack of understanding of the contract, the loan process, the inspection process, and so much more can again eat up your time and you brainpower, leading to burnout.

5 - Your Commission Check - This is the #1 reason not to sell lower-end homes and to transition into Higher End or Luxury Home sales. The math is really simple...\$100,000 home x 3% = \$3,000 and in comparison...1 x \$1,000,000 = \$30,000. One Luxury Home sale can make your year feel very different.

If you ever want to chat about Luxury Homes sales just email me at azhugh@gmail.com and we can plan to connect, or if you want to dive right in, take a look at my training... [Luxury Home Training](#)



To your success,
Hugh

The 10 Places To Find Luxury Home Buyers And Sellers

BY [HUGH THOMAS LORCH](#)

Real Estate Agent with Clients First Realty

August 19, 2014 01:40 AM

Many of the same places you would find other buyers and sellers..just with a slightly different approach. I have used each one of these at some point to connect with Luxury Home Buyers and Sellers. The end result being over \$100 Million in residential sales and some really great clients.

Lets go through them:

1- Online - Unless you have been working with Google for years, the real truth is you have to pay for ads on Google. This can very targeted to certain income brackets, locations etc.

2- Social Media - Two choices...Brand yourself with daily posts for 1 to 1 1/2 years. Pay for Facebook or other platform ads. Be very unique with whatever you do...being the same as anyone else will get you nowhere.

3- Open House - Great source... Sit open houses in Luxury neighborhoods...you get the type of client you surround yourself with..I would research the market really well before you do this...You want to be and sound knowledgeable.

4- B2B - Use Linkedin to connect with higher net worth professionals...Linkedin is for reaching decision makers...if you are going to connect make sure you have something unique and of great value...and also make sure you can help them to

grow their business...don't make the connection unless you have this in mind and in place.

5- Networking - If you are going to network you might as well hang around where there are people with wealth. Choose this by area (zip codes) or by going to networking events that include very successful professionals. Again have something of great value to offer.

6- Expireds - Good source...one piece of advice...the first words that come out of your mouth need to be about "how you specialize in Luxury Homes" ...you are not like the rest of the Realtors that have been calling them.

7- Farming - Offer something very unique and of great value relevant to Luxury Homes...if you are going to market to them...it needs to be powerful and unique...then farm.

8- FSBO'S - Same as expireds...you are not like the rest...you specialize in Luxury Homes, period!

9- Branding - Everything you do or put out needs to be Luxury oriented..business cards..website..social media and marketing pieces...then people will naturally associate you with Luxury Homes.

10- Referrals - Look to any of your past clients, family, or friends to people they may be high net worth individuals.

If you have any questions feel free to email me at azhugh@me.com

Also, if you want, take a look at my [Luxury Home Training](#) course and see if it is a fit for you...

Game Changing Strategy - Sell Luxury Homes

BY [HUGH THOMAS LORCH](#)

Real Estate Agent with Clients First Realty

August 07, 2014 06:11 AM

Here I go on my rant again about how you should be at least dabbling in the Luxury Home Market.

So, what I am saying is don't give up what you are doing...just add this to your real estate business.

The work is the same...but the math is way different.

Median Home Let's say \$150,000 ... 3% commission = \$4500

Luxury Home Let's say \$1,000,000... 3% commission = \$30,000

Don't worry about selling allot of them or being the leader in the market. Selling one every year get's you \$30,000. Selling 3-4 every year will get you over \$100,000.

GAME CHANGING NUMBERS!!

It is all about your confidence to work with Luxury Home Buyers and Sellers. How do you get this confidence?

1 - Research the market one time very deeply and keep updated every day on new listings

2 - Have a great presentation and speak in a certain matter... I suggest the STRONG method by Oren Klaff...author of [Pitch Anything](#)

3 - Brand yourself online, on social media, and everything you do...everything should look Luxury...

4 - Make a portion of your daily activities relate to the Luxury Home Market

An interesting side note is that when you dabble in the Luxury Home Market...you will run into allot of buyers that may not be able to afford \$1,000,000+...so you end up selling some homes in the \$350,000 to \$750,000 range ... that's just terrible isn't it :-) ... just kidding...

If you have any questions feel free to email me at azhugh@me.com

Also, if you want take a look at my [Luxury Home Training](#) course and see if it is a fit for you...



To your success,

Hugh

5 Surprising Reasons Why You Should Sell Luxury Homes

BY [HUGH THOMAS LORCH](#)

Real Estate Agent with Clients First Realty

September 03, 2014 05:17 AM

I am not suggesting you quit your "day job"... you can continue to sell homes in whatever market you are working in now...

I am suggesting you incorporate and transition Luxury Home Sales into your business.

Here are 5 surprising and good reasons to do so...

1- Easier Transaction - Generally someone buying a Luxury Home doesn't have a lot of time on their hands. They are usually someone very successful in their own career or business. They will be more likely to be very efficient with search and closing of the transaction.

2 - No Lender Involved - On average over 50% of Luxury Home purchases are cash transactions. Imagine taking that whole set of circumstances and "headaches" out of the equation of closing on the home.

3- They Know What They Want - They are precise decision makers. There isn't a lot of "flip flopping" around on things such as cities and neighborhoods they want to live, what they are looking for in a home, the amenities they require, or even pricing and negotiations.

4- Less Inventory To Show - You may see this as a disadvantage but be patient "grasshopper" LOL. You will have a lot less homes to show and in turn it may take longer to find the perfect home. Yet the other side of the coin of this is that your time is still quite free to work in the market you are already in...your "day job". If you do your job well, you will take the Luxury Home Seller to closing which leads to my last surprising reason...

5- Your Check - this is the best surprising reason of all. After your split with your broker, you should receive a check in the amount of say \$20,000, \$30,000, even \$50,000 or more. Nice surprise!

I offer a [Luxury Home Training](#) course...take a look and see if it is a good fit for you...

You are welcome to email me with any questions you may have at azhugh@me.com



To your success,

Hugh

Real Estate Training – Luxury Home Seller Presentation - Step #5

BY [HUGH THOMAS LORCH](#)

Real Estate Agent with Clients First Realty

June 19, 2014 04:16 AM

Luxury Home Seller Presentation - Step #5 - Offer The Deal

Offer the Deal - In this part of the process, you need to do one thing and do it well. Describe what they are going to receive when they decide to do business with you. You'll want to push through this quickly for the sake of time. In clear and concise terms, tell them exactly what you will be delivering to them, when it will be delivered, and how.

What - your marketing plan and strategy

When - when they can expect every phase of your marketing

How - will this be delivered online or physically...how will you be communicating

Whatever part the Luxury Home Seller will play in the process, explain what their roles and responsibilities will be. Don't drill down into a lot of detail. Just provide summarized facts that they need to know so that their mental picture of your offering is complete. How are you going to fulfill your role and how they will be involved, that is what you must explain. Keep it brief but rich in high-level details.

Most of all their needs to be no question as to what the Luxury Home Seller is going to get from you.

And remember, the most important deliverable is YOU.



Coming Soon...Luxury Home Seller Presentation Step #6 - Frame Stacking and Hot Cognitions

To your success,

Hugh

P.S. Would you like to make much larger commissions?

Real Estate Training—The Only 3 Ways To Grow Your Business

BY [HUGH THOMAS LORCH](#)

Real Estate Agent with Clients First Realty

The only 3 ways to grow your business are as follows...

1 - Increase the number of clients

2- Increase the size of the transaction

3- Increase the frequency of each transaction and the monetary value of each client

Lets look at these...

#1 - Generate more leads...increase the amount of buyers and sellers you work with...doesn't sound that great to me...seems like a great way to not have a "life" outside of real estate.

#2 - Start working in a higher price range of buyers and sellers...more money per transaction...how about selling a Luxury Home or two every year? ... sounds good to me...

#3 - Can't exactly increase the amount of times someone buys a home...but sure you can get referrals from them...and maybe up sell them on other products or services you may offer

#2 is my suggestion...either start working new neighborhoods with higher priced homes or dabble in the Luxury Home market...you can always continue to work the existing market you are in now...and branch out into the Luxury Home market slowly but surely...

With over \$100 Million Sold and Specializing in Luxury Homes I can help you with #2...

I am offering a [Free Luxury Home Consultation](#) if you are considering dabbling in that market...



If you have any questions, please feel free to email me at azhugh@me.com

To your success,

Hugh

Real Estate Training – Luxury Home Seller Presentation - Step #2

BY [HUGH THOMAS LORCH](#)

Real Estate Agent with Clients First Realty

May 30, 2014 04:00 AM

If you missed my blog on Step #1 here it is... <http://actvra.in/4hbX>

Now that you have completed Step #1, it is time to present Step #2 to the Luxury Home Seller.

Step #2 - Why You? Why Now?

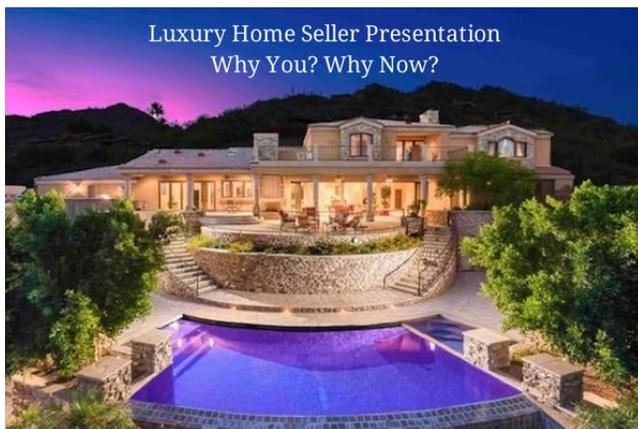
1- Nobody wants to invest time or money into an old idea or strategy that has been heard or done before - This is why you need to introduce a “Why Now?”

frame. It's vitally important that the client knows that your idea and strategy is new, created by new market opportunities and that it's not some relic left over from bygone days. The client needs to know that you are pitching a new idea that came to life from new market forces that you recognized, seized, and are now taking advantage of. And the client needs to know that you have more knowledge about these things than anyone else.

2- Three Market Forces Pattern - What has changed in these three market forces? Economic, Social, and Technology. **Economic** - Briefly describe what has changed financially in the market for your strategy. **Social** - Highlight what emerging changes in people's behavior patterns exist for your new ideas. **Technology** - this is changing on almost a daily basis, so what are you doing that is ahead of or better than everybody else. Once this story is told, everything you say in your presentation will be legitimized by it.

3- "Movement" - A huge part of the brain is devoted to detecting movement. This is what makes it so hard to find things you have lost. Your keys, cellphone, or pencil do not move. You can look right at something and not see it because it is still. You can't just explain "that is the old way and this is the new way". That is static it won't work. The formula I've just given you, the three changing market forces, overcomes the potential for them tuning you out. You are literally showing the mind's eye how the market is moving to benefit your new ideas and strategies.

This part of the presentation shouldn't take 15 minutes, more like 5 minutes or less. Don't explain your new ideas in great detail, that is for Step #3...



Coming soon Step #3 ... Real Estate Training – Luxury Home Seller Presentation - Introducing Your Big Idea...

To your success,

Hugh

Real Estate Training – How To Market Luxury Homes

BY [HUGH THOMAS LORCH](#)

Real Estate Agent with Clients First Realty

May 01, 2014 12:32 AM

I have some opinions on marketing that will probably go against the grain of what everybody else will tell you.

After many years of working in the Luxury Home Market I felt it was my duty to tell the truth to Luxury Home Sellers about what marketing really gets results. It was okay with me if they did not believe me and felt all the excess advertising everyone else does was important to them. If they did not list with me it again was okay with me. I do not believe in wasting my time and theirs with marketing that doesn't work.

First of all, is it an advantage to work for a company like Coldwell Banker or Keller Williams Realty that have Luxury Home divisions and really do something special with them. Sure. You pay a portion of your commission to advertise through their Luxury Home divisions usually at least \$1200 or more per listing. I do believe there are some slight advantages to this.

Truth be told there's only three marketing avenues that actually sell a Luxury Home.

Before I decided to go out on my own in the Luxury Home Market I worked on teams that had advertisements on the front page and all throughout Luxury Home magazines yet we never sold that particular home from any of these ads. We picked up buyers for other homes from those ads but we never sold that specific house from all that money spent in the magazines. So telling a Luxury Home Seller that this will sell their home to me is a lie.

As usual the most important place that you're marketing counts is in the MLS.

If you look at the statistics in your Luxury Home market you will see you that 70% or more of these homes are sold by another agent in the MLS. No external marketing caused the sale. Your marketing to other agents in the MLS accounts

for the dominant amount of sales. Here's what you do in the MLS. Do everything in your power to walk somebody through the home. An example of this would be...As you enter the home you will be amazed at the dramatic open floor plan, and continue through the house, backyard. etc. Make sure everything is perfect, look it over a few times. No mistakes allowed. Make sure to use simple key words that the other Realtors and home buyers looking at an IDX will understand easily.

Another extremely important place to focus your Luxury Home Marketing is the Internet.

Statistics have proven to me that 90% of Luxury Home buyers look on the Internet first as they are beginning to search for a home. Key tools to market online are blogs and articles, photos, and videos. Distribute your blog everywhere especially Active Rain (Google really likes Active Rain for it is a very active and relevant community) There are distribution portals like ListHub and others that you can link to 100's of key sites. These blogs or articles should be filled with keywords relevant to the neighborhood and other key factors that people will be searching for and typing in when they begin their search.

Stunning photos need to be everywhere including social media. I have had photos ranked on the 1st page of Google before.

I would do two separate videos. One should be a professional video that you pay for. Be unique, be different from everyone else. You and this home to need to stand out in a crowd. Here is an awesome example.



<http://youtu.be/KykKYOVQKPE>

I would also do a non professional video. This would be solely focused on keywords that are known as "long tail" keywords. An example would be Eagle Mountain Homes for Sale. This is a much more "niched" keyword and will attract those Luxury Home looking in that specific neighborhood, without you being up against nearly as much competition as a more general term like Scottsdale Luxury Homes. I have been on the first page of Google many times by using this technique.

Last but not least the only other marketing that truly works for selling Luxury Homes is networking with other Luxury Home Realtors. You should always have a list of probably the top 50 Luxury Home agents and your entire market. You should also research the Luxury Home neighborhood your listing is in for sales in the last year. See who has sold in that neighborhood. This can be done in numerous ways. It can be done directly, by email, by mail or by a Luxury Home tour designed specifically for these agents, not the masses.

I will say again, I personally don't believe in B.S. Any excess advertising or marketing focused in the wrong place isn't good for you or your seller. Making a Luxury Home Seller feel good and doing things that don't work isn't my cup of tea. It is also a waste of time and money for both parties in my opinion.

To your success,

Hugh

P.S. I have several other training blogs you are welcome to here...<http://bit.ly/BrutallyHonestRealEstateTraining>



Real Estate Training - Luxury Home Buyers - Looking For In A Realtor

BY [HUGH THOMAS LORCH](#)

Real Estate Agent with Clients First Realty

April 28, 2014 03:41 AM

Luxury Home buyers are very typical buyers in that they look for a lot of the same characteristics in a real estate agent that everyone else does. I believe they value some characteristics more than others and put much more of an emphasis on those.

After years of working with all types of Luxury Home Buyers such as Celebrities, CEO's, Politicians, Doctors and Lawyers, this is what my experiences taught me that they value the most.

In my opinion what Luxury Home buyers value the most is four things. Your knowledge of the market, how much you value their time, your rapid response when communicating with them, and your ability to negotiate and close the escrow for them smoothly.

1- Knowledge of the market can mean many things but to me in this instance it would be "seriously" knowing one neighborhood from another and property values in those neighborhoods. You should clearly know why homes have been selling and why did they get the value that they got. Specifically, is it because of the view, the amenities that come with that neighborhood, the prestige of the neighborhood, and anything else that might pertain to value. Being close to their "busy" professional life is usually key to them so knowing about accessibility is important. Because Luxury Home values can be "all over the board" the question is, why should they spend that amount of money on that specific house. I personally answered this by every day researching exactly what was going on in the market I knew when every new Luxury Home came to the market. I also knew what just went pending or sold and exactly why that was. What really deep down caused the home to sell. I separated them into price range such as 1- 1.5MM, 1.5-2MM, 2MM-3MM, and 3MM and above. Again I knew what was going on in each price range as to be able to communicate that to the buyer.

2- In most cases a Luxury Home buyer is extremely busy with their own business or with their own life. Very successful people work hard, so absolutely valuing their time is maybe on top of the list. To me this means a "No B.S." approach to helping them find a home. Answer their questions with facts and be extremely efficient with them when showing homes. To me it meant getting straight to the point all the time. Be as prepared as you can and you will be fine.

3- Rapid response to me goes back to the to the time element, which to them is extremely valuable. Let me give you an example example of somebody I worked with. He was a surgeon. Think about that. He was either in surgery or not. Their was no communicating with him when he was performing his job. So that block of time that he was not in surgery was extremely valuable. So you better be ready make a Luxury Home buyer an extreme priority in your business. If you do again you will be fine.

4- in most cases the Luxury Home buyer is a successful business person or has a successful practice of some sort. They are used to negotiating and for keeping their entire business intact. They will expect exactly the same behavior from you. Most of all I would say that they need to feel strongly that you're on their side and not working for the other party. I found this extremely important when working with Lawyers.

As you can see these are some of the same characteristics that you should have as a real estate agent on a daily basis with all buyers. In this case the Luxury Home buyer will just put "way more" emphasis on these characteristics.

To your success,

Real Estate Training – Luxury Home Seller Presentation - Step #1

BY [HUGH THOMAS LORCH](#)

Real Estate Agent with Clients First Realty

May 27, 2014 03:59 AM

Even though I have sold over \$100 Million in Residential Real Estate, I feel very lucky to have learned this sales process from someone who closed over \$600 Million. It has guided me the last few years in all my presentations especially the Luxury Home Market.

You can use this presentation in any market... not just the Luxury Home Market...it works!

Step#1 - How To Begin

Put Them At Ease - How do you do this? By telling them right up front this presentation will only be about 20 minutes.

Set Status - At this point, you can begin your presentation, starting with your track record of successes. Not a long rundown of all the places and things you have done. Not all the great sales, teams, or companies you were involved with. Not your whole life story. The key to success here is making it about your track record. Things you got really right. Career points or stats that actually worked out. Successes.

Example - I have sold over \$100 Million in Residential Real Estate specializing in Luxury Homes specifically Mountainside, Golf Course, and Waterfront Properties. I have worked with many high-profile clients like yourself such as Celebrities, Politicians, CEO's, Doctors and Lawyers. I have also been able to position many of my home listings on the first page of Google through blogs, photos and videos.

Done! Short and sweet and to the point about your track record. This immediately puts you in a position of STATUS...you are now the PRIZE not them. This changes the dynamic of the presentation right away.

if you do not have a huge track record, then use any stats of your team, company or past career experiences that show your successes.