

# LANGUAGE OF *LUXURY*

**BE AWARE:**

**Old Money** (Discreet, low-key, private, reserved, quietly brand conscious, appearance doesn't reveal they are wealthy)

**New Money** (Seek more attention & visibility, flashy, brand-conscious, trend-aware.)

They are either self-made or inherited their wealth.

Don't use words such as "competing" or "let's compare." Remember homeowners consider their home to be unique - use words like relevant or similar amenities in size and/or price.

**LEARN TO SAY:**

Entertaining/Gourmet/Catering Kitchen or a Butler's Pantry

Coffee Bar

Outdoor Kitchen/Summer Kitchen

Media Room/Home Theater

Craft room/Wrapping Room/Sewing room

Retreat/Smoking Room

**WORDS NOT TO SAY:**

**WORDS TO SAY:**

Commission

Professional Fee

Deal

Transaction

Preapproval/Bank Statements/Not Proof of Funds

Financial capability documentation from their financial institution/Funds Verification/liquid funds to cover the transaction

Write an offer

Submit an offer

Buyer/Seller

Customer/Client

Listing Appointment

Initial Consultation

Listing Presentation/CMA

Marketing Consultation

Comps or Comparable properties

Relevant Properties

Listing Price

Establish Value (or a range of)

Closed Sale

Real Buyers

**LUXURY CARS (awareness):**

Mercedes Maybach (\$195K-\$228k base)

This car is designed and created to be driven by a DRIVER and the owner/passenger to sit in the back

Lamborghini URUS (SUV) (\$235K to start)

Rolls Royce Cullinan (SUV) (\$350K to start)