



KW Luxury Standards

KWRI's Luxury Division has undergone major changes designed to increase market share, build brand recognition, and drive sales in our local and global communities. The changes introduced in spring 2022 are significant and may impact every agent in our organization.

KWRI recognized that inclusion of properties above the applicable sales threshold can help drive brand recognition. As a result, a two-step approach was established: **"Earned In"** and **"Qualifying Properties."**

Earned In Status

To achieve KWRI's "Earned In" status as a luxury-designated agent, you must have sold **4 properties within a 24-month period** above the luxury sales threshold for the markets you service. Earned In status places you in an elite group of agents and makes you eligible for additional KWRI luxury marketing resources.

Earned In benefits include:

- Customized marketing materials, including flyers and presentations
- Invitations to specialized training
- Invitation to the annual Luxury Retreat

Qualifying Properties

Individual properties that meet the luxury sales threshold for a specific market will automatically be syndicated to select **digital platforms** and may use certain Luxury marketing materials, even if the agent has not yet achieved Earned In status.

- WSJ
- Barron's
- Mansions
- MarketWatch
- JamesEdition

Common Luxury Sales Thresholds

Market	Threshold
NOVA	\$1M+
DC	\$1.275M+
Montgomery County	\$949K
Maryland	\$700K
Richmond	\$700K
Falls Church City	\$1.396M

KW Metro Center Luxury Branding

We encourage you to take advantage of KW Metro Center Luxury Branding, including:

- KW Metro Center Luxury sign panels
- Customized automated listing posts to social media sites
- Custom flyers for properties above \$1.5M
- Automatic syndication to the digital sites listed above

Jim Lyons

Director of Luxury / Lead Broker