



LUXE
 LUXURY LISTING
SPECIALIST

FOR SALE BY OWNER
 BEFORE AND AFTER

STAGING BUDGET \$3,950 IMPROVEMENT BUDGET \$5,500



About Michael LaFido

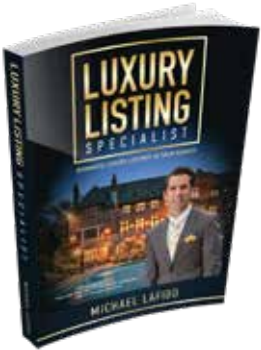
Michael LaFido is a top-producing Realtor and real estate consultant with over Eighteen years of experience in the real estate industry. Michael' marketing has been the featured cover story in Crain's Chicago Business and highlighted in Forbes and FOX News Chicago Business Hour. He is also the author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



Michael LaFido

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BEFORE



AFTER



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AFTER