Laws pertaining to telemarketing (including texting) can vary from state to state and are also subject to federal law (i.e. Telephone Consumer Protection Act (TCPA)). Marketing emails are subject to federal law (CAN-SPAM) and to various state laws. It is the caller’s/texter’s/emailer’s responsibility to be aware of and comply with all state and federal telemarketing, texting, and email related laws. Caller/texter/emailer/user of product is responsible for obtaining any required prior written consent for marketing calls/texts/emails as well as for including appropriate opt-out mechanisms or “STOP” functionality that may be required by state and/or federal law.

It is the caller/user's responsibility to be aware of and comply with all federal and provincial telemarketing, telecommunication, and commercial electronic messaging laws. Caller/user of product is responsible for obtaining any prior written consents required by federal or provincial law.

**EMAIL 1**

Subject Line: You’re Invited: Luxury Livestream

Preview Text: Your exclusive opportunity to join North America’s top real estate professionals. Secure your spot now.

Hello [Agent/Prospect Name],

You’re invited! RE/MAX is bringing you CLHMSTM Luxury Livestream on June 24th and our office is hosting an exclusive watch party for registered agents at [time, location].

Now is the time to level up your real estate career and join the Institute's network of real estate professionals from across North America. During the course you’ll learn the most effective strategies for:

* Prospecting for – and winning – affluent buyers and sellers
* Negotiating with ease
* Marketing yourself as THE luxury real estate professional in your market
* And much more!

Register at: https://resources.luxuryhomemarketing.com/livestreamremax2025

Your registration fee includes both the Luxury Livestream course and your first year of membership with the Institute for Luxury Home Marketing. Whether you’ve just received your license or have been practicing for years, this is your opportunity to take your business to the next level.

https://resources.luxuryhomemarketing.com/livestreamremax2025

Don’t miss out! Register at the link above and reply to this email by [date] so I can add you to the list.

I’ll see you there,

[Broker Signature]

**EMAIL 2**
Subject Line: Get the CLHMS™ Edge in Luxury Real Estate

Preview Text: Exclusive training, membership, and a path to the CLHMS™ designation – register today!

There's a proven blueprint that thousands of agents before you have followed to find success in the upper-tier market. Will you join their ranks?

1. **Take The Training**  -  The Institute's top-rated luxury training teaches you the insider strategies from the pros. Join us for Luxury Livestream on June 24th and you will be awarded Membership to The Institute upon completion. Our office is hosting an exclusive watch party at [time, location] and you’re invited!
2. **Utilize the Membership** - Once you've completed the training, you gain access to your Member Portal, where you can join the members-only social media network, find exclusive tools and resources, as well as market yourself as a Member of The Institute for Luxury Home Marketing.
3. **Earn The Designation** - Earn the Certified Luxury Home Marketing Specialist (CLHMS)™ designation and use the seal to differentiate yourself as a luxury expert.

Sign up now and reply to this email by [date] so I can add you to the list!

<https://resources.luxuryhomemarketing.com/livestreamremax2025>

Cheers and see you there,

[Broker’s signature]

**EMAIL 3**

Subject Line: 🔑 Unlock Your Potential in High-End Real Estate

Preview Text: Prospecting, marketing, branding - master it all in our luxury course.

Why attend Luxury Livestream on June 24th?

The Institute’s intensive luxury home sales and marketing training is your first step on the path toward earning significantly more as an agent in the high-end residential real estate market. Our office is hosting an exclusive watch party at [time, location] to help you network and grow your business while upgrading your skillset!

Register at: https://resources.luxuryhomemarketing.com/livestreamremax2025

Your registration fee includes membership in The Institute for Luxury Home Marketing and qualifies you to earn the Certified Luxury Home Marketing Specialist™ designation.

During the course you’ll learn how to:

* Win clients - Prospect for affluent buyers and sellers, understand their mindset
* Market properties - How to conduct a marketing consultation with affluent clients and attract the right buyers
* Brand yourself - Develop your action plan for marketing yourself as THE luxury real estate professional in your market

Here’s what agents are saying about their training:

*“This course was worth its weight in gold.  I have already started implementing the ideas, vocabulary, and strategies suggested, and can see them working.”*

- Rebecca Pederson, Seattle, WA

*“This training and elite group of members is extremely valuable. I look forward to expanding the referral network and working with many others within the luxury market nationwide.”*

- Steve McKamey, Phoenix, AZ

*“A fantastic class, resource, and network to build your skills, confidence, and experience. Highly recommend!”*

- Mike Brombacher, Houston, TX

Register today and reply to this email by [date] so I can add you to the list!

https://resources.luxuryhomemarketing.com/livestreamremax2025

I’ll see you soon,

[Broker’s signature]

**EMAIL 4**

Subject Line: Join the Elite

Preview Text: Have you signed up for Luxury Livestream on June 24th?

Working in luxury real estate is a challenging, yet rewarding, opportunity for real estate professionals like yourself. To be successful in this niche market, you must use a different approach and adopt a luxury mindset.

That’s why The Institute has created the blueprint for success: Luxury Livestream training. Our office is hosting an exclusive watch party at [time, location] so you can network with your peers, exchange insights and add new strategies to your toolbelt together!

During this course you’ll learn: how to position yourself as a luxury real estate professional, best practices to generate leads with affluent clientele, and how to build meaningful relationships that could turn into future referrals!

Register at: https://resources.luxuryhomemarketing.com/livestreamremax2025

Your registration includes more than just the training — you’ll also gain full access to the exclusive Members-Only Portal, where you’ll find Luxury Market Reports, continuing education resources, and much more.

Plus, you will gain exclusive access to The Institute Network, the private social media site only for Members, where you can connect with other luxury real estate professionals to share ideas and discuss specific property types and locations.

Join us on June 24th at [time, location]. Register below and reply to this email by [date] so I can add you to the list!

<https://resources.luxuryhomemarketing.com/livestreamremax2025>

Looking forward to hosting you,

[Broker’s signature]

**EMAIL 5**

Subject Line: Registration Closes Soon – Will We See You There?

Preview Text: There are still a few spots left in Luxury Livestream...

Luxury Livestream starts on June 24th and our office’s watch party at [time, location] is inching closer. Have you signed up?

Register at: <https://resources.luxuryhomemarketing.com/livestreamremax2025>

Join us for the training that gives you the skills you need to succeed in the luxury home real estate market.

Get face-time with one of The Institute's expert instructors who brings real-life experience in the luxury market. Learn the best strategies for prospecting for affluent clients, learn to negotiate with ease, learn how to attract the right buyers for your high-end listings, and qualify to apply for the CLHMS™ designation.

Registration ends soon, so don’t wait. Reply to this email by [date] so I can add you to the list!

https://resources.luxuryhomemarketing.com/livestreamremax2025

I’ll see you in a few days,

[Broker’s Signature]