

Prestige & Luxury Residential Sales

Win, list and sell \$5m+ property against the established prestige agents.

VERTICAL

Salespeople

LEVEL

Advanced

DURATION

15 hours · 6 modules · 30 lessons

MODULES

6

Programme overview

The advanced rung above Residential Sales Mastery — built for agents who already close deals and now need to operate at the top end. Covers high-net-worth vendor psychology, displacing entrenched prestige incumbents, confidential and off-market campaign design, luxury presentation and production standards, discretion and privacy obligations, architectural storytelling and copywriting, interstate and international buyer engagement (including a general awareness of FIRB considerations), database and private-inspection strategy, multi-agent competitive pitches, defending fee in a market that expects a discount, negotiating complex \$5m+ transactions, and managing decision-making across family trusts and multiple beneficiaries with concierge-level service throughout.

What you'll master

- 01 Read what a high-net-worth vendor actually values in an agent relationship beyond price — discretion, judgement and a low-drama process.
- 02 Build a pitch that unseats an entrenched prestige incumbent without disparaging them.
- 03 Design and run a genuinely confidential off-market campaign that still reaches the right buyer pool.
- 04 Set production standards for photography, film, print and digital that match the price point of the home.
- 05 Write architectural and lifestyle copy that sells a story, not a spec sheet.
- 06 Apply vendor privacy and discretion practices appropriate to prominent or media-sensitive clients.
- 07 Engage interstate and international buyers effectively, including a working awareness of FIRB-related considerations to flag for referral to qualified advisers.
- 08 Run a database and private-inspection strategy that protects a vendor's privacy while maximising qualified interest.

- 09 Hold your position and your fee in a multi-agent competitive listing environment.
 - 10 Negotiate a \$5m+ transaction across multiple rounds, conditions and competing offers.
 - 11 Manage decision-making where ownership sits inside a family trust or spans multiple beneficiaries with different agendas.
-

Skill focus

- HNW Vendor Psychology
- Winning the Prestige Pitch
- Confidential & Off-Market Campaigns
- Luxury Presentation & Copy
- Global Buyer Strategy
- High-Value Negotiation & Fee Defence

The syllabus

6 modules · one standard

I. 01 · High-Net-Worth Vendor Psychology

5 LESSONS

- | | | |
|----|---|----------------------|
| 01 | What a HNW vendor is really buying from you | masterclass · 14 min |
| 02 | Status, control and the fear of a public misstep | masterclass · 13 min |
| 03 | Becoming the trusted adviser, not an order-taker | masterclass · 13 min |
| 04 | Playing a relationship game, not a transaction game | reading · 12 min |
| 05 | Knowledge check: HNW Vendor Psychology | quiz · 4 min |
-

II. 02 · Winning Against Established Prestige Agents

5 LESSONS

- | | | |
|----|--|----------------------|
| 01 | Displacing an entrenched prestige agent | masterclass · 14 min |
| 02 | Structuring a multi-agent pitch to win, not just present | masterclass · 13 min |
| 03 | Pitching against the suburb's dominant prestige agent | scenario · 11 min |
| 04 | Building proof points before you need them | reading · 12 min |
| 05 | Knowledge check: Winning Against Prestige Incumbents | quiz · 4 min |
-

III. 03 · Confidential & Off-Market Campaign Design

5 LESSONS

- | | | |
|----|--|----------------------|
| 01 | When a confidential or off-market approach genuinely serves the vendor | masterclass · 13 min |
| 02 | Running a campaign that's actually confidential | masterclass · 14 min |
| 03 | Converting quiet interest into a negotiated outcome | masterclass · 13 min |
| 04 | Setting off-market terms and expectations in the agency agreement | reading · 12 min |
| 05 | Knowledge check: Confidential & Off-Market Campaigns | quiz · 4 min |

IV. 04 · Luxury Presentation, Production & Architectural Storytelling

5 LESSONS

- | | | |
|----|--|----------------------|
| 01 | Setting production standards that match the price point | masterclass · 14 min |
| 02 | Styling, presentation and the vendor conversation | masterclass · 13 min |
| 03 | Writing copy that sells a story, not a spec sheet | masterclass · 13 min |
| 04 | The campaign collateral checklist for a prestige listing | reading · 12 min |
| 05 | Knowledge check: Luxury Presentation & Storytelling | quiz · 4 min |
-

V. 05 · Discretion, Database Strategy & Global Buyers

5 LESSONS

- | | | |
|----|---|----------------------|
| 01 | Protecting vendor privacy and discretion | masterclass · 14 min |
| 02 | Building and using a genuinely qualified buyer database | masterclass · 13 min |
| 03 | Running private inspections that protect the vendor | masterclass · 13 min |
| 04 | Engaging interstate and international buyers | masterclass · 13 min |
| 05 | Knowledge check: Discretion, Database & Global Buyers | quiz · 4 min |
-

VI. 06 · High-Value Negotiation, Fee Defence & Complex Ownership

5 LESSONS

- | | | |
|----|--|----------------------|
| 01 | Negotiating a \$5m+ transaction across multiple rounds | masterclass · 14 min |
| 02 | Operating in a multi-agent or conjunctional environment | masterclass · 13 min |
| 03 | Defending your fee against a lower competing quote | scenario · 11 min |
| 04 | Navigating decision-making in family trusts and multiple beneficiaries | masterclass · 14 min |
| 05 | Knowledge check: Negotiation, Fee Defence & Complex Ownership | quiz · 4 min |
-

Important — non-accredited training

The Agent Academy is not a Registered Training Organisation (RTO). This program is professional development designed for elite outcomes and earning potential; it does not issue nationally accredited qualifications, statements of attainment or units of competency. Content is built around real industry practice — completion does not satisfy licensing or registration requirements in any Australian state or territory.

For state licensing pathways (Certificate of Registration in NSW, Agent's Representative in VIC, and equivalents), see theagentacademy.org/licensing. Complete your state requirement first — then train with us.