

The Luxury Agent Accelerator

12-Month Coaching Program · \$9,000

A 12-month live coaching program for licensed real estate agents ready to build a serious luxury business. Work directly with Sam Coleman — \$350M+ in career luxury sales, average sale price \$2.4M, IS Luxury.

Become known as a luxury agent. Sell more. Earn more. Do less.

One \$2.4M deal at 2.5% = \$60,000. Half the transactions, 3x the income.

DURATION

12 months · 52 weekly sessions

INVESTMENT

\$9,000 (payment plans available)

SCHEDULE

Tuesdays at 11:00 AM PST via Zoom

ACCESS

Private community + direct messaging

Quarter 1 Foundation

Month 1: Luxury Positioning

- Define your niche, story, and value proposition for the \$1M+ market
- Audit your current brand and build your upgrade plan

Month 2: Market Mastery

- Map neighborhoods, builders, buyer profiles, and trends in your city

Month 3: Personal Brand

- Social media strategy, content calendar, and visual identity — go live

Quarter 2 Systems

Month 4: Open House Ecosystem

- Sam's model for \$1M–\$4M open houses — build real pipeline

Month 5: Lead Generation & Automation

- CRM, DM funnels, email sequences — the machine that runs while you sleep

Month 6: Referral Network

- Attorneys, wealth managers, architects, developers — 10+ partner relationships

Quarter 3 Execution

Month 7: Listing Presentations

- Win \$1M+ listings — differentiation, data, and confidence

Month 8: Luxury Buyers

- Psychology and trust-building with high-net-worth clients

Month 9: Negotiation

- Real deal breakdowns from \$350M+ in luxury transactions

Quarter 4 Scale

Month 10: Team Building

- When to hire, who to hire first, compensation models

Month 11: Revenue Diversification

- Multiple income streams — referrals, ancillary services, digital assets

Month 12: Annual Business Plan

- Your personal roadmap for the next 12 months — graduation

What's Included

- 52 weekly live group coaching calls — Tuesdays 11:00 AM PST
- Direct access to Sam Coleman via private community
- Recorded replays of every session · Hot seat coaching on any call
- Templates: listing presentation, content calendar, CRM guides, email sequences, negotiation scripts
- Lifetime community access after the program ends

Built, Not Found.