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Luxury Hospitality Advisors Launches First-of-its-Kind Training Program Bringing Five-Star Hotel Service Standards to Residential Real Estate Agents

Los Angeles, CA – October 6, 2025 — [Luxury Hospitality Advisors](#) (LHA) has announced the launch of *Fundamentals of Luxury Service in Real Estate*, the only online training program created by five-star hotel professionals and designed specifically for residential real estate agents.

The course adapts the service principles of luxury five star hotel standards — long used by the most iconic brands and independent hotels in the world — and applies them to the client journey in real estate. The skills are meant to help agents ultimately increase their earning potential by working with higher net worth clients and representing more luxury products.

Unlike traditional sales-focused training, this program helps agents develop a luxury service mindset, elevate their presence, and create bespoke experiences for clients ranging from property viewings to post-closing relationships.

After the course, Jacob Ellman with [St. Martin Sotheby's International](#) commented, “I strongly recommend *The Fundamentals of Luxury Service in Real Estate*. The insights into transferable skills have given me a unique edge in real estate – improving my communication, presentation and ability to create exceptional client experiences.”

Regarding the overlap of hospitality and real estate, Teresa Holden, co-author and founder of LHA, noted, “Luxury hotels have mastered the art of making every guest feel understood, valued, and cared for — no matter their background. Real estate agents can benefit from that same training to transition into higher commission levels.”

Cezil Jondonero, LHA Realty VP and co-author, noted, “This program helps agents move from a transactional approach to a high-touch, anticipatory service model that resonates with high-net-worth clients. We wrote this as a result of our personal experiences in projects that combined a hotel with residences.”

The five-module, self-paced program covers:

- **Luxury Mindset** — confidence, discretion, and anticipatory service.

- **Service Journey** — understanding pivotal stages through the journey.
- **Environmental Mastery** — elevating showings with environment and detail.
- **Sophisticated Communication**— verbal, non-verbal, and written professionalism.
- **Systematic Consistency** — build a unified culture with polish and alignment.

The *Fundamentals of Luxury Service in Real Estate* is a self paced online course which takes 5–6 hours to complete, includes downloadable exercises and checklists, and is available now for \$395 at the [LHA online academy](#).

For more information about the course visit our [website](#) or [online store](#).

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About Luxury Hospitality Advisors

Luxury Hospitality Advisors LLC, located in Newport Beach, California, is a boutique luxury hotel advisory firm that guides, assists and implements solutions for hotel owners and investors in selecting the best course of action as it relates to luxury hospitality assets. The company also advises on site planning for mixed use developments with a hospitality component and residential sales for new construction.

Principals have served in leadership positions with iconic luxury brands such as Rosewood, St. Regis, W Hotels and Four Seasons in roles including hotel management, rebranding with a focus on value enhancement, asset management, dispositions, acquisitions, refinancing and recapitalization.