



	Bronze Level	Silver Level	Gold Level	Platinum Level
General	A property that is clean & comfortable; offers something unique in value (typically location driven). Not considered fancy or upscale.	A broad category ranging from average to upscale	A select category of luxury properties	Only a handful of superb properties fall into this category. Estate level homes on a world class scale
Curb Appeal	Comfortable, basic accommodations	Attractive; combination of obvious design enhancements on all exterior elements.	Impressive, highly customized construction.	Stunning architecture, with only the best in material choices
Furniture/Décor	Functional furniture of reasonable quality. Seldom staged by a designer. Basic artwork.	A mix of upscale furnishings coordinated in a "newer" spirit. Extra effort to add comfort, style, & detail. Commonly done by an interior design professional. Includes a variety of interesting artwork.	Very luxurious, most always staged by interior design professionals. Continuously updated to the latest trends. A variety of interesting artwork.	Outstanding elegance with unique focus on luxury. A seamless blend of only the finest appointments. Fascinating artwork.
Kitchen/Baths	Laminate or ceramic tile floors/counters. Slightly dated appliances. One oven, one refrigerator, microwave, toaster, coffee maker, blender. Basic, but complete cookware in good condition. Matching flatware, and eclectic mix of glasswares	Hard surface counter tops. Custom cabinets. Newer appliances. Tile, stone, or wood floors, one or two ovens. High quality cooking supplies & kitchen tools. Matching flatware & coordinated glassware. Might have a variety of cocktail glasses	Upscale appliances. 36inch + cooktop, double ovens. Exotic counter tops, custom cabinets. High quality cooking supplies & kitchen tools. Matching flatware & coordinated glassware. A variety of cocktail glasses. Serving options to accommodate three course meals.	"Dream" kitchens with all of the bells/whistles. Specialized cooking equipment. Fancy serving appointments to accommodate elegant gatherings
Linens/Bedding	350+ thread count, white sheets. 2 pillows per bed. Down blanket inside of a washable cotton duvet cover. Motel level towels.	Upscale linens & coverings. 600 thread count white sheets. 4 pillows & shams. Down or synthetic comforter inside designer duvet cover	Upscale linens & coverings. 600 thread count white sheets. 4 pillows & shams. Down or synthetic comforter inside designer duvet cover. May have seasonal options.	Bedding of the finest quality with seasonal options.
Media	Basic AV	Newer AV	Elaborate TV/AV, smart remotes, whole home capabilities	Elaborate TV/AV, smart remotes, whole home capabilities
Setting	Unique and highly desirable	Eclectic neighborhood, or resort, or forest setting, lake view, or lake front	Commonly in a neighborhood with predominately upscale homes, resort, forest setting, lake view, or water front	Exclusive locations on the water or in resort areas
Amenities	Affordable beach towels. Basic outdoor furniture and grilling equipment. May have hot tub, or resort amenities	Affordable beach towels. Quality outdoor furnishings and grilling equipment. Likely have a hot tub, or may resort access. May be landscaped for summer enjoyment	High quality outdoor furniture and appointments. Most always have hot tubs. Extensive grilling equipment. May have resort amenity access. A variety of outdoor seating beyond dining table. Typically landscaped for summer enjoyment	Designer outdoor appointments with a variety of cooking, dining, & seating options. Extensive amenities & entertainment options. Elaborately landscaped for summer enjoyment