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Tony Zaskowski Joins Top Agents to Discuss Luxury Real Estate Market

“Leaders in Luxury” Event Debuts New World-wide Research on Über-Rich

DALLAS, Texas. (October 16, 2007) – From Hawaii to New York, and Canada to Florida, over 100 of the top real estate professionals working in the upscale residential market converged last week in Santa Fe (NM) at The Institute for Luxury Home Marketing’s annual *Leaders in Luxury (LIL)* conference where they heard predictions from an international luxury market futurist. According to Tony Zaskowski, an agent with Property Consultants, the exclusive event was an invitation-only educational and networking opportunity for real estate agents who handle million and multi-million dollar homes and estates. “The event attracted top luxury home agents who, on the average, work with properties priced at \$3 million and above, with many working with homes valued at \$10 million to \$100 million,” said Zaskowski.

Highlights of the conference included a presentation on “Cultural Rebooting: The New, Emerging, Global Elite are Rewriting the Rules of Luxury” by Martin Raymond, Founder of Future Laboratories in London, England. Raymond shared new research findings-- the North American debut of the information -- on the new echelon of global wealthy and how they are reinventing luxury and changing the upper-tier housing market.

Mrs. Mary Louise Starkey, Founder of Starkey International (also known as “Butler Boot Camp”) shared information on “Working for the High Net Worth Individual.” Other speakers and panelists for the event discussed a variety of topics, including tips for working with the international buyer and seller, how to use blogging to build business, tips for succeeding at the \$10 million and above price point, and how to write real estate copy Madison Avenue style.

“*LIL* registration was limited to only 115 top luxury agents,” said Laurie Moore-Moore, Founder of The Institute for Luxury Home Marketing, “to give our attendees the opportunity to build an exclusive network of contacts focused on the upscale residential industry while sharing with the best in the business. Since competency is the key to working successfully with the luxury buyer and seller,” added Moore-Moore, “*Leaders in Luxury* is designed to provide attendees with important knowledge and insights giving them a competitive edge in meeting the needs of the affluent.

Zaskowski considers attendance at *Leaders in Luxury* to be essential for success. “Attending the *Leaders in Luxury* event is an investment for my clients,” said Zaskowski. “With the current real estate market, I have to be proactive to stay on top of the industry. By networking with the best in the business, sharing ideas, and learning about the latest trends and outlooks, I can help my affluent clients find success where others are finding challenges.”

The conference is an annual event. For information, visit www.LeadersinLuxury.com or contact The Institute for Luxury Home Marketing at 214-485-3000.

About The Institute of Luxury Home Marketing

The Institute has 5000 members on four continents. Members who have completed special training and met performance standards may earn the prestigious *Certified Luxury Home Marketing Specialist* designation. Associates who demonstrate competence in the million dollar and above property arena are recognized with membership in The Institute’s *Million Dollar Guild*. Find training and membership information at www.LuxuryHomeMarketing.com or phone 214-485-3000.