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Sakara K. Blackwell Joins Country's Top Agents to Discuss Luxury Real Estate Market

"Leaders in Luxury" Event Debuts New Research on America's Affluent

Dallas, Texas (November 28, 2008) – From Hawaii to New Mexico, and Canada to Florida, almost 100 of the top real estate professionals working in the upscale residential market converged last week in Miami's South Beach (FL) at The Institute for Luxury Home Marketing's annual *Leaders in Luxury (LIL)* conference where they were the nation's first real estate professionals to hear research highlights from The Mendelsohn Affluent Survey 2008, presented at the conference by Bob Shullman, President of Ipsos Mendelsohn. This important research tracks the attitudes, activities, and buying patterns of the wealthy.

According to Sakara K. Blackwell -- a real estate professional from Optimum Realty LLC -- who attended the meeting, the exclusive *LIL* event is an invitation-only educational and networking opportunity for real estate agents who market million and multi-million dollar homes and estates.

Other highlights of the conference included a presentation from high-end homebuilder and author, Frank McKinney, who prefers to be billed as "The Maverick Daredevil Real Estate Artist." McKinney who builds homes priced from \$35 million to more than \$100 million, talked about selling experiences and lifestyle.

Other speakers and panelists for the event discussed a variety of topics, including an update on the "must have" features and amenities at the top of the market, how to use blogging to build business, how to write real estate copy Madison Avenue style, and how to create more marketing value with fewer dollars.

"Leaders in Luxury registration is specific to agents in the luxury home niche," said Laurie Moore-Moore, Founder of The Institute for Luxury Home Marketing. "This gives *LIL* 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, "*LIL* is designed to provide attendees with important knowledge and insights, giving them a competitive edge in meeting the needs of the affluent."

Blackwell considers attendance at *Leaders in Luxury* to be essential for success in today's marketplace. "Attending the *Leaders in Luxury* event is an investment for my clients," said Blackwell. "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 trains real estate professionals who work in the luxury home market internationally and awards the Certified Luxury Home Marketing Specialist designation. Find training and membership information at www.LuxuryHomeMarketing.com or phone 214-485-3000.

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