



News Release

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BLACKWELL ATTENDS SPECIAL TRAINING, BUILDS EXPERTISE IN LUXURY HOME MARKET

(DALLAS, TEXAS – NOVEMBER 1, 2007) -- SAKARA K. BLACKWELL, PRESIDENT & PRINCIPAL BROKER with OPTIMUM REALTY LLC IN HONOLULU recently completed a luxury home marketing training course offered by Laurie Moore-Moore.

The course - which covered such topics as demographics of the affluent, lifestyle segmentation, trends and amenities in today's luxury home product, and creating a marketing plan for the multimillion dollar property – was taught by Laurie Moore-Moore, President of the Dallas-based Institute and author of the book, "Rich Buyer, Rich Seller! The Real Estate Agents' Guide to Marketing Luxury Homes."

"The course is a step towards earning the prestigious *Certified Luxury Home Marketing Specialist* designation which The Institute awards internationally to sales professionals who meet performance standards in the upper-tier residential market," said Moore-Moore. **SAKARA K. BLACKWELL** is an example of a sales associate who works to hone the special skills and competencies necessary to provide exceptional service in the fine homes and estates marketplace."

BLACKWELL is an award-winning sales associate who has been in real estate since **2001** and specializes in the **INTERNATIONAL RESIDENTIAL AND COMMERCIAL INVESTMENT** market. She has received the Certified International Property Specialist (CIPS) and Certified Internet Professional (ePRO) designations and is a candidate for the Certified Commercial Investment Member (CCIM) designation. Additionally, **BLACKWELL** is Transnational Referral Certified (TRC) and uses this certification to refer and represent clients worldwide in countries such as Canada, Mexico, Costa Rica and Panama.

"The training provided new insight about the upper tier market, helped me polish my skills, and provided valuable networking contacts with other agents across the country who specialize in luxury properties," said **BLACKWELL**. "In addition, I discovered new and creative tools for promoting expensive homes and estates and new resources for finding buyer prospects. Home buyers and sellers will benefit from my new knowledge."

For current information on the upper tier market, contact **SAKARA K. BLACKWELL** at **OPTIMUM REALTY LLC, 808.596.2112** or email **SAKARA@OPTIMUMWORLD.COM**

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