



FOR IMMEDIATE RELEASE
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Optimum Realty LLC Attends the NAR Second Home and Resort Symposium

Honolulu (February 24, 2006) - Optimum Realty LLC, including Sakara Blackwell, Hilton Blackwell and Melissa Masuda – Wong, attended the National Association of Realtors' Third Annual Resort & Second Home Symposium at the Hapuna Beach Prince Resort on the Big Island of Hawaii. The two-day event was held February 6 – 7, 2006. The hotel provided the ideal surrounding for the Resort Symposium, making guests want to never leave the island.

With over 300 resort specialists in attendance, Optimum Realty LLC took advantage of this prime opportunity to market their local, national and international properties. Fellow attendees were given Optimum's full-color marketing portfolio and gardenia travel candles to enjoy in their rooms. These networking opportunities helped to form and build relationships with all the attendees to provide co-marketing opportunities and other services that will help benefit the clients of Optimum Realty LLC.

The program kicked off on Monday with the Transnational Referral Certification course, taught by Carmela Ma and was followed by a Hawaii favorite, Executive Vice President and Chief Economist of the Bank of Hawaii, Paul Brewbaker. A copy of Paul's presentation follows (unfortunately we can't attach Paul's fabulous sense of humor!):

Breakout sessions Monday afternoon included a basic and advanced Tax-Deferred 1031 Exchange session taught by Micheal Yesk of IPX1031, a Hawaii Land History session taught by Suzette Nasser of Title Guaranty Hawaii, and a panel discussion led by the experts from the North Carolina Vacation Rental Managers Association.

The symposium concluded on Monday with a property tour of the Wai'ulu'ula development, part of the Mauna Kea Resort.

Tuesday began with a presentation on the "how-tos" of auction marketing and continued with a presentation on data-based marketing.

Kare Anderson, a well-published author of books like *Getting What you Want*, *Resolving Conflict Sooner* and the "Say It Better" monthly e-zine and a strategist and speaker on gut-instincts research-based methods delivered a presentation on becoming the "top of mind" choice in your market. The symposium program concluded with a "Great Ideas" session where symposium attendees offered their great ideas on marketing and branding. For a list of many of the great ideas shared at the session, go to BIG ISLAND IDEAS!