



Leaders in Luxury 2012 Agenda

Location: [Charleston Place Hotel](#)

Charleston, SC

Day	Time	Event
Mon, Oct 15	Noon - 6:00	Registration
	1:50	Gather in lobby for property tour
	2:00	Bus departs hotel for optional Luxury Home Tour
	5:45	Bus returns from Luxury Home Tour
	6:30 - 7:30	Networking Cocktail Reception
	7:30 - 10:00	Awards Dinner – 2012 Marketing Awards Presentations
Tue, Oct 16	8:00 - 9:00	Continental Breakfast
	9:00 - 9:15	Welcome
	9:15 - 10:15	Presentation: Tips from the Number One Agent in the U.S. and how he closed a \$100 million dollar deal! (\$275 million closed in 2011!) Institute member and Featured Speaker: Ken DeLeon, DeLeon Realty
	10:15 - 10:35	Networking Break

Day	Time	Event
	10:35 - 11:45	Panel: "Finding and Capturing Luxury Buyer and Seller Prospects" - Successful pros reveal how and where the contact occurs that turns prospects into clients.
	11:45 - Noon	Special Presentation
	Noon - 1:00	Networking Lunch
	1:15 - 2:00	Presentation: "Profiting from the International Luxury Market" Featured Speakers: Tony and Barbara Young; Henley Estates International, LLC
	2:00 - 2:15	Special Presentation
	2:15 - 2:45	Networking Break
	2:45 - 3:30	Presentation: "Real Estate Market Update: What's Ahead?" Featured Speaker: Ted Jones, Chief Economist, Stewart Title
	3:30 - 4:45	Panel: "Working Smarter, Deploying Staff, Avoiding Burnout and other Best Practices"
	4:45 - 5:00	Special Presentation
	5:00 - 5:15	"Day's Wrap-Up"
	6:00 - 6:45	Networking Cocktail Party
	6:45	Dine-Around Dinner on Your Own
Wed, Oct 17	8:30 - 9:00	Continental Breakfast

Day	Time	Event
	9:00 - 10:15	Breakout Sessions: 1. "Working with Über Properties, Celebrities, CEOs and Athletes" 2. "Tech Tools to WOW Clients and Get Results" 3. "Property Pricing Strategies and Overcoming Appraisal Issues" 4. "Making The Most of Your Institute Membership" Plus, "How to Create a Local Luxury Agent Networking Group"
	10:15 - 10:45	Networking Break
	10:45 - 11:45	Panel: "Breakthrough Tips from Top Luxury Agents"
	11:45 - 12:45	Networking Lunch
	1:00 - 1:15	Special Presentation
	1:15 - 2:00	Presentation: "Meet the Institute's O.W.L. Something New for Your Toolbox"
	2:00 - 2:15	Networking Break
	2:15 - 3:00	Presentation: "Rocket to the Top with Magic Questions and Powerful Scripts" Laurie Moore-Moore, Founder, ILHM
	3:00 - 3:45	Presentation: "A Visual Preview of Luxury Home Trends" Kay Green, Kay Green Design
	3:45 - 4:00	"Wrap-up: The day's take away ideas and special announcements"