



## Leaders in Luxury 2012 Agenda

Location: [Charleston Place Hotel](#)

Charleston, SC

Day	Time	Event
<b>Mon, Oct 15</b>	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
<b>Tue, Oct 16</b>	8:00 - 9:00	Continental Breakfast
	9:00 - 9:15	Welcome
	9:15 - 10:15	<b>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!)</b> Institute member and Featured Speaker: Ken DeLeon, DeLeon Realty
	10:15 - 10:35	Networking Break

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

Day	Time	Event
	9:00 - 10:15	<p><b>Breakout Sessions:</b></p> <ol style="list-style-type: none"> <li>1. "Working with Über Properties, Celebrities, CEOs and Athletes"</li> <li>2. "Tech Tools to WOW Clients and Get Results"</li> <li>3. "Property Pricing Strategies and Overcoming Appraisal Issues"</li> <li>4. "Making The Most of Your Institute Membership" Plus, "How to Create a Local Luxury Agent Networking Group"</li> </ol>
	10:15 - 10:45	Networking Break
	10:45 - 11:45	<b>Panel: "Breakthrough Tips from Top Luxury Agents"</b>
	11:45 - 12:45	Networking Lunch
	1:00 - 1:15	Special Presentation
	1:15 - 2:00	<p><b>Presentation: "Meet the Institute's O.W.L. Something New for Your Toolbox"</b></p>
	2:00 - 2:15	Networking Break
	2:15 - 3:00	<p><b>Presentation: "Rocket to the Top with Magic Questions and Powerful Scripts"</b>  Laurie Moore-Moore, Founder, ILHM</p>
	3:00 - 3:45	<p><b>Presentation: "A Visual Preview of Luxury Home Trends"</b>  Kay Green, Kay Green Design</p>
	3:45 - 4:00	<b>"Wrap-up: The day's take away ideas and special announcements"</b>