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Luxury Portfolio SUMMIT Conveys Market and Consumer Trends to Leading Real Estate Professionals

- *Valore Group Palm Beach Real Estate Joins Elite Group to Explore Changes in Luxury Market.* -

PALM BEACH, FL (4/23/2012) – A global audience of the top real estate professionals was in attendance for the Luxury Portfolio SUMMIT, March 22-24 at Waldorf Astoria Orlando in Florida. Participants included Kevin M. Leonard, Founder of Valore group, a member of Luxury Portfolio International™, the luxury face of Leading Real Estate Companies of the World®. LeadingRE is the largest global network of premier locally branded companies dominated by many of the world's most powerful independent luxury brokerages.

The program offered strategies for serving luxury home buyers and sellers, highlighting what motivates today's luxury consumers in a rebounding market. "Last year, the real estate market experienced many positive changes as it continues to adjust," said Paul Boomsma, president of Luxury Portfolio. "The luxury space in particular attracted a renewed attention creating a demand for our network's real estate professionals to stay on point with the ever-evolving luxury preferences which was reflected in our increased attendance this year."

Keynote speakers included Robert Frank, best-selling author and senior writer for *The Wall Street Journal*, whose session, "Identities of the High-Beta Rich," examined the changing impact of wealth on the economy. Also featured were numerous panel discussions featuring Luxury Portfolio members and wealth experts from other industries, who exchanged perspectives on how to define and project luxury offerings.

Jim Taylor from the Harrison Group conducted a sales seminar illuminating trends relating to today's luxury consumer, identifying the sources of opportunity and defining how to capitalize on the changed market.

Rounding out the SUMMIT was social media expert Spike Jones, who shared ways to make "Word of Mouth Marketing" work for all audiences in a digital age.

"It is critical to understand the shifting dynamics and trends of our affluent customers in Palm Beach; Real Estate sales is a service industry and we strive to be on the forefront" said Mr. Leonard.

Launched in 2005, Luxury Portfolio International™ annually markets 25,000 of the world's most remarkable homes, attracting over 1.2 million high-net-worth visitors a year to its award-winning website. Please visit www.LuxuryPortfolio.com for luxury homes and luxury homes for sale throughout the world.

For more information about Valore Group | Palm Beach Real Estate, please visit www.ValoreGroup.com

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For the past two decades the family of Valore Group, a Division of Keyes Luxury Real Estate has been serving Palm Beach. The family owned company historically exceeds over \$3 Billion of Annual Sales Volume in South Florida.

As a founding member and shareholder of Leading Real Estate Companies of the World® and Luxury Portfolio International™ our network consistently achieves over \$236 Billion per year in sales globally. As the largest and oldest Real Estate firm in Florida we boast roots that trace back to 1926; The Keyes Company is a legend in the Florida Real Estate market.