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Contact: Kevin M. Leonard | The Keyes Company | Illustrated Properties

Luxury Real Estate Professional Attended Global Luxury Real Estate Conference

- Kevin M. Leonard Vice President of Luxury for The Keyes Company & Illustrated Properties was among attendees from 23 countries around the world. –

Palm Beach, FL – (February 12th 2018) – Luxury real estate professional Kevin M. Leonard of The Keyes Company & Illustrated Properties joined an accomplished group of real estate professionals from around the world at the Luxury Portfolio Agent SUMMIT on January 29 – 31 at the Wynn Las Vegas. The invitation-only event was open exclusively to sales associates who specialize in the luxury market and whose firms are affiliated with Luxury Portfolio International®, the luxury face of Leading Real Estate Companies of the World®.

The 2018 Luxury Portfolio Agent SUMMIT featured education opportunities, networking and concentrations with three distinct tracks: Luxury, Marketing and Innovation and Design. Each concentration included panel discussions, interactive training and presentations that provided attendees with affective tools to reach the top 10% of consumers around the world. Attendees also engaged in education sessions that offered information on how agents can expand their business and varying demographics of luxury real estate consumers.

An impressive lineup of keynote speakers included MacArthur Fellow, author of *Grit: The Power of Passion and Perseverance*, and noted researcher on character development, Angela Duckworth, who shared her findings on the building blocks of success. Also featured was Charles Duhigg, author of the 2016 bestseller, *Smarter Faster Better: The Secrets of Being Productive in Life and Business*, who explained the eight critical concepts that can help everyone operate more efficiently and with greater results. Other speakers included former Chicago Cubs player and first runner-up on ABC's *Dancing with the Stars* David Ross and award-winning journalist and noted host of *On Second Thought* for Georgia Public Broadcasting Celeste Headlee.

The conference included an economic forecast for 2018 by Dr. Marci Rossell, chief economist for Leading Real Estate Companies of the World®. Sessions also covered the art of negotiation, the evolution of real estate technology and what the latest consumer data says about the real estate market.

“The most beneficial aspect of the SUMMIT was the PRIX breakfast, which is an invite only group of about 25 luxury real estate professionals that represent properties in excess of \$10,000,000. Having the opportunity to share what is working in today's market for our UHNW clients and to connect with my UHNW broker counterparts across the globe is invaluable said Leonard.

“We were delighted to host such an accomplished group of luxury specialists for this year's Agent SUMMIT,” said Stephanie Pfeffer Anton, executive vice president of Luxury Portfolio. “Participants represented global leaders in the luxury real estate market who truly understand the needs of today's affluent buyers and sellers. We were thankful for the opportunity to bring together the best individuals in the industry, while educating them on the newest tools created to reach today's high-net-worth consumer.”

Luxury Portfolio International® (www.LuxuryPortfolio.com) is the luxury face of Leading Real Estate Companies of the World®, the largest global network of premier locally branded companies dominated by many of the world's most powerful independent luxury brokerages. Luxury Portfolio International® attracts a global audience of visitors from over 200 countries/territories every month and marketed over 50,000 luxury homes to over three million high-net-worth visitors last year.

For more information about The Keyes Company & Illustrated Properties please visit www.Keyes.com & www.ipre.com

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The Keyes Company is a leader in the real estate industry. Independently owned and operated since 1926, Keyes' network of 60+ offices and 3,000+ Realtors® is spread across seven counties – Miami-Dade, Broward, Palm Beach, Martin, St. Lucie, Collier, and Volusia. Our local family of companies includes Illustrated Properties, Platinum Properties, and Valore Group. Through this network, we are the largest independent brokerage serving Florida and a Top 25 national firm, with \$6.2 billion in total services in 2017.