

Powerful Women in Luxury Real Estate to Speak at LuxuryRealEstate.com Event

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SEATTLE – The Brain Trust, the most prominent all-women organization in the luxury real estate industry, will share the keys to its success in the current market at the 13th Annual Luxury Real Estate Fall Conference, which will be hosted in Philadelphia on October 11-14, 2008 at The Ritz-Carlton, Philadelphia.

“Through our discussion at the Fall Conference, we hope to demonstrate that even though we are competitors, as real-estate agents, we are missing the boat by not tapping into each other’s experience and knowledge base,” says Anita Head, partner/president of Paragon Real Estate Group and the newest member of the seven-member Brain Trust. “It is incredibly important to have ongoing mentors, no matter how long you might have been in the business.”

The Brain Trust consists of seven luxury real estate industry leaders who own their own companies:

- Shari Chase, president/CEO of Chase International Distinctive Properties in Lake Tahoe, Nev.
- Anita Head, partner/president of Paragon Real Estate Group in San Francisco.
- Patricia Petersen, president/CEO of Daniel Gale Sotheby’s International Realty in Huntington, Long Island, N.Y.
- Jenny Pruitt, CEO/founder of Atlanta Fine Homes Sotheby’s International Realty.
- Michael Saunders, CEO/founder of Michael Saunders & Company in Sarasota, Fla.
- Lois Schneider, president/founder of Lois Schneider Realtor in Summit, N.J.
- Martha Turner, president/founder of Martha Turner Properties in Houston, Texas.

“By pooling their knowledge, experience and honest feedback, firms can stay on the cutting edge and remain financially savvy when sharing best practices,” Head says. “We will share how the Brain Trust operates and will be happy to cover how we, individually, are handling social networking, the international market and our tips for surviving in a challenging market.”

The Brain Trust was formed in 1997 by Petersen, Pruitt and Schneider to share secrets to their success and growth, while

enjoying some well-deserved spa time. Current members Chase, Petersen, Saunders and Schneider are also members of the Luxury Real Estate Board of Regents, the leadership body of the Luxury Real Estate network. Head is a member of Luxury Real Estate, which currently includes 1,892 luxury brokerages with listings in 98 countries.

“These women came together to share best practices, strategize and advise each other on problematic issues and interesting opportunities, and absolutely improve and grow their real estate companies in a way that was right for their individual markets,” Head says. “Essentially, it was formed so that they could help each other in a safe and trusting environment with no judgments, other than some pretty strong opinions. The only rules were that you had to be a woman, agree to confidentiality, and to have ownership in the company. The bonus is the deep friendships that have developed along the way.”

Coincidentally, Schneider will be honored with the Luxury Real Estate Lifetime Achievement Award at the 13th Annual Luxury Real Estate Fall Conference. For more information on this event, visit www.luxuryrealestate.com/conference.

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About LuxuryRealEstate.com
www.LuxuryRealEstate.com is the most-viewed luxury real estate Web site in the world. The Who's Who in Luxury Real Estate network includes 1,892 of the world's finest real-estate companies with properties in 98 countries. Participation is strictly invitation-only by CEO/Publisher John Brian Losh. In Ultimate Homes' 2008 issue, the network represented more than twice the number of top 1,000 most-expensive properties in the country than any other network. The Who's Who in Luxury Real Estate network is governed by the Board of Regents.

[You can find this press release here](#)