



PHOTOS BY LYVA MOSHENSKEY

Unique Homes Marketing Projects Manager Lisa Masters and Director of Sales Nick Antonicello (right) pose with John Brian Losh, CEO of Who's Who in Luxury Real Estate (LuxuryRealEstate.com) after receiving the Most Valuable Partner Award at the organization's 13th Annual Fall Conference in Philadelphia.

Who's Who Delivers Honors

Who's Who in Luxury Real Estate (LuxuryRealEstate.com) hosted nearly 200 luxury property experts for its 13th Annual Luxury Real Estate Fall Conference at the Ritz-Carlton Philadelphia in October. In addition to the discussions of successful strategies and reports on current market conditions, more than a dozen LuxuryRealEstate.com members were honored with awards during a banquet on the final evening of the event. Unique Homes received the Most Valuable Partner award. The complete list of recipients was as follows:

Best Brand Integration:

John Daugherty, Realtors

Best Overall Marketing Package:

Daniel Gale Sotheby's International Realty

Most Innovative Marketing Technique:

Waterfront Properties and Club Communities

Best Web Site – Design:

Rimontgó (www.rimontgo.es)

Best Web Site – Innovation:

Chase International (www.chasensation.com)

Most Outbound Referrals:

Gibson Sotheby's International Realty

Best Print Marketing:

Harry Norman Realtors

Best Industry Networking:

Arizona Best Real Estate

Most Transactions in 2007 – Individual:

Eleanor Farnsworth, Prudential Gardner

Highest \$ Volume in 2007 – Company:

Slifer Smith & Frampton Real Estate

Billionaires Club (Individuals selling more than \$1 billion of property):

Bob Melvin, Gasparilla Properties, Inc.
Patricia Petersen,

Daniel Gale Sotheby's International Realty

Shari Chase, Chase International

Cathy Jones Coburn,

Slifer Smith & Frampton Real Estate

Highest \$ Volume in 2007 – Individual:

Jacky Teplitzky, Prudential Douglas Elliman

Outstanding Rookie:

Michael Marquette / Simon Turner
Marquette Turner Luxury Homes

Best New Community:

Four Seasons Residences, Bora Bora

Biggest Sale in 2007:

Heather Lemon,
Slifer Smith & Frampton Real Estate

Extraordinary Philanthropist:

Tim Murray, Alain Pinel Realtors

Lifetime Achievement Award:

Lois Schneider, Lois Schneider Realtor

LUXURY BRIEFING

REALTY VIDEO USA PARTNERS WITH REAL ESTATE SHOWS

Realty Video USA, a company that offers customized Internet video for brokers and agents, and Real Estate Shows, the leading provider of virtual tours to Realtors, have joined together to offer real estate professionals a simple and cost-effective solution for real estate video. Complementing Realty Video USA's high-end custom video production for luxury homes, this inexpensive real estate video solution will be offered to brokers and agents to help market their properties, as well as integrated into Realty Video USA's new turnkey video content solution, VScreen, which helps real estate firms tap into the power of online video.

PRIVATE JET CHARTERS TO GROW DESPITE ECONOMY

Continued economic uncertainty and faltering credit markets will lead to a growth of private jet charters as people sell their planes to reduce overhead or opt out of renewing their fractional commitments, according to Jeffrey Menaged, CEO of Chief Executive Air. "People are looking to preserve cash and capital. Private jet charter requires no initial investment and allows people to pay as they go." Menaged predicts that as an on-demand charter company, Chief Executive Air may see a decline in business from a marginal user, but it will gain market share among frequent fliers with high net worth and big corporations.

PRUDENTIAL REAL ESTATE BROKERS CONGREGATE IN NEWFOUNDLAND

Prudential Real Estate Affiliates Inc. recently held its ninth annual Canadian National Brokers Conference. The three-day symposium provided an intimate setting for Canadian real estate brokers, owners and managers within the Prudential Real Estate Network to gain insight about current industry trends and share ideas with peers. One of this year's main speakers was Bill Carr, a humorist, stage actor and award-winning journalist. Attendees raised more than \$7,000 (CDN) for The Sunshine Kids, a nonprofit organization dedicated to improving the lives of children with cancer. Prudential Real Estate is one of the largest real estate brokerage franchise networks in North America.

—Mark Moffa