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PRESS RELEASE

Long Island real estate professional recognized in luxury home marketing competition

Maria Babaev of Laffey Fine Homes International wins award for “Overall Excellence in Personal Marketing”

October, 2012 – Over one hundred North American professionals specializing in luxury real estate gathered earlier this month to see how their marketing techniques compare to the best in the business at *Leaders in Luxury (LIL)*, a networking symposium for upper-tier Realtors held in Charleston (SC). Hosted annually by The Institute for Luxury Home Marketing (ILHM), *Leaders in Luxury* is an exclusive, invitation-only educational and networking opportunity for real estate agents who work in the million dollar plus housing market. The event includes a marketing competition and Maria Babaev of Laffey Fine Homes International walked away with the prize for “Overall Excellence in Personal Marketing” for her personal agent branding campaign.

“Maria’s personal marketing plan was targeted and creative,” said Institute President Waco Moore, “with its mix of quality printed materials and up-to-the minute digital marketing, Maria’s campaign focuses on her strong market knowledge and other competencies. Her *“Your Eyes on the Long Island Luxury Market”* and *“Locally known. Globally connected.”* campaign themes are powerful statements which help differentiate her from her competition.”

According to Babaev, “Attendance at *Leaders in Luxury* is important to an upper-tier professional’s success. In today’s real estate market, I have to be proactive to stay on top of market conditions. By networking with the best in the business from across Canada and the U.S., I can share ideas, learn the latest marketing techniques, and help my affluent clients find success where others are finding challenges.”

“*LIL* registration is limited to about 100 top luxury agents,” said Laurie Moore-Moore, Founder of The Institute, “to give our attendees the opportunity to build an exclusive network of luxury agent contacts, while sharing with the industry’s top professionals. Since competency is the key to working successfully with the luxury buyer and seller,” added Moore-Moore, “*Leaders in Luxury* is designed to provide attendees with important knowledge and insights, giving them a competitive edge in meeting the needs of the affluent. Maria Babaev is a great example of the quality of real estate professional this event attracts.”

About Maria Babaev : A well-known expert on the North Shore’s Luxury Real Estate Market and fluent in Russian, Babaev’s impressive network of like-minded individuals has allowed her to develop a highly respected pipeline of foreign investors, buyers of luxury residences, estate-style vacation homes and real estate investment purposes. With a current portfolio of \$85 Million in luxury listings and closing over \$35 Million in 2012, Babaev’s widespread knowledge of the subtleties of the North Shore’s most prominent villages, towns and enclaves, allows her to consistently deliver invaluable guidance to this exclusive network of clients and customers.

About LuxuryLongIsland.com: The interactive web-based real estate search platform with next generation functionality offers state-of-the-art search capabilities. Search includes local & global properties, area mapping, and recently sold statistics. Users can create free accounts for customized searches, new property listings to market auto-notifications and price change alerts. Additional benefits include local market blogs, targeted Long Island real estate news and an assortment of home owner related tips and resources. At the core of this site are targeted and localized real estate information and a dynamic information platform with current topics and data that matters to the Long Island residential real estate investor.

About The Institute for Luxury Home Marketing (ILHM)

The Institute is the premier training and membership organization for real estate professionals working in the luxury home market across North America. The Institute awards the *Certified Luxury Home Marketing Specialist (CLHMS)* designation to real estate agents who complete its training course and meet stringent performance standards. The *CLHMS* designation is the official luxury designation of a number of U.S. and Canadian real estate brands.