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## **Hammond Residential Real Estate attend the 18th Annual Luxury Real Estate Conference in Atlanta**

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Saul Cohen, president of Hammond Residential Real Estate, and senior vice president of operations Mark Lippolt, attended the 18th Annual Luxury Real Estate Fall Conference in Atlanta. The conference was held at The Ritz-Carlton, Buckhead on October 6 - 9, and featured keynote speeches by entrepreneur and founder of Priceline.com, Jeff Hoffman, and Jim Murphy, founder and CEO of Afterburner, Inc. Luxury real estate members also had the unexpected opportunity to meet the Dalai Lama who was a guest at the Ritz-Carlton as well.

Discussions at the conference covered multiple topics of great interest to those who serve the high net-worth demographic, with a particular emphasis on market trends, technology solutions and recent innovations in the industry. Sessions included topics such as "Digital Marketing: Selling your properties, yourself, your lifestyle," "What do Buyers & Sellers Want Now?," "Creative Strategies for Real Estate Lead Generation" and "How to Successfully Sell Luxury Real Estate to Affluent Chinese." The Board of Regents, the governing body of the network, met preceding the conference, and further networking activities included a reception at, and property tour of, The St. Regis Residences hosted by Harry Norman, Realtors & the Tavistock Group.

The Luxury Real Estate network is a global collection of the finest luxury real estate brokers in the world, with more than 70,000 professionals in over 85 countries collectively selling in excess of \$190 billion of real estate annually. Members are selected by chairman/publisher John Brian Losh, one of REALTOR Magazine's 25 Most Influential People in Real Estate and broker of fine properties and estates through his Seattle-based brokerage firm, Ewing & Clark, Inc.

Hammond was founded in 1991 by Saul Cohen and Joseph Hare. As the official Regents Representative of the Luxury Real Estate Network in the Greater Boston area, the company looks forward to hosting attendees of the 19th Annual Luxury Real Estate conference when it is held at Boston's Fairmont Copley Hotel on October 5 - October 8, 2014.

Cohen said, "We look forward to attending the Luxury Real Estate Conference each year, and enjoy networking with our fellow colleagues who share our interest in high-end market trends and innovations. Hammond is proud to be Greater Boston's Regents Representative, and we look forward to continuing our relationship with Luxury Real Estate for many years to come."

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