

*6th Annual*  
LUXURY REAL ESTATE  
**SPRING RETREAT**

APRIL 16 – APRIL 18, 2008 | SAN DIEGO, CALIFORNIA



**LUXURY REAL ESTATE  
6TH ANNUAL SPRING RETREAT**

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SAN DIEGO, CALIFORNIA  
WEDNESDAY, APRIL 16TH ~ FRIDAY, APRIL 18TH

**WEDNESDAY, APRIL 16TH**

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**5:00pm - 6:00pm**

New Attendee Reception (First Time Attendees Only)

*Capella Room*

**6:00pm - 7:00pm**

Opening Night Networking Reception

Flagstone Realty Presents The Residences Island Gardens, Miami, FL

*Capella Room*

**7:00pm - 10:00pm**

Opening Night Dinner

*Aria Lawn*

**THURSDAY, APRIL 17TH**

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**7:30am - 8:30am**

Breakfast

*Capella Room*

**8:00am - 9:00am**

Espresso Table - Sponsored by La Amada

*Service until 11:00am - West Foyer*

**9:00am - 4:00pm**

**Conference Program**

**Ballroom B**

**9:00am - 9:10am**

Welcome

## THURSDAY, APRIL 17TH, CONTINUED

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**9:15am - 10:15am**

Breakout Session #1

**10:20am - 11:20am**

Breakout Session #2

### **Breakout Sessions #1 & #2**

(Choose one for each time period)

*“The Real State of Real Estate”* – Stephanie Ahlberg, Hill & Company - Ballroom A-3

*“Introduction to Listing Syndication”* – Derek Overbey, Intero Real Estate Services - Ballroom C-2

*“A Culture of Service”* – Patricia Hoferkamp, Burgdorff, Realtors ERA - Ballroom C-1

*“Cross Border Marketing”* – Donald Pearson, Kurfiss Sotheby’s International Realty - Ballroom A-1 & A-2

**11:30am - 1:00pm**

Technology Roundtable Discussion - *“What’s Hot and Not”*

*Ballroom B*

Steve Eckhardt, Cornerstone Properties & Investment

Derek Overbey, Intero Real Estate Services

Scott Lawrence, Alain Pinel Realtors

Joey Pauley, LuxuryRealEstate.com

Michael Edlund, LuxuryRealEstate.com, Moderator



**Break**



**2:30pm - 4:00pm**

Referrals Roundtable Discussion

*See next page for Breakout Sessions’ locations*

**2:30pm - 2:55pm**

Breakout A

**3:00pm - 3:25pm**

Breakout B

## THURSDAY, APRIL 17TH, CONTINUED

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### Referrals Roundtable Discussion A & B

(Choose one for each time period)

*“Starting a Referral/Relocation Division”* – Marie Montchal,  
Daniel Gale Sotheby’s International Realty - Ballroom A-1

*“Best Practices”* – Allison Harvey, Arizona Best Properties - Ballroom A-2

*“Outgoing Referrals”* – Tarin Patrick, Gibson Sotheby’s International Realty - Ballroom C-2

*“Generating and Building Referral Business”* – Michi Olson, Alain Pinel Realtors - Ballroom C-1

*“International Referrals”* – Silvana Malpelli, Brown Harris Stevens - Ballroom B

**3:30pm - 4:00pm**

Summary Discussion

*Ballroom B*



**Break**



**5:30pm - 6:30pm**

Communities Reception

*North, South & West Foyer*

**6:30pm - 10:00pm**

Dinner, Award Presentation & Keynote Speaker

*Ballroom B*

**Keynote Speaker**

Ben Stein, *“Psychology of Buying Luxury Property”*

Sponsored by BVG Incorporated, developer of Seasons at Sandpoint

## FRIDAY, APRIL 18TH

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**7:30am - 8:30am**

Breakfast  
*Capella Room*

**8:00am - 9:00am**

Espresso Table - Sponsored by Sea to Sky Premier Properties  
*Service until 11:00am - West Foyer*

**9:00am - 10:00am**

Breakout Session #3  
*Ballroom A & B*

**Breakout Session #3**

(Choose one)

*“Integrating Who’s Who in Luxury Real Estate and LuxuryRealEstate.com Into Your Business”*  
(Primarily for New Members and Agents) – Meghan Barry, LuxuryRealEstate.com - Ballroom A-3

*“How to Build and Maintain an Effective Corporate Culture”* (Managers/Owners Only) –  
Frederick Warburg Peters, Warburg Realty & Barbara Reynolds, Realty One - Ballroom A-1 & A-2

*“Using Technology & the Internet to Enhance the Customer Experience”* –  
Scott Lawrence, Alain Pinel Realtors - Ballroom B

**10:00am - 10:30am**

Breakout Session Summary  
*Ballroom B*

**10:30am - 12:30pm**

Kaira Sturdivant Rouda, Real Living, Inc., *“Real Marketing for Today’s Consumer”*  
*Ballroom B*