



PRESS RELEASE

Jennifer Kirby, 651-785-3400, JKirby@theLuxuryAgent.com

Local real estate professional wins luxury home marketing competition

Jennifer Kirby wins Best On-line Marketing award

October, 2010 – Top luxury real estate professionals from across the U.S. and Canada gathered in Austin (TX) in late October, to compete for “best in the business” marketing awards at *Leaders in Luxury (LIL)*, a networking symposium for upper-tier Realtors hosted by The Institute for Luxury Home Marketing (ILHM). *Jennifer Kirby of Exit Realty Ventures* was recognized at the meeting as the award winner for *Best On-Line Marketing*. Kirby’s winning entry was based on marketing done for her luxury blog, www.MinneapolisLuxuryRealEstateBlog.com, which focuses on the Twin Cities luxury real estate market.

Kirby’s entry was chosen based on the quality, creativity, and appropriateness for the luxury home niche. Judging was done by an independent advertising professional.

Hosted each year by ILHM, *Leaders in Luxury* is an exclusive, invitation-only educational and networking opportunity for real estate professionals who work in the million dollar plus housing market.

Kirby said, “Attendance at *Leaders in Luxury* is important to an upper-tier professional’s success. With the current real estate market, I have to be proactive to stay on top of market conditions. By networking with the best in the business, sharing ideas, and learning about the latest trends and outlooks, I can help my affluent clients find success where others are finding challenges.”

In January 2007, Jennifer began blogging about Twin Cities luxury real estate. She writes about design trends, how to market luxury homes, market updates, and also features her own photos of the Twin Cities. She cross links the blog with her other sites, tweets about her blog posts, and works on search engine optimization. She can attribute four high end closings last year to her blog and just captured a new listing from a blog reader. Jennifer is a great example of successfully making blogging part of your business strategy.

“*LIL* registration is limited to about 100 top luxury agents,” said Laurie Moore-Moore, ILHM’s Founder, “to give our attendees the opportunity to build an exclusive network of contacts focused on the upscale residential industry while sharing with the best in the business. 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. Jennifer Kirby is a great example of the quality of real estate professional this event attracts.” The Institute is the premier training and membership organization for luxury home real estate professionals internationally. www.LuxuryHomeMarketing.com.