

2011 CHRISTIE'S INTERNATIONAL REAL ESTATE GLOBAL ANNUAL LEADERSHIP CONFERENCE



Giancarlo Bracco, Founding member of ImmobilSarda, joined other luxury real estate specialists from across the globe at the **2011 Christie's International Real Estate Global Annual Leadership Conference** in London. Owners and managers

representing more than 22 countries, including South Africa, Switzerland, Australia, Canada, the U.S., and Brazil, were in attendance for the event, entitled **“Global Connectivity Through Strategic Marketing”**.

The conference is by invitation-only to the network's principals and



managers. The meeting agenda included presentations by global experts on social media, Chinese market dynamics, and leadership strategies. **Christie's International Real Estate executives** also presented marketing initiatives on the proprietary **Bespoke**



Marketing Program for exclusive properties, as well as other market innovations.

Christie's International Real Estate released its inaugural "**State of the International Luxury Market Report**" report at the conference. The research paper compiles the results of a survey completed by affiliated brokerages, enhanced with supporting commentaries and insights. The paper examines the prevailing mood of buyers and sellers, how market activity is trending worldwide, and how transactions in the upper levels of the market are completed. For instance, when it comes to buying, 87 percent

of the network reported that cash is the preferred means of payment.



The report further reveals that buyer optimism is slowly increasing while seller expectations in pricing are improving but remain somewhat unrealistic. More than 67 percent of the survey respondents reported an increase in buyer activity for the first eight months of 2011 when compared to the same period last year. The largest upticks were



reported in metropolitan cities like London, Paris, Hong Kong, New York, and Beverly Hills.

The report concludes with bulleted market reports from a selection of the geographies represented by the **exclusive Affiliates of Christie's International Real Estate.**

Read the report:

<http://www.christiesrealestate.com/News/Company%20News/ReadNews/NewsContent/55590>