



LUXURY FORUM

The RE/MAX Collection®

November
3rd and 4th, 2013

*The Marriott
Manhattan Beach
California*

AGENDA

7:30 AM - 8:00 AM

Continental Breakfast

8:00 AM - 8:15 AM

Welcome

Speaker:

- Anne Miller, Brand Manager,
The RE/MAX Collection

8:15 AM - 9:15 AM

Maximize Your Marketing Success

Speaker:

- Laurie Moore-Moore, President,
Institute for Luxury Home Marketing

9:15 AM - 9:30 AM

Break

9:30 AM - 10:30 AM

*Gain Insights Into the Changing
Landscape of Multicultural Customers
& Affluent Homebuyers in the U.S.*

Speaker:

- Charles Liu, Affluent Multicultural
Segment Strategy Executive,
Bank Of America

10:30 AM - 11:30 AM

Perfecting Your Luxury Marketing

Speaker:

- David Collins, President,
Real Marketing, Inc.

11:30 AM - 12:30 PM

Lunch

12:30 PM - 1:30 PM

*Wealth Management Solutions in
Today's Marketplace*

Speaker:

- Keith Kulesa, Senior Vice President,
Merrill Lynch Wealth Management
Advisor

1:30 PM - 2:30 PM

Reaching the Luxury Consumer

Speakers:

- Tamara McHugh, Sales Director
- Joseph Mack, Account Executive,
The Wall Street Journal

2:30 PM - 2:45 PM

Break

2:45 PM - 3:45 PM

*Regulatory Impacts on Mortgage
Lending & New Products for Affluent
Homebuyers*

Speakers:

- John Bianchi, Division Sales Exec., West
- Franco Terango, Division Sales Exec.
Greater Pacific,
Bank Of America

2:45 PM - 3:45 PM

Wrap-Up

Speakers:

- Anne Miller, Brand Manager,
The RE/MAX Collection
- James and Sandra Sanders,
Broker/Owners,
RE/MAX Estate Properties



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THE WALL STREET JOURNAL.