

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Presentation Tackles Issues of Hard-Hit Luxury Real Estate Market *Prominent Business Coach and Industry Expert Liz Christoffersen to Speak on Secrets to Success in Turbulent Times*

Reno, Nev. — September 14, 2009 — As a result of an alliance between Empower Consulting Group, LLC (go2ecg.com) and Who's Who in Luxury Real Estate (luxuryrealestate.com), Liz Christoffersen will speak on the subject of "Leading the Real Estate Evolution" at the 14th Annual Luxury Real Estate Fall Conference. The event runs from September 13th through September 16th near Vail, Colorado.

The conference, and specifically this presentation, come at a critical time in the real estate market as buyers and speculators still search for the bottom of the market slump. The luxury tier has been particularly hard hit, despite being labeled 'recession proof'.

Empower Consulting Group, LLC was formed by industry expert and turnaround specialist Liz Christoffersen to deliver strategic consulting, leadership development and executive coaching services. The alliance between Christoffersen's Reno-based consultancy and Luxury Real Estate will allow the network to expand its offering of marketing tools and resources to its elite membership of real estate brokers. Through this partnership, Christoffersen will share her expertise, techniques, and inspiration to help developers, brokers and agents succeed in the current real estate environment.



After more than two decades as COO of a real estate company, sales trainer for top-performing teams, and executive coach, Christoffersen created Empower Consulting Group by bringing together hand-picked experts to integrate a passion for business coaching with real estate expertise. Soon afterward, despite a period of record real estate sales declines, Christoffersen developed and implemented the strategy that resulted in the successful close of \$260 million in sales transactions during the first quarter of 2009, as well as doubling another real estate company's revenues within two years.

"Strategy is only half the game," says Christoffersen. "When you get the right people in the right seats, provide them a crystal clear vision, skill development and motivation, the numbers do happen."

Christoffersen has been the driving force behind strategic planning and execution for iconic luxury and resort real estate projects in the world's most sought-after destinations. She's provided services for several major real estate development players, including Four Seasons, Intrawest, Re/Max, Prudential, Canyon Ranch and Westin/Starwood.

For additional information about Christoffersen's "Leading the Real Estate Evolution" presentation at the Luxury Real Estate Fall Conference, please contact Liz Christoffersen at act.now@go2ecg.com or call (775) 853-2530.

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About Empower Consulting Group

Empower Consulting Group, LLC, specializes in integrating talent development and executive coaching with strategic consulting to drive performance and produce extraordinary results for real estate companies. Clients served include Intrawest, Re/Max, Westin, Four Seasons, Wells Fargo Wealth Management, and HM PowerPlay. Services include strategic planning, envisioning, tactical tune ups, sales diagnostics, compensation and incentive plans, team dynamics and engagement, and succession planning. For more information, please visit www.go2ecg.com.

About Luxury Real Estate

Luxury Real Estate is a global network of more than 120,000 elite brokers, collectively selling in excess of \$180 billion of real estate annually at an average price of \$2.65 million. Who's Who of Luxury Real Estate, which publishes the website, offers powerful marketing tools and resources to members, including annual networking conferences, international cooperative advertising, internationally distributed property brochures, and a hardbound directory of members. Luxury Real Estate has received praise from The Wall Street Journal, Town & Country, and Forbes.com. For more information, please visit www.luxuryrealestate.com. To register for the conference, go to www.luxuryrealestate.com/conference/.