



News Release

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The Luxury Marketing Council of San Francisco & *Luxe SF* Magazine
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Who Said You Can't Sell Luxury Real Estate Online? Success Stories and Strategies from Those Who Can AND Do!

SAN FRANCISCO, CALIFORNIA – (April 22, 2010) Jim Walberg, a business owner in the San Francisco Bay Area, and REALTOR®, who is well-known for his results in the world of internet marketing as it relates to the sale of luxury real estate globally, shares his effective strategies with the San Francisco chapter of The Luxury Marketing Council's Annual "Alpha Agent" Event April 22, 2010 at One Hawthorne Luxury Condominiums – 645 Howard Street. This is the annual event attended by the top 150 Realtors representing luxury estates and residences, and equestrian properties in all of Northern California.

Each year the San Francisco chapter of The Luxury Marketing Council conducts over member educational and networking meetings and events. The Annual "Alpha Agent" Event is their most popular. The April 22nd event will focus on the use of on-line marketing strategies for the sale of luxury real estate with emphasis on Blogging, profitable use of Social Media and the structure of the Virtual Office. LMC participates in the intelligent exploration of the best marketing practices and trends in all the luxury marketplaces.

Five years ago, Walberg had a vision of an internet lead-generation strategy that would allow people to buy or sell properties anywhere in the world, and do it virtually. He decided to start with the Caribbean and the San Francisco Bay Area. He started by creating www.EastBayRealEstate.com and www.CaribbeanIslandsRealty.com as his internet beta test sites.

"I have spent almost 40 years in the San Francisco Bay area and the Caribbean as a business owner, REALTOR®, and a sailor, so I know these regions of the world very well," said Walberg, the 62-year-old owner of www.TheBayAreaTeam.com - one of the most successful real estate teams at Keller Williams Realty in Northern California and Hawaii. "At the beginning I was unsure about any lead-generation results from my experiment. I was just dreaming and playing. But, after five years of perfecting my internet marketing strategies, it was confirmed that my vision of creating an internet lead generation machine which allows us to do business with people anywhere in the world, from anywhere we are in the world, is really possible. We are now doing it every day!"

Walberg's experiment has produced significant results for his two real estate companies. "One hundred percent of our Caribbean real estate results are coming from inquiries from our website/blogsite, and it has significantly increased the results of our Bay Area real estate practice, too," he said. "We are receiving inquiries each day from over 16 countries, including Asia, Europe, South America, and Canada! This has created revenue results to our real estate businesses beyond our expectations!"

Walberg was recently honored at Who's Who In Luxury Real Estate's conference at the Ritz Carlton in Vail, Colorado with their **2009 Best Global Networking Award** because of effectively growing his real estate businesses through participating in international luxury real estate events and through internet networking strategies. Because of Walberg's global network, he is able to serve his international market of Buyers and Sellers at the highest levels.

About The Luxury Marketing Council

Founded in 1994, The Luxury Marketing Council Worldwide is an exclusive, "by invitation only" collaborative organization of 2,800 top CEOs and marketing executives who represent more than 860 major luxury goods and services companies. A representation of members include American Express, Baccarat, Baume et Mercier, Bergdorf Goodman, Blue Star Jets, Cartier, Christie's, David Yurman, Leading Hotels of the World, Maybach, Mandarin Oriental Hotels, Mercedes-Benz, Metropolitan Museum of Art, Montblanc, Movado, Neiman-Marcus, Richemont, Sotheby's International Realty, Steinway & Sons, and Virtuoso. For further information about the Luxury Marketing Council log on to: <http://www.luxeSF.com/>