

## **Daley Attends Special Training, Builds Expertise in Luxury Home Market**

*Agent knowledge of the luxury home market is important. Real Estate has reached new highs of \$155M represented by a spec home in Montana. R. Jeffery Daley with Keller Williams Southwest Realty in Scottsdale, Arizona, recently completed a luxury home marketing training course offered by the Institute for Luxury Home Marketing. The course -- covered such topics as demographics of the affluent, lifestyle segmentation, trends and amenities in today's luxury home product, and creating a marketing plan for the multimillion dollar property.*

Scottsdale, AZ ([PRWeb](#)) May 14, 2007 -- R. Jeffery Daley with Keller Williams Southwest Realty in Scottsdale, Arizona, recently completed a luxury home marketing training course offered by the Institute for Luxury Home Marketing.

The course -- which covered such topics as demographics of the affluent, lifestyle segmentation, trends and amenities in today's luxury home product, and creating a marketing plan for the multimillion dollar property -- was taught by Laurie Moore-Moore, President of the Dallas-based Institute and author of the book, "Rich Buyer, Rich Seller! The Real Estate Agents' Guide to Marketing Luxury Homes."

"The course is a step towards earning the prestigious Certified Luxury Home Marketing Specialist designation which The Institute awards internationally to sales professionals who meet performance standards in the upper-tier residential market," said Moore-Moore. Jeff Daley is an example of a sales associate who works to hone the special skills and competencies necessary to provide exceptional service in the fine homes and estates marketplace."

Daley is an award-winning sales associate who has been in real estate since 1999 and specializes in Scottsdale luxury real estate, the Paradise Valley and Phoenix luxury home markets. Daley was a former executive of a fortune 100 company and took early retirement to open his own business. With 29 years of corporate marketing experience, an MBA and a Masters in International Project Management he came into the real estate business armed with tools for success. Daley said, "Continued education in real estate is a must if you intend to remain the best of the best".

"The training provided new insight about the upper tier market, provided new ideas to improve my skills, and provided valuable networking contacts with other agents across the country that specialize in luxury properties," said Daley. "Most importantly, home buyers and sellers will benefit from my improved knowledge in the luxury home market."

For current information on the upper tier market, contact Jeff Daley at Keller Williams Southwest Realty at 480-595-6412 or the web site at <http://www.RealEstateInScottsdaleAZ.com>

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