



Here's what you might have missed at Inman Luxury Connect

Pocket listings, disruption, auctions and more were among the many things debated this week by some of the most successful real estate figures in the US

BY **JIM DALRYMPLE II**

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— comments which allude to an ongoing policy [debate about off-market listings](#).

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Gary Gold, second from left, and Mauricio Umansky, third from left | Credit: AJ Canaria of PlanOmatic

Here's how to get your listings in the news

Audie Chamberlain highlighted how a successful media strategy can significantly boost the profile of a property and, perhaps more significantly, an agent. And, of course, a higher profile should translate into more business.

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right vehicle and consistently invested their commissions in their business. And that allowed them to build a successful business.

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Rayni Williams, center, and Branden Williams, right | Credit: AJ Canaria of PlanOmatic

Young new-money buyers find agents on blogs and Yelp

Younger luxury buyers may have made their fortunes in technology IPOs or acquisitions, meaning their personal networks are very different from what old-money buyers bring to the table. And that means they end up connecting to agents via unconventional forums like blogs or review websites such as Yelp.

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Auctions are the luxury agent's secret weapon

Krystal Achy, chief marketing officer of Concierge Auctions, spoke Wednesday afternoon about



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Mauicio Umansky, second from right | Credit: AJ Canaria of PlanOmatic

How to build a track record by knocking on doors

When David Parnes and [James Harris](#) wanted to get into real estate years ago, they didn't have a track record, contacts or anything else that agents typically need to succeed. But today, Parnes is a director at the famed luxury brokerage The Agency. He also appears on the realty TV show *Million Dollar Listing Los Angeles* and said Wednesday that he and Harris have a portfolio of listed and coming-soon homes worth \$1.5 billion. Door-knocking was a foundation for that success.



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data, honesty, key to giving sellers realistic expectations: Gary Gold

Gary Gold, who famously [sold the Playboy Mansion](#) a few years back, and other panelists offered tips for overcoming one of agents' bigger challenges: giving sellers realistic expectations about what kind of experience they'll have while their home is on the market.

Gold specifically explained that he tells his clients to think of what they believe their home ought to sell for, then he delivers the kicker: "Now take off 15 percent."

[Read more.](#)

The luxury market 'is doing just fine' — even amid shrinkage

Nikki Field, a team leader at Sotheby's International Realty in New York, said that prices for luxury properties are down and international buyers have largely disappeared of late. But Field ultimately had an upbeat message.

"The luxury market is doing just fine," she said.

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Luxury agents need to be smarter than the internet

Brad Inman kicked off the gathering by saying that the only certain thing in real estate these days is uncertainty. But to succeed, agents — particularly those who work at the [luxury end of the market](#) — need to be “smarter than the internet.”

[Read more.](#)

Video marketing, staging matter more than ever for luxury listings

Experts said that staging has lately become a “top priority.” They also said that video marketing is increasingly important for luxury properties and can be useful for telling a story about a particular property.

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