

MARKETING

WEBINAR SCHEDULE

Q1 & Q2 2023

FEBRUARY

February 16, 2023 | 3:00-4:00pm CST | [VIEW RECORDING](#)

Public Relations Best Practices

Luxury Portfolio International® is pleased to offer a wide array of public relation resources available exclusively to LPI members. In partnership with a global network of PR professionals from Kreps PR & Marketing and Relevance International, LPI's sphere of influence extends to key media worldwide. Are you ready to take advantage of LPI's complimentary PR offerings but don't know where to begin? Learn how to get started plus tips of the trade to tip the odds of PR success in your favor with LPI's in-house PR specialist Amelia Boo.

MARCH

March 9, 2023 | 3:00-4:00pm CST | [VIEW RECORDING](#)

Getting to Know Your Network - Advertising with LPI

In this fireside chat session, Luxury Portfolio International Advertising Specialist Kenna Stark will be joined by preferred partners of our advertising program to learn more about their brands, audiences, and various advantageous benefits available to exclusively to Luxury Portfolio members to make your listings stand out.

March 23, 2023 | 3:00-4:00pm CST | [VIEW RECORDING](#)

Taking Advantage of your Luxury SUMMIT Experience

This webinar will highlight top speaking sessions to attend, key opportunities to network with industry peers, and celebratory moments you won't want to miss at Luxury SUMMIT 2023.

APRIL

April 11, 2023 | 3:00-4:00pm CST | [VIEW RECORDING](#)

Simply Social Media - Today's Trending Topics

Join Liza Walton, president of Miami-based Kreps Social and Emma Lorenzen, Luxury Portfolio International's marketing coordinator for a fireside chat about all things social media, with a special focus on trends in the digital luxury real estate sphere.

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MAY

May 18, 2023 | 3:00-4:00pm CST | [VIEW RECORDING](#)

The Ultimate Guide to Home Staging

According to a 2021 survey by the Real Estate Staging Association, “sellers who invest about 1% of the sale price in hiring a professional stager saw a 7% return on investment.” Even more, a survey by the International Association of Home Staging Professionals “indicated staging helps homeowners sell their properties from 3 to 30 times faster than other comparable homes that are not staged.”

As buyers increasingly interact with properties online, it's more important than ever that a listing makes a strong first impression. Join us and a special guest contributor to learn the fundamentals of home staging, including focusing critical resources on high-impact areas that affect the bottom line the most to sell your listing quickly.

JUNE

June 15, 2022 | 3:00-4:00pm CST | [REGISTER NOW](#)

Branding Yourself as an LPI Agent

Developing a personal brand is crucial in the luxury real estate industry and allows you to set yourself apart from the competition. In this webinar, learn from Luxury Portfolio International marketing experts on how to brand yourself as an LPI agent to drive your industry success and build your own unique value proposition using your LPI network affiliation.