



## News Release

FOR FURTHER INFORMATION CONTACT:  
Sam Smith 949.291.0424

### **SALES PROFESSIONAL EARNS INTERNATIONAL DESIGNATION FOR LUXURY HOME MARKETING EXPERTISE**

(San Clemente, Ca, June 28, 2006) -- **Sam Smith** with **Beach Cities Luxury Homes** has earned the prestigious *Certified Luxury Home Marketing Specialist* designation in recognition of **his** experience, knowledge and expertise in the luxury home market. **Sam Smith** is an example of a real estate professional who has worked to develop market knowledge and the special skills and competencies necessary to provide exceptional service in the fine homes and estates marketplace,” said Institute President Laurie Moore-Moore, upon announcing **Smith’s** designation. “Affluent buyers and sellers can turn to sales professionals who have this designation and be confident that they have special expertise and experience in the luxury home marketplace.”

“I am committed to providing outstanding service to my clients,” said **Smith** “the *Certified Luxury Home Marketing Specialist* designation is evidence of my ability to meet the needs of affluent buyers and sellers. My membership in The Institute for Luxury Home Marketing also provides me with marketing tools and networking capabilities that benefit my clients.”

**Smith** is an award-winning real estate professional who has gone through special training and met performance standards in the upper tier market. **He** has been in real estate since **1998** and specializes in the **South Orange County** market. **Sam Smith** is the new CEO of Beach Cities Luxury Homes. He understands the privacy & financial nuances of selling Luxury Homes. Sam is known as being a savvy Real Estate Investor and a tough negotiator & Enjoys Restoring Historical Properties.

For current information on the upper tier market, contact **Sam Smith** at Beach Cities Luxury Homes at 949.291.0424 or e-mail **bclh@cox.net**.