



FOR IMMEDIATE RELEASE

Sam Smith of Beach Cities Luxury Homes, selected by Aspatore Books as author in new authoritative book, *California Real Estate Client Strategies: Industry Leaders on Understanding the Market and Best Practices for Success (Inside the Minds)*.

Boston, MA (12/05/2007)-- Sam Smith, of Beach Cities Luxury Homes, has been recognized as a leader in Real Estate by being selected as an author in the recently released book, *California Real Estate Client Strategies* published by Aspatore Books. *California Real Estate Client Strategies*, ISBN: 9781596227576, is an authoritative, insider's perspective on the ins and outs of achieving success as a California real estate agent. Featuring top brokers and REALTORS® from real estate agencies across California, this book provides a broad, yet comprehensive overview of the unique aspects and challenges of working in the California real estate market. Discussing the competitive nature of real estate on the West Coast and the importance of standing out in the crowd, these authors raise critical points around understanding the real estate knowledge exclusive to California, including escrows, second homes, investment properties, and fractional ownership properties. From understanding the demographics of the state's different regions to strategies for negotiating on behalf of one's clients, these leaders articulate the finer points around California real estate now, and what will hold true into the future. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great minds of today, as experts offer a wealth of details around what it takes to secure long-term success in this endlessly demanding industry.

"Sam Smith skillfully describes the Luxury Southern California Real Estate Marketplace."

The Inside the Minds series is revolutionizing the business book market by publishing an unparalleled group of executives and providing an unprecedented introspective look into the leading minds of the business and legal world. For complete information on Inside the Minds, please visit www.Aspatore.com or email store@aspatore.com. This book can be purchased immediately by visiting <http://www.aspatore.com/store/bookdetails.asp?id=570> and is available through bookstores nationwide. To order a copy of this book, you can also call 1-866-ASPATORE.

About Sam Smith

Sam Smith, President of Beach Cities Luxury Homes specializes in Luxury Homes along the Beach Cities in South Orange County, California from San Clemente to Newport Beach. Sam has sold extensively along the Beach Cities in Orange County, California for the past 9 years and understands the privacy & financial nuances of selling Luxury Homes. His company was founded on the premises of providing excellence service and results for Luxury Home Sellers and comprises of only agents who have been certified as Luxury Home Specialists & maintain the standards for premium service to the upper tier marketplace.

About Aspatore – Publishers of C-Level Business Intelligence

Aspatore Books is the largest and most exclusive publisher of C-Level executives (CEO, CFO, CTO, CMO, Partner) from the world's most respected companies and law firms. Aspatore annually publishes a select group of C-Level executives from the Global 1,000, top 250 law firms (Partners & Chairs), and other leading companies of all sizes. C-Level Business Intelligence™, as conceptualized and developed by Aspatore Books, provides professionals of all levels with proven business intelligence from industry insiders – direct and unfiltered insight from those who know it best – as opposed to third-party accounts offered by unknown authors and analysts. Aspatore Books is committed to publishing an innovative line of business and legal books, those which lay forth principles and offer insights that when employed, can have a direct financial impact on the reader's business objectives, whatever they may be.

For information: www.Aspatore.com

Contact: rpollock@aspatore.com

Phone: 1-866-ASPATORE

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