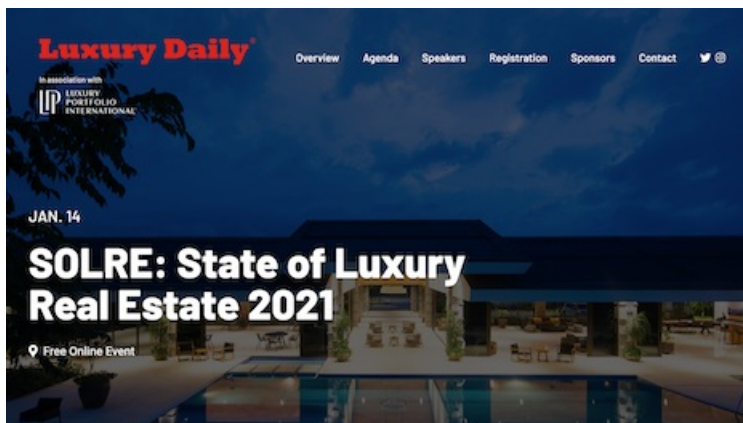


REAL ESTATE

## Luxury Daily debuts new conference focused on luxury real estate register for free

December 28, 2020



Luxury Daily's State of Luxury Real Estate 2021 (SOLRE) eConference Jan. 14 will be the premier event in its space. It is free to all to attend. Image credit: Luxury Daily

By LUXURY DAILY NEWS SERVICE

You are invited to register for free at Luxury Daily's State of Luxury Real Estate 2021 (SOLRE) eConference Thursday, Jan. 14

Luxury Daily has launched the first of its vertically oriented conferences with the introduction of the State of Luxury Real Estate 2021, also known as SOLRE.

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The inaugural edition of SOLRE will be held Thursday, Jan. 14 online on the GoToWebinar platform, with more than 25 speakers from developers, brokers, architectural and interior design firms, hospitality groups, market researchers, tech companies, manufacturers and ecommerce platforms. Hosted in association with Luxury Portfolio International, the event will be free to all in its debut.

"SOLRE's launch acknowledges a simple fact: the luxury end of the real estate business has been one of the stronger performers in the pandemic-challenged global economy," said Mickey Alam Khan, editor in chief of *Luxury Daily* and president of Luxury Portfolio International, New York.

"While there are plenty of other real estate events, what makes this different is the unique mix of speakers and topics offering actionable insights into the future prospects of luxury real estate, which ultimately is a repository of luxury goods from leading brands," he said. "For the affluent, the home is the ultimate safe asset."

Please [click or tap here](#) to view the agenda and register.

Running 9 a.m. to 5.15 p.m. New York time on Jan. 14, the eConference will include speakers from such companies as Rosewood Hotel Group, Brown Harris Stevens, Savanna, Unicorp National Developments, Terra Holdings, Peter Pennoyer Architects, Janice Parker Landscape Architects, Desert Star Construction, Barrett's Technology Solutions, SmartHouse Integration, Calia Stone Boutique and Burdge Architects.

Also speaking are senior executives from Zelman & Associates, Affluent Consumer Research Co., Brown Design Group, Studio Brunstrum, Michael Saunders & Company, LulaFit, Turpin Realtors, Concierge Auctions, WealthQuotient and The Home Trust International.

Topics covered by SOLRE include the outlook for key players buyers, sellers, brokers, agents, developers, architects, interior designers, manufacturers, investors, media and industry observers as they navigate a rapidly evolving geopolitical environment, as well as lockdowns and impositions resulting from the COVID-19 pandemic and the availability of a vaccine.

Other key issues under discussion: How will issues such as technology, sustainability and deurbanization affect the luxury real estate business? What is driving home-buyer decision-making as remote working and schooling gain widespread acceptance? How is marketing of luxury properties rapidly changing as affluent consumers face more calls on their time?

**SOLRE** is part of a series of Luxury Daily events including Luxury FirstLook, Women in Luxury and the Luxury Marketing Forum.

Lunch keynote, moderator and media sponsorships are available. Please send sponsorship inquiries to [events@luxurydaily.com](mailto:events@luxurydaily.com).

Please join us at SOLRE by [clicking or tapping here to see the agenda and register](#).

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