



FOR IMMEDIATE RELEASE

### Brian Perry Addresses Prestigious Real Estate Conference

Sacramento, CA – April 2, 2020 – Brian Perry, Broker Associate/Realtor® with Lyon Real Estate, was a speaker at the Leading Real Estate Companies of the World® Agent SUMMIT, March 9 - 11 at Wynn Las Vegas. Perry addressed an accomplished group of real estate professionals invited to attend Leading Real Estate Companies of the World® (LeadingRE) Conference Week. The event – themed “Wealth. Wisdom. Wellness.” – offered a program designed to energize business, mind and spirit.

The SUMMIT gave sales associates affiliated with LeadingRE the opportunity to explore market trends and develop new strategies for continuously elevating the experience for the home buyers and sellers they serve.

Perry discussed Wealth Concentration: Winning the Listing Every Time, sharing information related to working with clients, branding, marketing, strategic partnerships, referrals, and social media.

“Working with Buyers is like dating - it’s fun...and it’s exciting to go look at homes. And listings, is more like marriage. You have to have hard conversations, to go deeper, to really make that relationship stick” said Perry.

Perry joined a contemporary lineup of presenters, including keynote speakers Platon Antoniou, a globally-renowned portraitist who has worked with the likes of Barack Obama, George Clooney and Bill Gates; and Ben Nemtin, whose life changing journey was chronicled on MTV Show, *The Buried Life*. Other featured speakers included Lance Allred, who strived to become the first legally deaf player in the NBA; Peter Walsh, organizational expert and former regular guest on *The Oprah Winfrey Show*, among others; best-selling author and certified health coach Angela Gaffney; LeadingRE Chief Economist Dr. Marci Rossell; real estate technology and trends expert Mike DelPrete; and more.

“We are so thankful for the contributions of our member speakers, who exemplify our network’s quality focus and collaborative spirit. Their willingness to share insights and expertise with fellow members is one of the reasons our conference is so impactful for those who attend,” said LeadingRE President/CEO Paul Boomsma.

Brian has spent nearly two decades perfecting his craft and providing his clients with a concierge-style experience that ensures a stress-free and smooth transaction, even for those whose professions don’t follow a typical work schedule; a testament to his elevated service to all. This consistently earns Brian a place in the Top 1% of agents in his region. Whether clients are buying or selling a home or investment property, he builds trust by listening to their goals, negotiating the best outcome, and providing exceptional customer service.

Lyon Real Estate is the Sacramento representative of LeadingRE ([www.LearningRE.com](http://www.LearningRE.com)). With a global membership that spans six continents, LeadingRE connects more than 565 firms and 130,000 sales associates who produce over 1.1 million real estate transactions each year. As a member of LeadingRE, Lyon Real Estate provides a quality real estate experience, global marketing reach and access to top real estate professionals in virtually any market worldwide.

For more information about Brian Perry, please visit [www.brianperry.com](http://www.brianperry.com).