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Miami Beach Luxury Homes Get Boost From National Exposure

Zahara Mossman Amongst Select Group to Participate in National Advertising Program for Luxury Home Specialists

Miami Beach, Florida (October 17, 2005) – ZAHARA MOSSMAN, a Miami Beach real estate agent and Managing Member of Zahara Properties™, LLC, and Zahara Mossman, LLC a division of Beachfront Realty, Inc., is among a select group of real estate agents invited to participate in a national advertising program between The Wall Street Journal, Barron's magazine, and The Institute for Luxury Home Marketing. She will be featured in the October 28th and November 7th print editions.

“This is a great opportunity for me and my clients,” says Mossman. “Participating in this program allows me to reach clients across the nation and even globally who may be looking to Miami Beach and the South Florida area for their next upper-tier property.”

A recent report by The Harvard University Joint Center for Housing Studies shows that the number of “million-dollar” homes has grown dramatically faster than the total number of homes in the U.S. This increase in upper-tier properties has led to Miami Beach seeing an increase in the number of new and inexperienced real estate agents targeting the upscale market segment.

“Miami Beach and the South Florida area have a lot to offer affluent consumers,” Mossman continued. “Recognition by The Institute for Luxury Home Marketing assures those potential buyers of my unique training and specialized knowledge, and opens new communication networks that will enhance my ability to serve my clients in an excellent and superior manner.

The knowledge gained from attending Ms. Laurie Moore-Moore's course has proven to be instrumental in gaining even further confidence and trust from my clients and the public. In a city that every other person *is, or claims to be* a Realtor, it's a relief to know that I now have the resources, knowledge and backing to confirm my legitimacy as a Realtor and business owner."



Mossman is also the creator and founder of <http://www.podcastrealty.com> the most innovative idea and selling tool provided to Realtors today. She is definitely "cutting-edge", as other national publications say. Mossman encourages licensed Realtors from around the world to podcast their listing information via the Internet on her website so that both buyers and sellers can listen and download the property of their choice at any time and in any time zone. Podcasting allows you to have the versatility of listening to listings on your home computer or playing on your ipod or any listening device of choice. The biggest buzz in acquiring listing information for real estate today, is her very own Podcast Realty™ site. She is also her own Webmaster for www.ZaharaProperties.com and several other sites and blogs such as <http://CondoConversions.blogspot.com>, <http://CostaricanRealestate.blogspot.com> and <http://MiamiBeachPodcast.blogspot.com> to name a few. Currently, she is also developing podcasting her listings in other languages such as Spanish, her second language. "Podmision" is the word in Spanish for Podcast.

Mossman's national exposure comes at the right time. According to Carl Steidtmann, chief economist for Deloitte Research, a leading professional financial services firm, "many consumers postponed buying new homes until interest rates reached the bottom. With interest rates on the rise, they have decided to get off the dime to avoid higher rates." Steidtmann's comments were reinforced by a Wall Street Journal article in mid-May, which reported that multi-million dollar homes "are starting to sell briskly."

The Institute for Luxury Home Marketing decided to feature some of its members in The Wall Street Journal and Barron's financial weekly because of the publications' strong readership profiles: Their readers have an average household income of over \$200,000 and have an average household net worth of over \$2 million. These statistics translate into a wealth of opportunities for Mossman to bring both local and national affluent consumers who are looking to buy, sell or upgrade in the South Florida market.

About The Institute for Luxury Home Marketing

The Institute for Luxury Home Marketing exists to help real estate professionals around the world provide high quality service to buyers and sellers of luxury properties. Institute members have completed special training to build expertise in the marketing of upscale homes and estates and those who meet performance standards may earn the prestigious *Certified Luxury Home Marketing Specialist* designation. Information and an international membership list can be found at <http://www.clhms.org/>. Members are also listed on the Wall Street Journal's RealEstateJournal.com website.