

FOR IMMEDIATE RELEASE:

## **National and International Trade Show and Real Estate Seminar Advising Second Home Buyers comes to Beverly Hills**

Los Angeles, CA December 27, 2004 – Second home buyers are on the rise and H&M Estates is organizing a seminar and trade show to help plan for their next purchase in 2005. Professionals who deal with real estate transactions and issues will also be on hand to help answer questions and advise second homebuyers on financing, the top cities for buying second homes, how to hold title, tax strategies for maximizing their investment, property management and international real estate issues.

In February 2005, H&M Estates will be launching a new trade show/seminar on the subject of investing in second homes. “Strategies for Successfully Investing in Second Homes in the U.S., U.K. and France” has been created in response to client demand. Michele Moore, the Estates Director, will be bringing together many of the professionals involved in a second home transaction nationally and internationally. Those who plan to make a second home purchase in the next year are able to create a master plan at this seminar and take advantage of the many resources available at the seminar.

The event is being held at the Regent Beverly Wilshire in Beverly Hills and will take place on a Tuesday or Wednesday from 4:30PM to 7:00PM. The event space is limited and reservations will be required.

The trade show portion of the event will be taking place before and after the seminar. Some of the areas of expertise of the professionals are property management, international real estate firms, a national mortgage broker, real estate attorneys, a CPA firm specializing in cost segregation, the largest foreign exchange firm, chambers of commerce, and real estate firms from Mammoth and Florida. Furthermore, there are chambers of commerce and business councils that offer information on the moving to a specific country or utilizing local resources.

According to the National Association of Realtors, sales of second homes are at an all time high and up 24% from last year to an estimated 445,000. Interest in investing in real estate has been fueled by baby boomers reaching their “peak” earning years. These buyers have become much more sophisticated in these times of “hot” real estate markets, and they want the knowledge and tools to guide them in purchasing more residential property.

These buyers are attracted to the lifestyle a second home brings as well as to the tax law changes and relatively low interest rates. Furthermore, there are a myriad of financing options that did not exist during the days of the savings and loans. Appreciation in the value of second homes has been up almost 57% from five years ago, “NAR estimates show”.

“This is financial planning for owning real estate, and we are very excited to offer a seminar and trade show that gives second home investors the tools to buy smart anywhere,” says Michele Moore, the Estates Director. “Our goal is to help as many buyers as possible realize their real estate goals and avoid the pitfalls along the way,” she adds.

For additional information, please contact Michele Moore at (310) 351-9051.

H&M Estates is a boutique luxury real estate firm specializing in strategic marketing for residential real estate sellers and “A” list referrals for real estate buyer clients. The firm has just announced a revolutionary marketing strategy for seller clients utilizing [www.westsidela.tv](http://www.westsidela.tv). This exemplifies their mission of creative, strong real estate strategies executed at top performance to realize client goals and exceed their expectations.

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