
LANG REALTY'S ELAINE RUSSELL ATTENDS INTERNATIONAL SAVILLS CONFERENCE AS PART OF U.S. AFFILIATION



(l to r): Elaine Russell, Exec. VP of Lang Realty, Naomi Greatbanks, Head of Network of Savills UK, Charles Weston-Baker, Director of Savills UK, Al Horrigan, President, RSVP Associates.

Elaine Russell, Executive Vice President of Lang Realty in Boca Raton was one of Savills worldwide associates attending the company's annual international conference recently in London.

Lang Realty has a global marketing relationship with Savills to provide unequalled exposure for its listings to buyers all over the world. The conference provided Russell with a complete overview of the extensive resources available to Lang Realty agents and the considerable benefits of the Savills affiliation for Lang Realty clients.

"Our relationship with Savills provides exposure for our South Florida listings to buyers worldwide," said Russell. "South Florida is a global destination, so it is important to have detailed information on our clients' homes easily available to international buyers."

Based in the UK and founded in 1855, Savills is one of the oldest and most respected real estate firms in the world. Listed on the London Stock Exchange, Savills employs over 11,800 people worldwide in more than 100 offices. Additionally, it has an extensive network of offices and associates throughout the UK, Europe, the Americas, Asia Pacific and Africa.

Renowned for its high-end property listings including century old castles, Savills is currently marketing one of the highest priced country estates in the world, as well as fairway homes at Ireland's legendary K Club (home of the Ryder Cup 2006).

"Savills is one of the most respected residential real estate brands in the world," said Scott Agran, president and broker of Lang Realty. "We are only one of two residential real estate companies in the Southeast United States that has a relationship with Savills. The international exposure Savills provides our South Florida listings is incredible."

"Our affiliation with Savills has also been a major draw in bringing top agents to Lang Realty who understand the advantage this partnership brings their high-end listings."

The Savills relationship also provides Lang Realty sales associates with access to tens of thousands of international listings for clients with overseas real estate needs.

"Many of Lang's high-end clients in South Florida are also interested in real estate in other countries," says Russell. "Our exclusive Savills relationship ensures we can service their needs virtually anywhere in the world."

Savills has implemented a strategic alliance program for the United States involving only top real estate partners. The initial relationships for Savills in the southern United States for residential properties were RSVP Associates of Sarasota, Florida and Carriage Trade Properties in Boca Raton.

Lang Realty acquired Carriage Trade Properties earlier this year.

"Lang Realty's association with Savills ensures that our listings have the worldwide exposure they deserve through a one of the world's most highly respected real estate firms," said Russell. "While other firms are associated with international auction house-based companies, our affiliation with Savills provides international marketing power through a company focused on selling real estate around the world."

Elaine Russell works from Lang Realty's East Boca Raton office located at 405 SE Mizner Boulevard. She can be reached at (561) 212-2338 or e.russell@langrealty.com.

Lang Realty is a top residential real estate company serving Palm Beach County with three Boca Raton offices and one at Mirasol Country Club in Palm Beach Gardens. Lang Realty features a team of more than 250 of the areas' top Realtors and special affiliations with the top country club communities in South Florida such as Boca West and Mirasol.

For more information about Lang Realty and details on current listings, call (561) 989-2100 or visit www.langrealty.com.
