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Leading realtor promotes Cayman globally

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Jeremy Hurst at the Wynn Hotel in Las Vegas with Ruth Ann Peple, one of the founders of the "Leading Real Estate Companies of the World Network"

Jeremy Hurst, the current president of the Cayman Islands Real Estate Brokers Association and owner of International Realty Group (IRG), recently attended two major international real estate events, the Leading Real Estate Companies of the World 2010 annual "Luxury Portfolio Summit" and the annual Knight Frank Global Network Conference.

"This was a great opportunity to put a finger on the pulse of developments in the global real estate markets,"

said Mr Hurst, "and increase exposure for the Cayman Islands among some of the industry's most reputable and influential figures."

The Cayman Islands has long been attractive to high net worth investors, and with the current "soft" global market, it remains a favourable jurisdiction to invest in, according to Mr Hurst.

"Tapping into powerful global networks is an invaluable source of overseas referrals to the Cayman Islands," he added, "and an excellent way in which to showcase Cayman's property market."

Leading Luxury Real Estate Companies of the World is the largest global network of premier locally branded companies, dominated by many of the world's most powerful independent luxury brokerages, according to Mr Hurst.

The network's three-day 2010 annual summit was at the Wynn Las Vegas Hotel, which draws realtors from throughout the world.

The conference, designed to help attendees examine the latest in housing, design and lifestyle trends in the current luxury market, was attended by 850 real estate professionals seeking to identify strategies and solutions for what the summit's organisers described as "the new world of real estate."

Speakers billed as "some of the best minds in the industry" delivered addresses on subjects such as, "Extreme performance: Why winners win," "Website Best Practices," and "Revolutionary Thinking."

IRG recently became a member of the Luxury Portfolio Fine Property Collection, the luxury listings of Leading Real Estate Companies of the World, joining nearly 600 companies, 5,000 offices and 150,000 associates producing \$300 billion in annual home sales in 35 countries. Listings on the Luxury Portfolio website attract more than 1.2 million high-net-worth visitors a year, according to Mr Hurst.

"Membership of the Luxury Portfolio gives IRG and the Cayman Islands considerably increased exposure to global markets," he added, "and North America in particular. We are very excited to be a part of it, and we know this will be of huge benefit to our clients."

Mr Hurst also attended the annual conference of the global real estate network, Knight Frank, of which IRG is a founding member in the Caribbean. Knight Frank provides high quality residential property and commercial property services in 43 countries, and its conference attracted senior level delegates from Europe, Russia, Asia and the Americas.

"The real strength of Knight Frank is in its global network outside of North America," said Mr Hurst. "Our network is one of the most recognizable real estate brands in the world. As Knight Frank offices continue to open in key markets, so members and their clients have an ever-growing and invaluable source of potential investors and referrals to draw upon."

One example of utilising a global network to boost local activity is IRG's plans to tap into the growing Russian market for overseas real estate by advertising in local Knight Frank publications there. Knight Frank has offices in St Petersburg and Moscow in Russia and has recently entered into a joint venture partnership to open an office in Abu Dhabi shortly.

"Membership in the Knight Frank network gives IRG a truly global reach to some of the world's most capable investors," said Mr Hurst, "which is a major competitive advantage for us here in Cayman."