



PRESS RELEASE

National Ad Program Features Deb Beran

Smith Mountain Lake, Va. - Don't be surprised when you pick up the March 4 and 6 issues of *The Wall Street Journal* and *Barron's* magazine and see realtor Deborah Beran, ABR, CRI, CRS.

A certified luxury home marketing specialist, Beran is among an exclusive 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.

"This is a great opportunity for me and my clients," says Beran an associate broker with Re/Max Lakefront Realty, Inc. "Participating in this program allows me to reach clients across the nation who may be looking to Smith Mountain Lake 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.

"Smith Mountain Lake has a lot to offer affluent consumers," Beran 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 well."

Beran'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."

The Institute for Luxury Home Marketing features select members in *The Wall Street Journal* and *Barron's* financial weekly because of the publications' strong readership profiles. Readers have an average household income of over \$200,000 and an average household net worth of over \$2 million. These statistics translate into a wealth of opportunities for Beran to bring both local and national affluent consumers who are looking to either buy or upgrade in the Smith Mountain Lake market.