



Media Release

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Local Agents Part of Next Generation of Real Estate Summit

Veteran Real Estate Team Attend, Present at Summit for North America's Industry Trend-Setters

STORRS MANSFIELD, CT (May 2009) – Tom and Elaine Burns recently returned from the 2009 CKG International Summit held in Toronto, Canada where the top producing agents and brokers across North America converged to share cutting-edge marketing strategies for the evolving residential real estate industry.

CKG International, an internationally recognized company specializing in working with the world's most successful agents, recently held a ground breaking conference for the most elite REALTORS® in the industry. Tom and Elaine Burns, and all other attendees, have met the rigorous standards required of CKG's Mastery Program and places The Burns Real Estate Group among real estate's premier professionals. Qualification to this exclusive group is based on their track record, sales volume and a constant and never ending commitment to their clients.

“We are always so excited when we return from these mastery events,” said Elaine Burns. “Sharing cutting-edge marketing strategies with the best agents in the world helps us refine our efforts for our clients...which results in us helping our clients achieve their goals with their Connecticut real estate. Our time at this year's summit confirmed that our systems to maximize marketing distribution for our listings and utilizing new technology to connect home buyers with ideal properties are two key components for continued success.”

The Burns Real Estate Group was featured at this year's event, sharing successful business strategies to help other top agents implement them in their own business models. Mrs. Burns continued, "We loved the opportunity to share some of the newest and best strategies we have implemented in the past year to help this extraordinary group of highly successful REALTORS® improve both their business and lives."

Success is something The Burns Real Estate Group has been providing their clients even in the 2009 real estate market. First-quarter figures for the greater Hartford, CT saw a 25% decrease versus the same time period last year, Tom and Elaine Burns' business saw a 68% increase. And while April 2009 numbers indicate a positive increase for the Hartford area (2.85%), The Burns Real Estate Group continued to surpass the trend, maintaining a 60% increase for year-to-date compared to last year.

A new office located at 1066 Storrs Road in Mansfield Storrs, where Tom and Elaine meet clients by appointment, and embracing new marketing technology have been part of this year's strong business. "There is always a 'hot' new angle in real estate – a new web portal, a new phone, a new camera – that promises to be the end-all-be-all in the industry," Elaine Burns explained. "We've learned over the years how to spot what is worth integrating into our proven marketing plan and what can be ignored. Attending seminars like the CKG International Summit lets us compare our arsenal of proven marketing tools with those of the best agents in the world and learn about real estate marketing innovations first."

Luxury and waterfront property specialists, The Burns Real Estate Group have consistently been an industry leader in Connecticut real estate. With their continuing commitment to their community, Tom and Elaine are sponsoring their grandson Alex's Mansfield Little League team, The Burns Team, again this season. For updates on the team's

success and quick links to Tom and Elaine's social media sites including Facebook and Twitter, visit www.FollowElaine.com. To work with the area's leading professionals in real estate, call The Burns Real Estate Group at 860.429.2853 or visit www.ConnAreaHomes.com and www.CTLakeLiving.com.