

Press Release

Lesley Deutch Presents on Changing Buyer Preferences in the Naples Housing Market at CBIA's SMC Education Series on October 17th

Naples, FL (October 8, 2018)...The Collier Building Industry Association's (CBIA) Sales and Marketing Council announces Lesley Deutch as the speaker for the Education Series event on October 17th from 4-6pm.

Lesley Deutch holds a B.S. from the Wharton School and a B.A. from the University of Pennsylvania, and her career has led her to consulting with real estate industry executives all over the country, analyzing and summarizing the information they need to make decisions with more confidence. Previously, she was Vice President in the Global Real Estate division of Deutsche Bank in New York, where she authored reports on real estate and economic conditions in major U.S. metropolitan areas. Now, Deutch is a Principal based in Florida for John Burns Real Estate Consulting.

Deutch will be presenting Insights Into Buyer Behavior: A closer look at changing buyer preferences in the Naples housing market. Her credibility as a speaker comes from her nearly twenty years of experience in real estate and economic research. "Lesley is a phenomenal speaker and has so much knowledge to offer. Her presentation is conveniently timed at the beginning of shoulder season in southwest Florida, a time when the real estate market booms in Collier County," adds CBIA Executive Vice President Kathy Curatolo.

Sponsored by *Home & Design*, *Florida Weekly* and Wilson Creative Group, this SMC event will be held at The Club at Olde Cypress, 7165 Treeline Drive. Tickets for CBIA members are \$30 per person and \$40 for Non-members. Deutch's presentation will begin with a reception and networking session from 4-4:45pm followed by the presentation with Q&A from 4:45-6pm. To RSVP, email Nancy@cbia.net or call 239-436-6100 by October 15th. CBIA members may register online at www.cbia.net/news/calendar.

About Collier Building Industry Association

Founded in 1985, CBIA is an association of builders, remodelers, interior designers and other housing industry professionals. It is one of 800 state and local associations and operates under the auspices of the Florida Home Builders Association and the National Association of Home Builders. CBIA is located at 3200 Bailey Lane, Suite 110, Naples, Florida. For more information call (239) 436-6100 or visit www.cbia.net.