



## **Houlihan Lawrence hosts international luxury market forum**

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Purchase, NY Over 60 Houlihan Lawrence agents gathered for a forum on the international luxury market featuring a conversation with the company's president, Chris Meyers, and Nick Churton, managing director of Mayfair International Realty. The two talked about trends in the international market and today's changing demographics. The venue was 5 Sarosca Farm.

"The market is changing, and not just in the U.S.—it's everywhere. Empty nesters aren't retiring to a nice, quiet life by the sea, they're moving back into town." Churton said. "And millennials, who now have established careers and money, don't think the same as their parents at all."

Mayfair operates as the London office of Houlihan Lawrence. Churton stressed the importance of London as an international business center and utilizing the firm's global reach in selling specialized luxury properties in our markets.

As a case study for success, Meyers cited a modern home Houlihan Lawrence had listed in Columbia County, designed by legendary contemporary artist and activist Ai Weiwei. The ultimate buyer was traveling in Singapore and had seen the property in a Financial Times piece placed as part of Mayfair's international public relations strategy for the property.

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