



Getting Real About Online Marketing Show Me the Results Meet the Fluff Busters Enter the No Fluff Zone

The Women's Council of REALTORS®  **Brings You
Online Marketing—Including Social Media Marketing Strategies**

Keynote and Moderator: Derek Overbey, Senior Director of Marketing and Social Media for Roost and former VP of Intero Real Estate (a Top 25 Real Estate Brokerage in the Country), joins us from California for one day. Derek will share his insights about lead development, conversion, engagement, and bottom line results. Derek travels the country speaking and training; and also learning from the best of the best producers what drives their results. Grab your pencils and a pad, or just your iPad and get ready to take notes from this highly respected national speaker.

Meet the panel members who step up with a 'no holds barred' commitment to share their success and mistakes.

Nicole Beauchamp Generate leads without listings or an IDX or MLS? Yes, really. Nikki is a licensed real estate agent with Warburg Realty in New York City, where she does not have the benefits of an MLS. Yet, Nikki generates leads..and lot of them, through her online marketing efforts. She transitioned to real estate from a prior career as technology/business consultant and shares how the combined skill and knowledge from her career guides her current success.

J. Phillip Faranda Broker/Owner of J.Phillip Real Estate in Westchester County, NY. Phil has been the number 1 agent in his MLS, and consistently ranks in the top 10 agents for production out of 7,000 agents. He is the author of WestchesterRealEstateBlog.NET and is Vice President of the Empire Access MLS. So how does Phil do all this? You have to hear Phil. An experience you won't forget.

Walter Burns IDX search is up front and center with this high profile Weichert Agent on his site, LivingOntheHudson.com. Tweaked and retweaked, Walter has nearly perfected the art of getting results from his website. Walter questions and evaluates result potential with every choice he makes from generating a lead through closing. Walter's site and story have been showcased in numerous cities across the country at real estate education events. Hear it here in NJ!

WHERE: Branches, 123 Monmouth Rd,
West Long Branch, NJ

WHEN: Thursday, June 2nd, 2011

TIME: Breakfast: 8am-9am (full buffet)
Program: 9am-12:30pm
Lunch: 12:30pm-1:15pm
Box Lunch—Stay or Grab'n Go

1:15pm-2:15pm **OPTIONAL BONUS**
Break Out Session 1-on-1with
Panel Members and Speakers

COST: \$25 WCR Members*
\$40 NJAR Members*
\$50 Guests*

For More Information:

Deborah "Deb" Madey—Broker

Peninsula Realty Group

Women's Council of REALTORS

(732) 530-6350

Register Online:

<http://bit.ly/njrerfluff>