



**NAR'S e-PRO<sup>®</sup>  
CERTIFICATION:**

**FOR REAL ESTATE AGENTS THAT WANT  
TO MAKE TECHNOLOGY AN  
INVALUABLE BUSINESS TOOL**



**Monmouth County Association of REALTORS<sup>®</sup> &  
The Women's Council of REALTORS<sup>®</sup>**



**bring you NAR's e-PRO<sup>®</sup> Certification Course**

The new e-PRO<sup>®</sup> gives you a roadmap to build your business and serve the hyper-connected consumers of today and tomorrow. Learn about the changing market and how to connect with consumers, manage your online reputation, generate leads and gain referrals. e-PRO<sup>®</sup> is now available in two parts. Take Day 1 at Monmouth County Association of REALTORS<sup>®</sup> headquarters and Day 2 online (for an additional fee). Students that are current members of the National Association of REALTORS<sup>®</sup> and have completed both days of coursework are then awarded the valuable e-PRO<sup>®</sup> certification.

*Note: Course requires one day in class and one day online. Course dates are both for the in-class portion only. To complete your certification, you must complete and pay for the online portion after completing the in-class portion on one of these two dates.*

The e-PRO<sup>®</sup> certification program is designed to help real estate professionals broaden their technology skills and compete effectively in today's market. Specific learning objectives of this program include:

- Employing social-media technologies, techniques/best practices
- Developing and/or honing a strategy for marketing electronically
- Monitoring and protecting one's reputation
- Working more effectively online and on the road
- Identifying technology tools that reflect each student's budget/time



**Instructor: Deborah Madey**, Broker, CRS, CIPS, ePRO, SFR, AHWD, CLHMS Guild, CRS TAT National Team Member 2010, CRS National TAT Chair 2011 (Trends Assessment Team), Trulia Mayor/Advisor. Deborah was an early adopter in social media and online marketing technologies, having attended the inaugural Real Estate Bar Camp in San Francisco. She can be found on several social media platforms, attends and speaks at several industry events, is visible and well known nationally within the RE.NET. Locally, in Shrewsbury, New Jersey, she is the Broker for Peninsula Realty Group. Deborah is also concurrently licensed and maintains brokerage ownership roles in other states.

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| <b>WHERE:</b> | <b>Monmouth County Association<br/>Of REALTORS Office</b><br>(Hovchild Bldg—One Hovchild Plaza)<br>4400 Route 66<br>Tinton Falls, NJ   |
| <b>WHEN:</b>  | <b>August 1st <u>OR</u> August 2nd (Repeat)</b>  |
| <b>TIME:</b>  | <b>Registration 8:45am<br/>Class 9am-4:30—Lunch Included</b>   |
| <b>FEE:</b>   | <b>\$130 WCR or MCAR Members*<br/>\$150 NJAR Members*<br/>\$175 NAR Members or Guests*</b><br><br><b>\$99 Audit Only (those who hold a<br/>current ePRO Certification)*</b><br><br><b>Register Early for Above Rates<br/>Fees Higher after July 10th</b> |

**Information: Deborah "Deb" Madey**  
Broker—Peninsula Realty Group  
Women's Council of REALTORS  
(732) 530-7755 Main Office  
(732) 530-6350 Direct Office

**Register Online:  
NJRealEstateEvents.com**