

Mastering the Powers of the Internet for Real Estate Professionals

Presentation Information includes:

LIVE in your Office, Internet Simulcast and recording available with Event Registration

- Internet Number #1 Marketing Tool in History
- Growth of the Internet to over one billion people - How to reach out to them effectively
- The Impact of the Internet on Commercial Real Estate
- The Impact of the Internet on Residential Real Estate
- Profile of the Internet User
- Cutting Edge Technology using the Internet
- Growth of the Internet to over one billion people - How to reach out to them effectively.
- Number of deals and types of deals being sold.
- Internet Leads

"Great flow of presentation, use of real examples"

- How information identifies people with whom you can do business
- How to reach Principals effectively
- Open and exclusive listings - a model that works
- Public information versus private information
- Don't forget the buyers. Work the "Wants."
- Value added services appreciated by the Public - information handling. Do you have the skills?
- Powerful Marketing Techniques
- Powerful Listing Tools
- Print and Newspaper versus the

- Internet
- Email - group sends, list services, automatic generation to reach thousands
- Email - automatic drip marketing campaigns
- Email - Information Overload Problems - Spam Solutions
- Web Sites - A platform to communicate

"Great tool for business"

- Web Sites - Add content that makes you money . . .for the rest of your life
- Web Sites - How to Promote Your Web Site, Search Engine Optimization
- Web Sites - Philosophy of a web site, without this understanding you still won't make money
- Web Sites and information - Material Defects - Why some are making money and others are not
- Web Sites - Why they are like billboards, how they all can make you money
- Information - Open and exclusive listings - a model that works

"It was well worth attending the workshop"

- One thing better than listing and selling Real Estate

- Working the "Wants" It's half the marketplace
- Some of the biggest deals start from the Wants. See how and why
- Powerful Marketing Techniques
- Powerful Listing Tools
- Number one thing Public wants and realtors can give
- Number one thing they are not doing

" Opened my mind to promote myself and my business "

- Number one thing so easy to do
- Fraud on the Internet - What to watch out for
- Print and Newspaper versus the Internet
- Training - upgrading skill talents, information handling value added services
- Technology on saving money world wide phone calling free

"Gary is a true professional very knowledgeable"

- How Brokers and Salespeople are missing doing deals and do not realize it
- Tools for a "Broker's Information Tool Box"
- Broker's biggest responsibility regarding important information



Presented by Gary Nusca, CCIM, CIPS Real Estate Professional since 1972 Innovator, Builder, assisting Real Estate Professionals and the Public make profitable connections

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