

August Roundtable:

Social Networking



Lead Generation in the Digital Age

When: Thu., August 6, 2009

Time: 1:00 - 4:00 pm

Who: Mike Cutlip, Director of Technology Services, Mass. Assn. of REALTORS®

Where: North Shore Assn. of REALTORS®
398 Essex Street, Beverly, MA 01915
Ph: (978) 232-9410

Light refreshments will be served.

Cost: \$10 Members; \$15 Non Members

** Bring your listing sheets!*

With huge growth in sites like Facebook and LinkedIn, *social networking is here to stay.*

Combine that with the proliferation of blogs, discussion forums, and other social media on the Internet and you have one complicated mix of technologies and ways to connect with clients. To make sense of it all, this course will help you understand:

- What social networking is and how it affects your business.
- Who the most prominent players in the market are and what sets them apart.
- How to establish a presence on the social media website Facebook and what you can do there to connect with clients.
- How to use blogs and other free social networking tools to connect with today's buyers and sellers.
- Tips and tricks, as well as some of the unwritten rules of prospecting in the online social networking landscape.
- A few up-and-coming technologies to help you stand out from the competition!



Yes! Register me for the RCA-MA Roundtable on Thursday, August 6, 2009 at the North Shore Association of REALTORS® in Beverly.

Name _____ Company _____

Day Phone # _____ E-mail Address _____

I will pay at the door (Members Only). "No Shows" will be billed. Signature: _____

Check made payable to RCA-MA is enclosed.

Please charge my MC / VISA, CC #: _____

* CC users: In order to process your CC you must provide your billing street address and zip code.

Billing Street Address (with #) _____ Zip Code _____

CC Exp. Date _____ Security Code _____ Signature _____

If you are paying by credit card, you may fax the completed form to RCA-MA (978.970.0443) or mail completed form with payment to: RCA-MA, 3 Courthouse Lane, Unit 9, Chelmsford, MA 01824

CANCELLATION POLICY: Full refunds will be provided for cancellations up to 48 hours prior. No refunds or credit thereafter. Questions? Call RCA-MA at 978.458.2901 or go to www.RCAMA.com