

Social Media:



Realities, Risks, & Rewards for REALTORS®

Getting started in social media can seem like an overwhelming task when you are already busy with 500 emails a day, client phone calls, and multiple listing presentations.

However, integrating social media into your business can be a valuable tool, and the NEAR Education Committee has assembled an expert panel to get you started right! By maximizing the potential of social media, you can:

- Reach New Clients & Get New Leads
- Protect Your Brand & Image
- Grow Your Network & Sphere of Influence
- Generate More Sales
- Create Consumer Loyalty to Increase Referrals

Meet Our Panelists!



Lisa Johnson,
Vice President, Coldwell Banker in Haverhill
Building Your Business with Facebook & Twitter



Geoff Cramer,
Vice President, Century 21 in Brookline & CEO/Founder of SocialMadeSimple
Managing Your Online Presence & Consistency



Kathy Knox,
William Raveis in Westford
How I Got 6 Closings from Facebook



Mike McDonagh, Esq.
Associate Counsel for the Mass. Assn. of REALTORS®
Legal Pitfalls and Managing Risk in Social Media

Date: Wednesday, August 25, 2010
Time: 9:30 am - Noon
Registration begins at 9:00 am
Place: Lenzi's
810 Merrimack Ave, Dracut, MA 01826
Cost: \$15 Pre-paid Members
\$25 Walk-in Members
\$35 Non-members

Yes! Register me for the NEAR Member Meeting & Panel on Success with Social Media on Wednesday, August 25, 2010 at 9:30 am at Lenzi's in Dracut.

Name _____ Company _____

Day Phone # _____ E-mail Address _____

- I will pay at the door (**Members Only**). Note: Your seat needs to be held with a credit card, which will only be charged if you do not show up to the event. Please be sure to bring payment with you. "No Shows" will be charged. Initial: _____
 - Check made payable to NEAR is enclosed.
 - Please charge my MC / VISA / Discover*, 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 NEAR (978.970.0443) or mail completed form with payment to:
NEAR, 3 Courthouse Lane #9, Chelmsford, MA 01824 (Questions? Call NEAR at 978.458.2901)

CANCELLATION POLICY: Full refunds will be provided for cancellations up to 48 hours prior. No refunds or credit thereafter.

