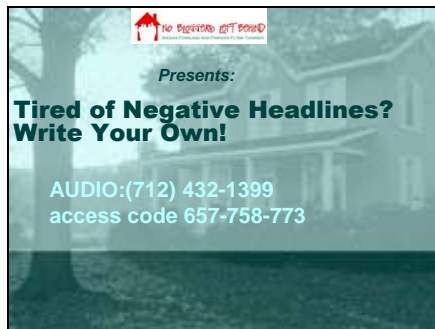


Slide 1



Slide 2



Slide 3



Slide 4

Frances Flynn Thorsen



The slide features a portrait of Frances Flynn Thorsen on the left. To her right are two logos: the top one says "No Duplicate Listings" with a red house icon, and the bottom one is for "RealTown The Real Estate Network" with a house icon.

Slide 5

Blanche Evans, Realty Times



The slide features a portrait of Blanche Evans on the left. To her right is a screenshot of the Realty Times website, showing a property listing with a photo of a house and a person.

Slide 6

Hilary Marsh, Realtor.org



The slide features a portrait of Hilary Marsh on the left. To her right is a screenshot of her profile on Realtor.org, showing her name, contact information, and a photo of her.

Slide 7

Today's Headlines

Ferociousness Rip Into Home Ownership  Ferociousness are ripping into the rates of home ownership at a greater rate than perhaps any other time. That's making it tough for new buyers to get home loans. [See story >](#)


Ready Viewpoint: Get Creative With Seller Financing  Who says banks should see who gets to buy a home? Right now, banks are turning away good borrowers, thinking home sales. What's the answer — seller financing. Here's how to do it. [See story >](#)

New Market: A Silver Lining in Today's Housing Market?  Could now be the time to buy a new home? With some building costs the cheapest in years, some experts are saying "Yes." [See story >](#)

CRMC Financial Assistance for Secondary and Garden Suites
Property owners may not realize that forgivable government loans exist for the creation and improvement of housing. It made explain how creating an income-generating secondary suite may be practical with government assistance. [See story >](#)

Slide 8


TECH TIP: Use Teaser Text


Teaser Text  Adds a short headline to make lead lines more compelling. The reader can click to view more about your ad or visit your website.

How to use it: In the Ad Editor, click the "Teaser" tab. Enter the text you want to use as the lead line. You can also use the "Teaser" tab to enter the text you want to use as the lead line.

Teaser Text Options


Use the "Teaser" tab to enter the text you want to use as the lead line. You can also use the "Teaser" tab to enter the text you want to use as the lead line.

Use as a headline  When a user clicks on the ad, the text you enter in the "Teaser" tab will be used as the headline for the ad.

Use as a lead line  When a user clicks on the ad, the text you enter in the "Teaser" tab will be used as the lead line for the ad.

Slide 9

Blanche Evans, Realty Times




Slide 13



Slide 14


NAR's primary resource

- 24/7 resources for anything you need
- 8,500 pages on REALTOR.org, 36,000 pages on REALTOR Magazine Online
- Think REALTOR.org first
- Search – "We recommend"

A small REALTOR.org logo is located at the bottom left of the slide.

Slide 15

Articles for Rookies Learn the business



http://www.realtor.org/motobooks.nsf/pages/rookieitems_new

A screenshot of the REALTOR.org website is shown. The page title is "Articles for Rookies" with the subtitle "Learn the business". The main content area displays a list of articles under the heading "JOB ADVICE". A small text box on the left side of the screenshot contains the URL: http://www.realtor.org/motobooks.nsf/pages/rookieitems_new. The REALTOR.org logo is visible in the bottom left corner of the screenshot.

Slide 16

Economic Research Learn the business




<http://www.realtor.org/research.nsf/pages/topicreports>

REALTOR.org

The screenshot shows a webpage titled "Economic Research" with the subtitle "Learn the business". The page features a navigation menu on the left and a main content area with several articles or reports. A teal callout box on the left contains the URL "http://www.realtor.org/research.nsf/pages/topicreports". The REALTOR.org logo is visible in the bottom left corner of the slide.

Slide 17

Build a better Web site Develop new skills




<http://www.realtor.org/members.nsf/pages/webresource>

REALTOR.org

The screenshot shows a webpage titled "Build a better Web site" with the subtitle "Develop new skills". The page features a navigation menu on the left and a main content area with several articles or reports. A teal callout box on the left contains the URL "http://www.realtor.org/members.nsf/pages/webresource". The REALTOR.org logo is visible in the bottom left corner of the slide.

Slide 18

Start a podcast Develop new skills




<http://www.realtor.org/webinars.nsf/pages/72>

REALTOR.org

The screenshot shows a webpage titled "Start a podcast" with the subtitle "Develop new skills". The page features a navigation menu on the left and a main content area with several articles or reports. A teal callout box on the left contains the URL "http://www.realtor.org/webinars.nsf/pages/72". The REALTOR.org logo is visible in the bottom left corner of the slide.

Slide 19

Architecture guide Provide more value to customers




<http://www.realtor.org/mcsearch.nsf>

REALTOR.org

The screenshot shows a web browser displaying the REALTOR website's 'Architecture guide' page. The page features a search bar at the top, a navigation menu on the left, and a main content area with several articles and images. The REALTOR logo is visible in the top right corner of the browser window.

Slide 20

Handouts for buyers and sellers Provide more value to customers




<http://www.realtor.org/mcbooklets.nsf/pages/consumermain>

REALTOR.org

The screenshot shows a web browser displaying the REALTOR website's 'Handouts for buyers and sellers' page. The page features a search bar at the top, a navigation menu on the left, and a main content area with several articles and images. The REALTOR logo is visible in the top right corner of the browser window.

Slide 21

Home buyers and sellers information Provide more value to customers



http://www.realtor.org/Realestate/Buyers_and_Sellers/Index.html


REALTOR.org

The screenshot shows a web browser displaying the REALTOR website's 'Home buyers and sellers information' page. The page features a search bar at the top, a navigation menu on the left, and a main content area with several articles and images. The REALTOR logo is visible in the top right corner of the browser window.

Slide 22

Field guides Keep up with the latest news and issues

<http://www.realtor.org/library.nsf/pages/RefSheet>



The screenshot shows a web browser displaying the REALTOR.org Field Guides page. The page has a blue header with the REALTOR logo and navigation links. The main content area features a large image of a house and several columns of text. A sidebar on the left contains a list of links. The REALTOR.org logo is visible in the bottom left corner of the slide.

Slide 23

8-step personal marketing plan Promote yourself

<http://www.realtor.org/motocbts.nsf/pages/permark01plan>




The screenshot shows a web browser displaying the REALTOR.org 8-step personal marketing plan page. The page has a blue header with the REALTOR logo and navigation links. The main content area features a large image of a house and several columns of text. A sidebar on the left contains a list of links. The REALTOR.org logo is visible in the bottom left corner of the slide.

Slide 24

Download e-mail banners Promote yourself

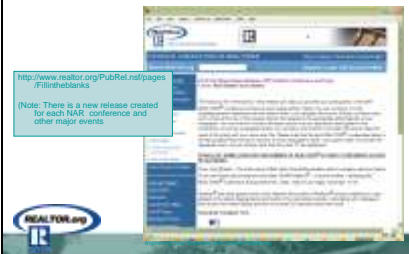
<http://www.realtor.org/pac.nsf/pages/E-mailBanners>



The screenshot shows a web browser displaying the REALTOR.org Download e-mail banners page. The page has a blue header with the REALTOR logo and navigation links. The main content area features a large image of a house and several columns of text. A sidebar on the left contains a list of links. The REALTOR.org logo is visible in the bottom left corner of the slide.


Slide 25

Fill-in-the-blanks news releases Promote yourself



<http://www.realtor.org/PubRel.nsf/pages/7fillintheblanks>


(Note: There is a new release created for each NAR conference and other major events)



Slide 26

Blogging guidelines


- A blog can be a great promotional tool – write about what you know, both in posts on your blog and in comments on others
- If you have a blog, accept comments. Develop a comment policy outlining the types of comments you WON'T publish: e.g., those that are offensive, illegal, irrelevant, or are sales pitches.



Slide 27

Blogging guidelines


- Extend the reach of your blogs.
 - If you post something that is relevant, put it on Twitter (if you've joined – twitter.com).
 - If you come across a relevant blog post, comment on it and link to your post.
 - If you come across an interesting blog post, write a post about it on your blog, and link readers to it. That blog's owner will find out about it and is likely to contact you or subscribe to your blog's feed.



Slide 28

Blogging guidelines


- Make a commitment
- Write good headlines
 - Since RSS readers display only the headlines of your blog posts, those headlines need to entice the reader to click. Clear is better than clever.
 - “Why Settle with DOJ?” ← compelling
 - “Things Are Looking Up” ← too vague
- Be interesting
- Be wise



Slide 29

Blogging guidelines

- Be concise
- Identify yourself
- Link intelligently
- Consider adding depth with multimedia



Slide 30

Realtor.org Press Room



Slide 31

**Blog Coaching: Webinars
& One-On-One Coaching**



•RealTown Blogs
•ActiveRain
•Typepad
•Wordpress
•Point2 Agent
•Realtor.com

Slide 32



NoBloggerLeftBehind.com