

# **MASTERING REAL ESTATE MARKETING AND TECHNOLOGY WORKSHOP – White Plains, NY**

**Sign on message, newsletter, etc.**

## **Nationally renowned “Mastering Real Estate Marketing and Technology Workshop” is coming to White Plains**

Learn why top producing agents across America are hailing the Workshop as “The best real estate seminar they’ve ever attended.” Max Pigman, Vice-President of REALTOR.com<sup>®</sup>, will condense a lifetime of no nonsense, high impact real estate knowledge into one of the most valuable 3 hours of your real estate career for FREE.

Agent and brokers gain real, practical, marketing and technology solutions that can be implemented for immediate results the moment they walk out the door including:

- Proven methods for effectively targeting FSBOs
- Devastatingly simple techniques for securing "expired listings"
- Surefire client consultations for a "price reduction"
- The art and science of marketing on the Internet more effectively than in print
- Successfully farming your favorite neighborhoods for higher brand/name recall
- How to win the hearts and minds of demanding home sellers and buyers
- 5 crucial tips for thriving, not just surviving 2008 and beyond

Special don't miss session at this event: “Max’s top tips to leverage digital media in your online and offline marketing” to maximize your income - advanced methods for leveraging the untapped power of PDAs, cell phones and digital cameras in your marketing is just a click away.

**Seating is limited. Pre-register today for this free seminar! Visit [www.RDCWorkshop.com](http://www.RDCWorkshop.com) or call 800.230.1034.**

**The Mastering Real Estate Marketing and Technology Workshop will take place in White Plains, NY on:**

**Wednesday, April 23, 2008**

9:00 am - 12:30 pm

**Crowne Plaza Hotel**

66 Hale Avenue

White Plains, NY 10601

Complimentary continental breakfast begins at 8:30 am

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**White Plains, New York**  
**Wednesday, April 23**

**Crowne Plaza Hotel**  
**66 Hale Avenue**  
**White Plains, NY 10601**  
**9:00 am - 12:30 pm**

\*Join us at 8:30 am for a complimentary continental breakfast!



## **Markets have changed in White Plains and so have real estate consumers.**

During this high-impact session, REALTOR.com® Vice President Max Pigman will detail exactly how the preferences of buyers and sellers are shifting. He'll also provide attendees with proven techniques to leverage the latest in Internet technology marketing to:

- create greater buyer demand for your listings
- impress demanding sellers who want to know - what have you done for me lately?
- prospect for expired listings and leverage new video listing tours to generate more showings
- slash your marketing costs in half

Don't miss the nationally acclaimed seminar that is changing the way REALTORS® market real estate.



**MAX PIGMAN**

NATIONAL SPEAKER &  
VICE PRESIDENT  
REALTOR.COM®

**Register Now!**  
**Call 800.230.1034**  
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