



Council of Residential Specialists  
**MARYLAND/DC CHAPTER**  
 The Proven Path To Success



# “Real Estate Social Marketing”

## Strategies for Success both On- and Offline

Instructor: Gee Dunsten

Attendees will learn how to...

- Develop a social marketing plan to turn fans & followers into real estate transactions!
- Harness the power of thought leadership!
- Turn your social networking into a major profit center through Facebook, YouTube, LinkedIn & Twitter!
- Stop chatting and start sharing! – Learn how to use the most effective tools to deliver information-rich content about your community to become more successful in the home buying & selling process!
- Leverage your visibility & credibility with content-rich video!
- Build a WordPress blog people want to read!
- Become an Agent Ambassador – Use the Web to Build Influence, Improve Your Reputation, and Earn Trust!
- Marketing Mondays – The Secret to Doubling Your Production in Half the Time!
- Discover the Best 25 Real Estate Apps!
- Maximize Profits by Using the 5 P’s of Real Estate Social Marketing (a Social Marketing Workbook)!

**Date:** June 27, 2012 (Wednesday)  
 8:00 AM – 4:30 PM (Class starts promptly at 8:30)

**Location:** Maryland Association of REALTORS®  
 200 Harry S Truman Pkwy, Annapolis, MD 21401  
 800-638-6425 [www.mdrealtor.org](http://www.mdrealtor.org)  
 Local Hotels: Hilton – 410-266-9029, Courtyard – 410-266-1555, Mainstay – 410-571-0863

**Cost:** \$75 for Members of National and MD/DC CRS  
 \$125 for Members of National CRS  
 \$150 for Non-Members

**Cancellation requests must be in writing. The fee for cancellation is \$50.00.**  
**NO CANCELLATIONS or REFUNDS AFTER June 20, 2012**

**Questions: Please contact Sharron Dorsey, Education Chair, at 410-575-5053 or [sharron@sharrondorsey.com](mailto:sharron@sharrondorsey.com)**

**Please mail or fax the Registration Form to:**  
**MD/DC CRS Attn: Halle Papai, 200 Harry S Truman Parkway, Suite 200, Annapolis, MD 21401**  
**Fax: 443-716-3513 Questions: [halle.papai@mdrealtor.org](mailto:halle.papai@mdrealtor.org)**

Name \_\_\_\_\_ Company \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home/Cell Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**Amount Paid:** \_\_\_\_\_ **Method of Payment:**  Credit Card (Visa/Master Card/American Express/Discover)  
 Check (payable to MD/DC CRS)

NAME ON CREDIT CARD \_\_\_\_\_

CARD TYPE \_\_\_\_\_ ACCOUNT NUMBER \_\_\_\_\_

EXPIRES \_\_\_\_\_ SIGNATURE \_\_\_\_\_

\_\_\_\_\_ Please check if you have a disability which would require services at the course and attach a description of your needs.