

**Learn SocialMedia.**

Learn communications trends and emerging technology to reach the new home buyer and seller. Get the tips to leverage Social Media in your Real Estate business for lead generation and client management for future referrals. It's not about you, it's about them!

**Get Empowered.**

Stop paying for gurus, consultants and "experts" to run your socialmedia marketing! Do-it-yourself Realtor tech can streamline your marketing and your brand; and it's all free. Have a laptop and a smart phone? You're halfway there. The rest is easy.

**Protect.**

The web is rife with potholes, pitfalls and potential Fairhousing and ethics violations. Take the steps to protect yourself, your brand, your listings and your clients online.

**Engage & Sell.**

Reach out to the new home buyer and seller where they are and engage with them. Learn about the Realtor value proposition, and how authenticity and outside-the-box thinking can lead to business now and in the future. All from a Realtor, for fellow Realtors.

# Shift.



**NOBU HATA**  
REALTOR, ePRO, Instructor  
REBAC Curriculum Contributor  
YPN Advisory Board Member

## **Social Media Demystified. For Business. For Realtors.**

Brought to you by the  
**ALASKA ASSOCIATION  
OF REALTORS** [alaskarealtors.com](http://alaskarealtors.com)

**Wednesday, October 13, 2010  
9 am - 12 noon**

**To Register:  
907-452-7743**

**Free for Members/\$25 for Non-Members**

**Location: Century 21 Gold Rush Office  
1427 Gillam Way**

**This class has been approved for 3 hours of ECE continuing education credit.**