



**MONMOUTH COUNTY
ASSOCIATION OF REALTORS® , INC.**
One Hovchild Plaza, 4000 Route 66, Tinton Falls, NJ 07753
Phone 732-918-1340 Fax 732-918-1906



“Using The Internet To Build Your Business”

Statistics indicate that:

- **88%** of all Buyers and Sellers begin their home search by using the internet.
- **100%** of internet Buyers started looking at homes first and agents second.
- **81%** of internet buyers stay with the first real estate agent they choose to contact.
- *Learn about the tools available to you to communicate and work with “tech savvy” clients*
- *Learn how to make your job easier and less stressful by using available tools on the internet.*

Presented by: *Elliott Caplan is Owner/Instructor of Caplan School of Real Estate (located on Route 66 in Neptune, NJ) which provides both pre-license and broker courses as well as training seminars. For more information, go to www.caplanschool.com*

Following are topics that will be presented at the seminar:

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| ✚ Using MLS to the fullest (<i>not hands on</i>) | ✚ Virtual Tours & slide shows |
| ✚ Contact Management | ✚ Advertising on the internet |
| ✚ Tracking transactions | ✚ Understanding aggregators |
| ✚ Sending and receiving faxes via internet | ✚ Understanding lead purchasing |
| ✚ Data searches on the internet | ✚ Using internet to schedule appointments |
| ✚ Prospecting on the internet | ✚ Using internet to get feedback on your listings |
| ✚ Personal web sites | ✚ Using virtual assistants |
| ✚ Using e-mail in your business | ✚ Blogs |
| ✚ Staying in touch with sphere of influence | ✚ Podcasts |
| ✚ Creating effective flyers and brochures | ✚ What’s new? |

Wednesday, September 24th, 2008
Sheraton - Eatontown

Breakfast & Registration:	8:00 a.m. – 9:00 a.m.
Program:	9:00 a.m. – 4:00 p.m.
Member Cost:	\$10.00

Please send the enrollment form below, along with a check made payable to **MCAR**.
Mail to: MCAR, 1 Hovchild Plaza, 4000 Route 66, Tinton Falls, NJ 07753. Attn: Jen

Event: **Using The Internet To Build Your Business**

Name: _____ **Agent ID:** _____ **Phone:** _____

Agency: _____ **Address:** _____

*** MCAR Members Paying by Credit Card *** => Go to: <https://ims.momls.com>
Enter your Agent ID number ... Password is: password (you will be prompted to change it).
At Member Services menu go to Events then **Event Calendar**. Select **EC092408**. Select **Register For This Event**.
Complete information => Select **Add to Cart**. Select **Pay by Credit Card**. Choose credit card and fill in details and **Submit**.