



NEWS RELEASE

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Century 21 Sweyer & Associates Gain Useful Tools for Expanding Their Business at Convention

April 19, 2011- (Wilmington, NC) – Agents and staff at CENTURY 21® Sweyer & Associates traveled to Las Vegas for the International CENTURY 21® convention where they networked with top agents, attended the latest training workshops with the field’s leading experts and more. Mingling with TLC’s Cake Boss, unveiling the new marketing campaign and roundtable discussions with the world’s top producing agents were just a few of the highlights.

CENTURY 21® announced that the new 2012 marketing campaign would include heavy TV and radio spots with several ads set to run during the Super Bowl. This will be the first time a real estate company runs an ad during the Super Bowl. Century 21® agent Timmy Evans was impressed by the new campaign and how it could boost the overall status of the CENTURY 21® brand.

“For me, the unveiling of the 2012 marketing campaign was a highlight because the company has needed to improve their branding and I’m just excited to be a part of it,” said Evans.

In addition to the unveiling of the new marketing campaign, agents were eager to attend the seminars and workshops. Seminars discussing the current global economy as well as how to price listings, an in-depth look at foreclosures, and how Facebook and other social networking sites can help expand your business were just a few that were offered.

Regina Drury, an agent with Century 21® Sweyer & Associates, was invited to attend two roundtable discussions with the top agents in each region of the world. Throughout the discussions they brainstormed ideas on how to get listings sold faster; unique and newer approaches to advertising including social blogging; and how phone applications can be beneficial to their business. Drury felt these roundtable meetings were incredibly informative and useful for growing her business.

“I was able to talk with top agents from different countries and pick their brain about their businesses and how they stay ahead,” Drury said.

Another highlight for all of the agents was the chance to see the 12 foot long, 1,500 lbs. cake that was created in New Jersey by TLC's Cake Boss. The episode airs in July and it will be the first time a real estate company is featured on the show.

After three days at the convention, Century 21® Sweyer & Associates agreed that what happens in Vegas won't stay in Vegas because they all plan on implementing some of what they learned into their current business models. Overall, the convention was incredibly helpful to each of the agents that attended and they are already looking forward to next year.

CENTURY 21 Sweyer is a full service real estate brokerage company specializing in Residential, Fine Homes & Estates, Commercial, and Lots & Acreage properties.

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