



## NEWS RELEASE

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### **Century 21 Sweyer & Associates Attend Leadership Conference**

WILMINGTON, NC Nov. 12<sup>th</sup>, 2010 – After attending the annual CENTURY 21® Leadership Conference in San Diego, CA, Jeff Sweyer and Whitney Leonard’s hopes for a strong future in real estate were confirmed. They came back with renewed optimism for the growing real estate company, which recently opened a new office in Jacksonville, NC. Sweyer and Leonard were able to learn about the newest trends, connect with other successful brokers/owners and managers from around the country and gain insight on today’s market.

The conference began with a top agent panel and discussion moderated by Terri Murphy, a real estate expert, speaker and author. The attendees were able to gather tips and best practices from the top agents who have mastered their market.

Sweyer and Leonard attended educational seminars on everything from property management to generating leads to social media. Sweyer and Leonard agreed that this was the best event they’ve been to for many reasons.

One of the seminars, which discussed attracting and working with different generations, resonated with Leonard and her approach to managing the Landfall office. “I found this seminar useful because it’s important to know how to reach out to the Gen X and Gen Y and therefore provide our agents with the tools necessary to communicate better with clients and provide them with top-notch customer service,” Leonard said.

Other seminars included business planning which focused on increasing market share and profitability in a changing market. This seminar stressed ‘THRIVE vs. SURVIVE’ during challenging times—a theme that Leonard agreed couldn’t be more important to her and the agents in her office. “The seminar helped Jeff

and I put perspective on the financial future of real estate and how the company will adjust,” Leonard said.

Century 21 Sweyer & Associates are always eager to attend this annual conference because it’s important to remain informed of emerging trends in the business while also gaining perspective on nationwide developments. “We go each year because it’s interesting to see real estate on a national level then we can return to Wilmington with further ideas to merge with our current business plan,” said Leonard.