



## NEWS RELEASE

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### **Century 21 Sweyer & Associates Gain Useful Tools at Rally**

WILMINGTON, NC Nov 8<sup>th</sup>, 2010 - CENTURY 21® real estate agents from North and South Carolina gathered in Myrtle Beach in October to learn about emerging trends in real estate as well as to network with other agents. Century 21 Sweyer & Associates sent a group of their agents to attend the rally so they could gather knowledge in order to grow and improve their business. The rally provided agents with the opportunity to take continuing education seminars, workshops and listen to lectures about the industry and emerging trends.

Agents returned from the rally with a fresh perspective on social media and the internet and its importance in today's real estate market. Some of the agents, who had limited knowledge on how to properly develop networking tools in their business, are now realizing its capabilities. Many have begun implementing internet social media into their business models.

After attending a social media workshop at the rally, RJ Alex of Century 21 Sweyer & Associates realized the importance of utilizing these types of tools to expand his business and networking opportunities. "Since attending the rally I've incorporated several social media tools into my campaign and have become more informed on emergent technology," Alex said.

After returning from the rally, Tiffaney Cook of Century 21 Sweyer & Associates revamped her social media campaign and created a new business link with the help of CENTURY 21 Sweyer's in-house Internet marketing coordinator. Cook said she's already getting a growing group of supporters who she can communicate with while giving her an additional forum to continue discussing trends in the marketplace. "The rally also gave me the motivation for the rest of the quarter and to further expand my business," she said.

Agents also attended communication and negotiation strategy workshops to enhance client relationships. Keynote speaker Terri Murphy, a prominent industry leader, spoke on the importance of communication and negotiation as well as online presence and the strength of a website.

Angela Batchelor, a real estate agent at Century 21 Sweyer & Associates, said she enjoyed the rally because it was a chance to network with other agents. "It was really great to connect with other top agents within CENTURY 21® and to see what they're doing to stay ahead of the market in a time when real estate is slow," Batchelor said. Since the rally she has implemented a communication agreement with her clients to better serve them and their individual needs.