

"The Power of Social Media to Build Your Business" Panel

Thursday, November 12, 2009 ♦ San Diego, CA ♦ 8:45 a.m. – 10:15 a.m.



Moderator: Amy Chorew

Amy Chorew has been teaching REALTORS® to use technology since 1995. As an experienced salesperson and marketing director for some of Connecticut's prestigious brokerages, Amy puts her talents to use by creating fun learning environments for her students. Amy's straightforward approach to education is backed up by real field experience that brokers and agents appreciate as they learn new technology skills. Since 2000, Amy has expanded her career as an educator from the New England area to a national presence. As an approved instructor in many states, Amy teaches a variety of CE, GRI and skill development courses for REALTOR® Associations and brokerages across America and Canada.

Her Essentials:

Email: Amy@AmyChorew.com, Blog: www.amychorew.com, Web: www.thetechbyte.com, Facebook: www.facebook.com/thetechbyte, Twitter: www.twitter.com/AmyChorew, LinkedIn: www.linkedin.com/in/achorew, Youtube: www.youtube.com/amychorew



Panelists: Sara Bonert

Sara Bonert is Director of Broker Services for Zillow.com and has over 12 years of experience helping real estate professionals market themselves online. Her career began in 1997 at Citysearch.com where she worked to develop one of the first online real estate channels. From there she served as the National Sales Manager of Online Business for Network Communications, the publisher of magazines such as The Real Estate Book, teaching agents to integrate print and online advertising. Today, Sara works with real estate professionals around the country, teaching them to leverage online marketing opportunities while also promoting ways that professionals can market themselves on Zillow.

Her Essentials:

Facebook - <http://www.facebook.com/sbonert>, Blog - www.sarabonert.com, Twitter- @sbonert, Youtube Channel - www.youtube.com/zillownews



Panelist: Kristal Kraft, ABR, CIPS, CRS, GRI, PMN

Kristal Kraft has been selling Colorado real estate since 1984. Beginning her career in Colorado Springs and later moving the Denver metro area, Kristal's area of specialty is relocation. In addition to being a professional in the real estate industry, Kristal self-taught web development and built one of the first real estate websites in Denver. In 2003, Kristal began business blogging and since has incorporated social media to deliver a steady stream of leads for her company, The Berkshire Group, REALTORS®. As a practitioner and genuine early adaptor, Kristal knows how to efficiently connect and engage consumers and shares her knowledge through teaching and consulting.

Her Essentials:

Twitter: @KrisTalk, Facebook: <http://www.facebook.com/kristal.kraft>, Blog: <http://www.denverphotoblog.com>, <http://www.kristalsellsdenver.com/denverdwelling/>, Flickr: <http://www.flickr.com/photos/kkraft/>, LinkedIn: <http://www.linkedin.com/in/kristalkraft>



Panelist: Ginger Wilcox, GRI

Ginger Wilcox is a Founding Partner and Vice President of Business Development for the Social Media Marketing Institute as well as a top producing Broker Associate at Alain Pinel, a San Francisco Bay Area real estate firm. She is an accomplished speaker, writer and trainer on the real estate industry, online marketing and social media strategy. Ginger is the publisher of Blog by the Bay, a highly regarded Bay Area real estate blog and was recognized as one of the top 10 women bloggers in real estate in 2009. Ginger graduated from Arizona State University with a B.A. in journalism and a minor in political science.

Her Essentials:

Twitter: @gingerw Real Estate Blog: <http://www.blogbythebay.com> Social Media Blog: <http://smminstitute.com/blog> Facebook: <http://www.facebook.com/smminstitute>