

# AGENT'S GUIDE

## Tips on Getting the Most Out of Real Estate Connect NYC

### Before the Conference:

- Download the [ConnectNYC mobile application](#) (includes conference schedule, live Twitter feed, exhibitor info and more!)
- Preview [Start-Up Alley companies](#) – brand new companies launching at Connect. Plan which ones you'd like to meet!
- Review [the list](#) of speakers, exhibitors and sponsors. Pick 3-5 top people you want to meet and contact them to schedule a meeting during the event.

### During the Conference:

- Plan to visit: Start Up Alley and Exhibitors (5<sup>th</sup> Floor Foyer, Level 5)
  - *Open: Wednesday: 11:00 a.m. – 6:00 p.m. and Thursday 12:00 p.m. – 6:00 p.m. (some exhibitors will be there one day only - so make sure to visit both days.)*
- Make sure you stop by the Inman Booth #904 and enter to win the NEW Google Nexus One Mobile Phone!
- Join the conversation on Twitter – use hashtag #ICNY

## MUST SEE Agent Sessions at Connect NYC:

### Wednesday, January 13<sup>th</sup>

8:30 a.m. - 12:20 p.m.

#### Internet Marketing Workshop\* (Westside Salon 1, Level 5)

(Moderated by [Morgan Brown](#), Marketing Director, [TurnHere](#))

A full day of digital marketing mojo where you'll learn how to market like a Rock Star. From blogging to ad networks, you'll get what you need to keep your competition behind you.

\*must have full conference registration – add workshops onto your conference pass at the registration desk or [online](#) until Monday.

10:00 a.m. – 11:00 a.m.

AND

11:15 a.m. – 12:15 p.m.

#### Sponsored Intensives

We understand you can't be in two places at once, but plan to come to *at least one* of the sponsored intensives:

**See What's New from the Bing Maps Platform (Odets, Level 4)**

**Building Community Via Social Networking: Insights from HGTV and the Food Network (Ziegfeld, Level 4)**

**Zillow A to Z: From Agents to Zestimates, Learn How to Make Zillow Work for You (Wilder, Level 4)**

2:45 p.m. – 5:15 p.m.

#### Main Conference Program (Westside Ballroom, Level 5)

5:00 p.m. – 6:00 p.m.

#### Cocktails@Connect (5<sup>th</sup> Floor Foyer, Level 5)

### Thursday, January 14<sup>th</sup>

8:30 a.m. – 12:00 p.m.

#### Main Conference Program (Westside Ballroom, Level 5)

1:00 p.m. – 2:00 p.m.

#### Sponsored Intensives:

**Experience Bing Maps Through Customer Examples (Odets, Level 4)**

**Social N'Etiquette: Rules of Engagement That Turn Fans Into Referrers (Ziegfeld, Level 4)**

**Zillow MATCH Case Study: The New Frontier of Online Advertising (Wilder, Level 4)**

## Thursday, January 14<sup>th</sup> (cont.)

2:00 p.m. - 2:45 p.m.

### TRACK 1 - Foreclosure Market Strategies (Westside Salon 1, Level 5)

**Short Sales for the Long-Term** (Moderated by: [Jonathan Miller](#), President & CEO, Miller Samuel Inc.)

- [Alex Charfen](#), Co-Founder & CEO, Distressed Property Institute
- [Phil Tesoriero](#), Consultant, thebigforeclosuresecret.com
- [Travis Waller](#), CRS, Realtor, ReMax

2:50 p.m. - 3:35 p.m.

**TRACK 2 - The Agent of the Future (Westside Salon 2, Level 5)** (Moderated by [Bernice Ross](#), CEO, RealEstateCoach.com)

#### How to Make Leads and Influence People

- [David Carroll](#), CEO, softRealty.com
- [Mitch Ribak](#), Broker & Owner, The eHomes Realty Network and Tropical Realty
- [Paul Zweben](#), Broker, Prudential Douglas Elliman

3:40 p.m. - 4:25 p.m.

**TRACK 2 - The Agent of the Future (Westside Salon 2, Level 5)** (Moderated by [Bernice Ross](#), CEO, RealEstateCoach.com)

**Farming 2.0** You've stopped doing the old stuff, but what are you supposed to be doing now? Learn how to reinvent your marketing strategy.

- [Tom Ferry](#), Founder and CEO, TomFerry-yourcoach

4:30 p.m. - 5:00 p.m.

**TRACK 4 - Technology and Media (Westside Salon 4, Level 5)**

**The Hyperlocal Media Opportunity: The Big Players Are in, Where Are You?** (Moderated by: [Dustin Luther](#), Social Media Strategy with 4realz Consulting)

- [Mark Josephson](#), CEO, Outside.in
- [Stuart Elliott](#), Editor in Chief, The Real Deal

## Friday, January 15<sup>th</sup>

9:00 a.m. - 12:00 p.m.

**Main Conference Program (Westside Ballroom, Level 5)**

## After the Conference

- Send a quick email to everyone whose business card you received. Also, make sure you enter them into your contact list.
- Check inman.com for video footage and slide presentations
- Sign up for Real Estate Connect SF - special rates for Connect NYC attendees!