



# Charlotte NC Real Estate Web Strategy

Exit Realty Brokers "By Invitation Only"  
Training **Wednesday June 24th, 2009**  
You understand you need a website – Now let's get the knowledge and habits that produce results...

John and Angie Byers, the Exit Realty Broker/Owners in [Charlotte NC](#), are inviting their fellow Broker/Owners in the region and their Exit

Agents to attend the fundamental training on Real Estate Web Strategy Wednesday June 24th; Going beyond understanding Google Marketing into an actual plan of action!!!

The training is designed to help Realtors and Brokers devise an Internet Presence that produces results and transcends the arduous jargon that floats around the Real Estate Industry.

[Internet Agents Earn 3 times the Income of Traditional Agents \(\\$100K+ versus \\$36K\)](#) - Read this important article by RISMedia.

Real Estate Professionals understand that having a successful Web Strategy is important but getting the right ideas and habits are few and far between... this course intends to answer the fundamental questions and offers a Plan of Action that Realtors can trust to design an organic Real Estate Internet Strategy driven by the needs of their Buyers and Sellers. This is a true Real Estate Training - nothing will be sold nor does the trainer affiliate with any vendors.

**Location:** [Exit Realty South](#) – (Thanks to John And Angie Byers)  
4401 Barclay Downs Dr, Ste 1, Charlotte, NC 28209 - (704) 602-9900

**Date:** Wednesday June 24, 2009 - 9:30am (please start arriving at 9am)

**Duration:** 5 to 6 hours – lots of breaks will be offered.

**Cost:** \$59 (please make checks payable to: [Key Yessaad](#) and hand them to your broker. I asked them to hold the checks until I have delivered the training.)

**My Commitment:** To un-shackle you from the fear of the internet and show you what your Buyers, Sellers and Google want... (Don't we all want to make Google happy!!!) I will also give you a methodical plan of action to get you going or tweak what you are currently doing...

## Real Estate Web Strategy Course Description

### Going beyond the Internet Jargon and into a Successful Real Estate Web Strategy

Do you plan to get a website? Do you have a website that's stagnant? Do you feel overwhelmed with the whole endeavor? This is the Seminar for you... many of you have sluggish websites that are not producing any results... so what to do?

I designed this course to go beyond the mere discussion of need; to the design of a Real Estate Web Strategy that drives traffic and results. You will leave empowered and with a plan of action and a full-understanding of what is currently happening in the realm of Real Estate Websites.

I am Vendor-Agnostic and will share with you what I have seen work; I will show you what to demand from your vendor and will help you make the right decision. It is not the Vendor that matters; it is your habits and discipline I am going to focus on...

This course was designed to enhance the ability of [Real Estate Professionals](#) to compete in an ever increasing spirited Internet Landscape...

This course used to be called: "**I don't have a Web Strategy – How do I get started?**" It has **now evolved to include all the major topics of Real Estate Internet Strategies**. Bring your assistant, your web guru, your cousin Vinnie who dabbles in websites – they will learn how to help you focus on the most important part about having a Real Estate website. Realtor Websites are of a different nature than regular ones – I will explain all this in the class...

I will cover the following topics in the Seminar:

1. Should you get a Real Estate website? And why?
2. What is a Real Estate Website?
3. How do you select the best Web Services? What are the important tools of a R.E. Website?
4. Domain Names: How do I get one? Where and How much?  
Should I get more than one? And why? How do I hook them up together?
5. How do I get started?  
Will I be able to understand the Web jargon? (Let me give you the answer: **Yes**)
6. How expensive is it going to be? (I will show you how to get started for **FREE!**)
7. How much work will I have to put in? Is it worth the effort? And how often?
8. What is IDX? And do I need it? Shouldn't I just use my MLS IDX? And what is Sticky IDX?
9. How about Blogging? Is it important?
10. How can my Assistant help me grow my website?

I will have time for all your questions... Remember: bringing your tech guy/gal to this class will help you and will focus him/her on your Real Estate Web needs...

#### [Testimonials from Previous Trainings:](#)



"Key, What an outstanding program that you have developed to get our agents on top of their game and on top of Google. You push our agents far above the bar with your knowledge and commitment to making us the best in the industry...and the most web recognized. Thanks for all that you do for us and for all of Exit." - **Jim Barnett, Sales Manager of Exit Realty South in Charlotte NC**. Attended Real Estate Web Advanced Strategy in Charlotte NC on May 21st, 2009

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"Hi Key, Thank you for everything! What an awesome training you put on for us. I feel kind of smart right now. I learned so much from you and I thank you for your dedication to your work and your patience with me. I am going to GET THIS! Thanks again. We loved having you and hope you can come for a long visit to see the area. You are welcome any time." - **Shelia Bennett, Broker/Owner of Exit Realty of Beaufort SC**. Attended Real Estate Web Advanced Strategy in [Beaufort SC](#) on April 15th, 2009.



**Mike McVey** Key, Number one on page one of google for my targeted search in 9 weeks. Thank you very much.

10 minutes ago · Comment · Like · See Wall-to-Wall



Key Yessaad at 11:05am May 24

That's excellent Mike!!! Your dilligence impresses me - much success!!!

"Key, Number one on page one of google for my targeted search in 9 weeks. Thank you very much." - **Mike McVey, Realtor with Exit Real Estate Consultants in Lexington South Carolina.**

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**Sarah Tingen** Key, you have given me the "key" to unlock a door with unlimited potential. Finally, I have found a form of prospecting that fits my style! I cannot wait to be the Brier Creek Real Estate Expert!

I've set my sights high, and I highly recommend your blogging strategy class to anyone hoping to succeed in today's real estate market! ♥

Facebook Comment 5/28/09 3:08pm · Comment · Like · See Wall-to-Wall



Key Yessaad at 4:26pm May 28

Those are very lovely words Sarah!!! Thank you!!! I look forward to visiting with you in the near future!!!

"Key, you have given me the "key" to unlock a door with unlimited potential. Finally, I have found a form of prospecting that fits my style! I cannot wait to be the Brier Creek Real Estate Expert! I've set my sights high, and I highly recommend your blogging strategy class to anyone hoping to succeed in today's real estate market! ♥" - **Sarah Tingen - Exit Realtor in Raleigh North Carolina.**

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"Hi Key, I can't thank you enough for yesterday's class. It was extremely informative! You clarified some things that I was unsure of or struggling to complete. You have inspired me to really step my game up and to get out of the rut I was in. Thanks again!" - **Lisa Houle, Broker/Owner Exit Realty of Hilton Head.** *Attended Real Estate Web Advanced Strategy in Beaufort SC on April 15th, 2009.*

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"Key, Thank you for the call yesterday, I am so sorry I missed you. I was out looking at a piece of land for a client and it's easy to lose connectivity out here in these mountains. I just couldn't wait to tell you about my first try. I noticed after sending you the link to my blog, that none of the links I had put into my blog were working-so I went back to the site to edit it. When I got up this morning and "googled 'Murphy trout streams" I was #s 1&2 on page 1!!! I couldn't believe it. The Bot had picked up both my blog and my corrected one...this is just TOOO COOOOL as my grandson would say. Thank you again. I look forward to our next class. Kaye." - **Kaye Phillips, Realtor, Exit Realty Mountain View Properties.** *Attended Real Estate Blogging Strategy on April 8th, 2009.*

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"Great Class Key, Everyone at Murphy NC Exit Realty thought you were the best today! Thanks Again, Frank "Big Frank" Schuler & Mary "Hong Phuc" Schuler" - **Big Frank Schuler, Realtor, Exit Realty Mountain View Properties.** *Attended Real Estate Blogging Strategy on April 8th, 2009.*

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"Key, You did an amazing job teaching at the Carolina's, you have found your calling and it shows! Tam - March 7, 2009." **Tami Bonnell, President U.S. Organization, Exit Realty.** *Event: Exit of The Carolinas Annual Awards in Charlotte NC, March 2009.*

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**Key Yessaad** – [Real Estate Trainer](#) & [Internet Strategist](#).

To train, inspire, and coach Real Estate Professionals succeed is my passion. I specialize in training Realtors to compete online. My Trainings and Internet Strategies intersect in my seminars with powerful ideas and Plans of Actions that produce results. Google or call me **(910) 538-6610** and let's discuss how I can help your Agents climb the Google Tree of Success. I can tailor my [Real Estate Seminars](#) to the level of sophistication of your agents and I promise they will leave inspired and will produce results!!! Read some of the [Realtors Testimonials](#).