

Raleigh / Durham NC Real Estate Blogging Strategy Training

Exit Realty Brokers from Cary, Durham, Fuquay-Varina, Garner, Holly Springs, Raleigh, and Sanford - "By Invitation Only" Training **Thursday April 23rd, 2009**



The Exit Triangle Business Council is holding a special training on Real Estate Blogging Strategy; "Marketing your website by sharing stories is Blogging..." The inviting brokers of the council are: [Keith Burch](#), [Tony Craver](#), [Johnnyette Taylor](#), [George White](#), and [Paulette Williams](#).

The Original name of the course was "**Google Loves Bloggers**," to reveal the fact that if your blog posts are not "Search Engine Indexed" and lead back to you in a natural way then the effort is for naught.

The questions a Real Estate Professional should help their clients answer are the following:

"How can I tell that you have expertise in your Real Estate Market?"

"Can I validate you online and "Google You" with Buzz around your Market expertise?"

"Is the information I find online about you fluff or substance?"

Location: [Eagle Ridge Golf Club in Raleigh NC](#) - 565 Competition Rd, Raleigh, NC 27603 - (919) 661-6300 - Eagle Ridge Golf Club Website: <http://www.playateagleridge.com/>

Date: **Thursday, April 23rd, 2009** – 9:30am (please start arriving at 9am)

Duration: 5 hours – ample breaks will be offered.

Cost: **\$45** (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...

Lunch Sponsor: The McDowell Team of Starkey Mortgage, Steve and Della McDowell.

Real Estate Blogging Strategy Training Session Details:

I designed this Seminar as a Real Estate Strategy for Visibility, Expertise, and Search Engine Ranking. You will learn the following:

1. What is Blogging? – Very short time spent on this topic because the strategy is more important than the why.
2. Why should Realtors Blog? Do I really need to learn how to Blog?
3. How are successful Real Estate Agents using this medium to position themselves?
4. Where should I blog? My website right? not really!!!
5. What should I blog about? And how often?
6. What if the format of a good blog? At least can you get me started...? Do I have to become a writer? How about links?
7. What does all this have to do with Google? Is this SEO? (Could you explain SEO?)
8. How much programming should I learn? (Let me give you the answer right here – ZERO!!!)
9. How expensive is this whole strategy? Think time, perseverance, and elbow grease...
10. How can my assistant help me with this?
11. Does this strategy really work? And how fast? Can you show us examples?

I tell your Broker / Owner that I promise not to waste your Realtors' time and will arm them with information they need to compete online... I keep my promises...

Recent Testimonials:



"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.



Key – You are not just an instructor, you are a Life Coach! You stretch our minds and uplift our Spirits!! Thank you for your dedication to our success. You empower us in our Professional life and that confidence spills over into our personal lives as well.
The Psychic "Should" Purge is golden. Your database management class has taught us how to decrease our "should list". I encourage all who can, take this class. It WILL change your life! Many thanks! - **Shirley Ghorshi, Exit Realty South, Charlotte NC.** Attended Real Estate Database Strategy in Charlotte NC, Wednesday April 1, 2009.



"Absolutely you deserve a testimonial, if for no other reason than the passion you exhibit for what you do. We all should be doing something in our life that reflects exhibits that passion. Our business would reflect it! You have found yours, congrats. As for the training, W-O-W I attended the class kicking and screaming thinking it was another technical jargon class that would once again go over my head and leave me with a migraine. Not true ! I got so much useful information that I have been wanting, (did not know the right question to ask) I came out and called my partner and just threw up all over him. Told him everything I'd heard. After I finally shut up, he asked if Doug was there, (our IT guy) I told him yes, he was so delighted and said we would get started as soon as he returned home. Ya think I confused him ? Also told him you would be returning and he'd have to attend the next training.
Thank you very much for simplifying the web. I know have a plan of action, one step at a time. Up then Out. I look

forward to the next training." - **Carolyn Greene, Realtor, Exit Realty Upstate, Greenville SC.**



"Key, You have been blessed with the ability to help others. You have touched so many lives and have helped them to see their true abilities... Our lives get so busy that we sometimes forget to stop and take a look around and appreciate what we have. During our journey in life we meet many people. Some are just a blur in time and some, like you make time stand still. Your excitement and passion when you teach is so amazing. My agents have started implementing what you've taught them and are starting to see results! I am so proud of our agents!" - **Belinda Vercammen, Administrator, Exit Upstate Realty.** Attended Real Estate Web Strategy in Greenville SC, Friday March 20th.



"Today, five agents from our office participated in a training seminar focused on "Blog Strategy". Key Yessaad, Real Estate Web Trainer, shared valuable information on how we can use blogging as a mechanism to drive Google to us and thereby help increase showings to our listings and drive buyers to our website! Key's upbeat and energetic approach to training web strategy are invaluable tools that we can now-as is evident by this blog. Carl McClure, Cathie Saucier, Paul Saucier, Tom Baldwin and Brandon Liles are all agents based in Chapin, SC at EXIT Midlands Realty and can now begin to implement the tools gathered from today's training. Thanks Key for another fantastic day!" - **Brandon Liles, Broker/Owner Exit Midlands Realty, Chapin SC.** Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"WOW! I had to hold onto my seat! The pumped up, enthusiastic and deeply informative web blogging training that you provided, is simply the best I have ever attended. The depth of your knowledge and insight was delivered clearly, passionately and with a focused concern that all who attended, truly understood the reasoning and application of why it is essential to engage in this strategy. We all look forward to attending more of your training very soon. Many, many, thanks to you for sharing this most important training, which is sure to propel our business to new heights. Thank you!" - **Matt Houle, Broker/Owner Exit Realty of Hilton Head, Hilton Head SC.** Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"Thanks Key! Fantastic info and I am excited about putting this new strategy into action. [Here's to being Googleicious!](#) Brooke." - **Brooke Schlenker, Realtor, EXIT Real Estate Consultants, Lexington SC.** Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"Dear Key, Here is my testimonial...thanks!!! Key, I have attended two of your courses now and I have to tell you, you truly are the best. Your lessons are invaluable and the information is able to implemented immediately. As any non-native speaker will testify, it is sometimes difficult to follow a lecture not in your native tongue. However, I am always able to follow and stay focused during your courses. I wish other trainers would follow your style. Your energy is inspiring and contagious. You will definitely be seeing me in future courses...and the on first page of Google." - **Sonia Roman, Realtor, EXIT Real Estate Consultants.** Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"Key: I think that was the best training session ever!! I'm now falling into that "old dog" category, but I know what I learned in your Blogging Strategies Training session will send us to a whole new level! If you have anyone who questions your validity, have them call me! I'll sing your praises!!..." - **Paul Saucier, Broker/Auctioneer/Builder, Specialist in Land & Investment Properties. Exit Midlands Realty.** Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"Key, Thanks for a great training session yesterday! My To-Do list is a mile long but that feels good. It feels good to walk out of a training with a targeted list of actions that will get me noticed by Google and the other search engines, which in turn will get me noticed by my customers. I don't know how you learned all this stuff. But I am glad you did and even more glad that you have a gift and passion for training. Keep up the great work! Craig." - **Craig Augenstein, Exit Carolinas Regional Director** - Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"Key, thanks again for the outstanding training/information/guidance/and "kick in the pants" you provided yesterday, March 19 for the EXIT agents in the Columbia area. Your enthusiasm is tremendous and the knowledge agents now have will allow them to properly position themselves in their respective markets. We look forward to seeing you again in May!" - **Craig Summerall, Broker/Owner Exit Real Estate Consultants, Lexington SC.** Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



[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](#).