



The Ultimate Technology Certification Course



Matthew Ferrara & Company



The Greater Boston Real Estate Board and Matthew Ferrara & Company are pleased to bring you an exceptional technology program.

The **Ultimate Technology Certification Course** contains the “best of the best” techniques on using technology for prospecting, listing presentations, direct marketing and multimedia advertising.

We’ll show you how to use tech tools and websites to *maximize* your business – with no “geek speak” so you can put them to work right away!

Event Date/Time:
October 25, 2007
9:30 am – 4:30 pm

Event Location:
The Courtyard Marriott
342 Speen Street
Natick, Massachusetts

Tuition:
\$275 if you register on or before Oct. 1!
\$299 after Oct. 1!

Topics include:

Prospecting on the web!

Communicate with proven sources of listings and buyers.

Enhancing listing presentations

and open houses with a laptop, cellular connection and more!

Implementing Instant Messaging

to communicate with clients by text and video conferencing – FREE!

Unlocking multimedia marketing

with a FREE video tool that creates stunning direct-marketing pieces. Learn how to make HTML emails with no programming knowledge!

Tapping into text messaging

and marketing features of your cell phone – and learn how to mobilize your business with a Blackberry!

- Market directly to buyers and sellers with e-marketing tools and *without* search engines!
- Develop a REAL database and prospecting cycle using Outlook.
- Create measurable follow-up strategies.
- Deliver the best listing presentations and successful Open House events using PowerPoint.
- Enter the world of wireless technology such as instant messaging, video conferencing and cellular marketing.

To reserve your seat today:

Go to www.matthewferrara.com/events.html and click on the **October 25 Ultimate Technology Certification Course**.