

For Immediate Release May 2003

National Real Estate On-Line Convention/Exposition Attracts Over Thirty Two Thousand Attendees

The recent Second Annual National Real Estate On-line Convention and Exposition showed a 150% increase in attendance attracting 32,463 real estate professionals from 38 Countries during the 5-day event in April. The completely virtual event is produced annually by the Real Estate Cyberspace Society, a professional organization with over 4,000 members and 100 Chapters worldwide.

According to John M. Peckham III, the Society's Executive Director, attendees participated in 34 educational sessions including 3 Keynote talks. They made 111,414 visits to the 300 booths at the Convention Expo and while at the booths made 32,804 requests for additional information.

Although the main convention with all speaking events will not be available again until next year's annual event on April 18-24, 2004, an abbreviated Spring/Summer session is currently available to real estate professionals without cost at:

www.REcyber.com/summerconvention

According to Peckham, four speakers presentations including handouts are archived at the 2003 Spring/Summer Session and are available 24/7 to attendees. The entire Exposition section featuring all 300 booths remains open during the Spring/Summer Session. Real Estate professionals wishing to see the latest performance enhancing products and services can visit the Exposition anytime during the Spring/Summer session, which will remain open until labor Day.

After the 5-day event adjourned, the Convention staff released statistics reflecting a significant degree of satisfaction on the part of attendees, sponsors and exhibitors. According to Convention Director, Angela Portosa overall attendee satisfaction was high with a 95.6% approval rating (63% either extremely satisfied or very satisfied with the On-line Convention overall).

Exhibitors were equally enthusiastic with their participation giving the On-Line expo a 98%+ satisfaction rating with 77% of exhibitors either Extremely or Very satisfied. 84.6% of Exhibitors indicated they would recommend the On-Line Expo to potential exhibitors (as long as they are not competitors!). 81.8% of exhibitors rated the Expo booth support staff Outstanding (The other 18.2% rated the staff Excellent)

76.9% of exhibitors received between 600 and 2000 booth visits each. 38.4% of Exhibitors rated the On-line Expo more productive than a live "hard floor" show. 30.7% of Exhibitors rated the On-line Expo just as productive than a live "hard floor" show. Only 5.1% of Exhibitors rated the On-line Expo less productive than a live "hard floor"

show. 69.2% of Exhibitors rated the On-line Expo a "better return on investment" than a live "hard floor" show.

According to Portosa the exhibitors' sales production was significant as 30.7% made a sale or sales at the Convention. 61.5% expect to make sales following the Convention and 84.6% received phone calls or web visits during the Convention.

Peckham observed, "We were extremely pleased with the Second Annual On-line Convention turnout and overall satisfaction levels. Convention attendance increased 150%. Attendees, exhibitors and sponsors expressed a high degree of satisfaction. Responses from the exhibitors, sponsors, speakers and attendees lead us to believe that the Third Annual event announced for April 18-24, 2004 will attract approximately 60,000 attendees. To accomplish or exceed this goal we will expand the 2004 event to 7 days to accommodate the many attendees who requested more mid week convention time to listen to the speakers, network and check out the products and services at the Exposition.

Major Convention Sponsors included Stewart Title, Realty Times, The Real Estate Professional Magazine, Broker Agent News plus hundreds of Real Estate Associations and organizations worldwide. Special technical support was provided by the Matthew Ferrara Tech Hotline and CCBN.

The Society also announced that it will now offer its patent pending On-Line Convention/Exposition process customized for real estate and other organizations wishing to extend the reach of their conventional conventions and events.

"In just our second year we brought together the largest group of real estate professionals to ever assemble at one event. The Society is proud to continue its industry leadership into the new and exciting on-line networking world!" Peckham concluded.

The 2004 Convention registration for attendees and vendors is available at www.REcyber.com/preconvention/ Information regarding membership in the Real Estate CyberSpace Society is available from Society headquarters by calling 617-559-0000, at www.REcyber.com or by e-mail at admin@REcyber.com.

The Real Estate CyberSpace Society, with membership in 28 countries, provides its 4,000+ members in more than 100 Chapters with tools and services for maximizing their real estate professionalism and effectiveness, plus a networking connection for professionals from all real estate specialties.

For further information or interviews:

John M. Peckham III	Phone: 617-523-4440
Executive Director	Fax: 617-523-4736
Real Estate Cyberspace Society	E Mail : bostonjack@earthlink.net
Four Longfellow Place, Suite 2003	Web: www.REcyber.com

Boston, MA 02114

Quotes from 2003 On-Line Convention attendees and exhibitors

Attendee: Debbie Ferrari, e-PRO, C.E., RECS , Prudential California Realty, San Juan Capistrano, CA

This entire concept of an on-line real estate convention is one of those ideas "Whose time has finally come." I learned much from the superbly-qualified expert speakers, and last year gained my RECS designation which adds credibility to me with clients. An on-line convention shows you everything that a land-based one does, but costs MUCH less to attend. To me, listening to speakers on-line teaches you just as much as seeing them speak in person.

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Attendee: Pat Whitman, Langley Whitman Realty, Auburn, AL

I am a new member and have been participating in the online convention. This is wonderful! As the "only" techie in our association (approx. 200 members) and as past president, it has been like pulling teeth to get our association members to get on the "Internet Train."

I really appreciate the efforts of the founders of the RECS in bringing this together and incorporating such useful real estate tools.

Thanks again for all your efforts.

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Attendee: Jacqueline Beaudry Dion, Royal LePage DYNASTIE, Saint-Lambert, Canada

Keep up the good work and hope you will be able to go on year after year; greatly appreciated!!!

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Exhibitor: Robert Minzak, Advanced Mortgage Concepts

I could not believe how very little work it really was for me to receive 900 inquiries in 5 days! I can't wait until the next convention!

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Exhibitor: Bill Koelzer, Auto ULR Plates

What a terrific idea---online expo booths made available in a "convention format--- We exposed our products to thousands of people at a cost just a fraction of what it costs to go to an "old fashioned" land-based convention.

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Exhibitor: Jonathan Cutler, President, SettlementRoom Systems, Inc.

The National Real Estate On-Line Convention has provided SettlementRoom with an excellent and inexpensive way to reach a highly targeted and highly qualified audience. I was impressed with the success of the event, which no doubt was a direct result of the tireless and intelligent efforts of the RECS group.

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Exhibitor: Angelica Richardson, Sales Director, HouseHunt.com

The On-Line Convention 2003 was a success again! We look forward to helping many Cyber-Space members boost their bottom line with exclusive territories and a steady flow of new business everyday.

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Exhibitor: Joanne Paull, Managing Editor, Investor's HOTLINE

We had an excellent response at our booth -- not just hundreds of hits but mostly visitors who wanted to follow up. Thanks for providing the Expo opportunity as part of the On-line Convention!