

## **For Immediate Release March 2005**

# **Agents Rate Fourth Annual National Real Estate On-Line Convention and Exposition**

**2005 Spring On-Line Session Opens on Sunday, March 20th**

**Matthew Ferrara, Terry Watson, Rob Levi and Joeann Fossland Featured**

The Fourth Annual National Real Estate On-line Convention and Exposition, held from January 30th to February 5th, announced strong favorable reviews by the 40,136 real estate professionals from 33 Countries during the 7-day event. The completely virtual event is produced annually by the Real Estate CyberSpace Society, a professional real estate organization with over 9,000 members and 120 Chapters worldwide.

After the 7-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, the post convention attendee survey revealed that agents rated the event with an overwhelming 97.6% overall satisfaction rating. She said that individual attendee comments reflected this. Convention attendee Diane Gibbons, ABR, a broker from Naperville, IL said: The On-Line Convention is so full of outstanding ideas, motivation & principles. It inspired & aided me in growing my business. Thank you! Convention attendee, Marilyn Duane a Framingham, Massachusetts broker, added, The On-line Convention was the best use of my time for professional development that I have ever experienced!

The convention was sponsored by literally hundreds of real estate organizations including Major Industry Sponsor, Century 21 Real Estate Corporation. Ernie Breccia C-21 Chief Learning Officer added to the accolades: "The National Real Estate On-line Convention and Expo is a cost effective way to network, learn about industry trends and locate products and services that will help keep you competitive in your market... all without ever leaving your desk! It's a worthwhile time investment for any real estate professional - new or seasoned."

Portosa reported that the attendees also indicated a high level of satisfaction with this years speaker lineup. The speakers received a 96.8% approval rating with the strong majority rating the speakers excellent/outstanding. The Keynoters understandably scored even higher.

According to John M. Peckham III, the Society's Executive Director, attendees participated in 33 educational sessions including 2 Keynote talks. They made 117,585 visits to the 318 booths at the Convention Expo and while at the booths made 31,536 requests for additional information.

Portosa said that exhibitors were equally enthusiastic with their participation giving the On-Line expo a 94.2% satisfaction rating with a strong majority of exhibitors indicating a satisfaction level of extremely or very satisfied.

Typical of exhibitor comments Real Estate author Jim Misko commented, "I was stunned. When I opened up my e-mail I had 1086 visitors and 460 bought or asked for more information. How can you beat that?" Joeann Fossland, Advantage Solutions Group said, "The On-Line Convention is simply the BEST way to reach thousands of tech-savvy agents. I participated this year while on vacation in Hawaii and still had hundreds of leads!"

88.2% of Exhibitors indicated they would recommend the On-Line Expo to potential exhibitors (as long as they are not competitors!). The Expo booth support staff received a 100% satisfaction rating with over 80% of exhibitors rating support as outstanding. On average over 900 attendees visited each vendor. A strong majority of the exhibitors each reported a mean of 1200 specific requests for information on their products and services.

The majority of Exhibitors rated the On-line Expo more productive, less expensive and a better return on investment than a live "hard floor" show. According to Portosa 98.9% of the exhibitors indicated positive sales and image results from their participation in the 7 day event.

The annual on-line convention with a full slate of speakers and events has adjourned until next years annual event which has been scheduled for February 20 -26, 2006. The seasonal 2005 Spring On-Line Convention Session <http://www.recyber.com/preconvention> will open on Sunday, March 20th to real estate professionals without cost with Matthew Ferrara, Terry Watson, Rob Levi and Joeann Fossland as featured speakers.

According to Peckham, the four speaker presentations including handouts will be available 24/7 to attendees at the 2005 Spring Session. The entire Exposition section featuring over 300 booths also remains open during the Spring 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.

The Society also announced that it is now offering 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.

The National Real Estate On-Line Convention is produced by the Real Estate CyberSpace Society, with membership in 29 countries. The Society provides its 9,000 members in over 120 Chapters with tools and services for maximizing their real estate professionalism and effectiveness, plus a networking connection for professionals from all real estate specialties.

The 2005 seasonal and 2006 Convention registration for attendees and vendors is available at [www.REcyber.com/preconvention/](http://www.REcyber.com/preconvention/) Booth reservation information may be obtained by e-mail to [Convention@REcyber.com](mailto:Convention@REcyber.com) Information regarding membership in the Real Estate CyberSpace Society is available from Society headquarters by calling 617-559-0000, at [www.REcyber.com](http://www.REcyber.com) or by e-mail at [admin@REcyber.com](mailto:admin@REcyber.com)