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May of RE/MAX Landmark spoke at RISMedia conference June 9th-10th

June 25, 2010 - Front Section

RE/MAX Landmark was proud to have Christy May, Strategic Planning, Marketing, Scouting, and Sales with RE/MAX Landmark in the Greater Boston Area, speak during RISMedia & the Top 5 in Real Estate Network's 2010 Leadership Conference, June 9-10 in Rye, New York.

May participated in the powerful and informative social media session titled, ROI & ROE (Return on Effort) which focused on working powerfully beyond industry standard marketing.

In the midst of a difficult real estate market and struggling economy, approximately 1,000 real estate professionals enthusiastically attended the conference. An impressive showing of Top 5 Members, brokers, economists, leading industry icons and dedicated agents gathered to exchange strategies for surviving today's market and preparing for prosperity again in the near future.

Held at the Hilton Rye Town, the Leadership Conference featured many expert speakers over the course of 20 educational sessions. The theme of the conference, "In the New Virtual Real Estate World" was reflected in the variety of subject matter presented at the conference, such as working with distressed properties; mastering new social media marketing; where to start, market share, blogging tips and tricks; the art and science of converting leads; getting buyers off the fence; and listing and repricing properties. The event also included a number of networking opportunities for those Top5 Agents in attendance.

"The high level of attendance, combined with the palpable level of enthusiasm and energy at the Conference, reminds me that it is these top real estate professionals who will lead our industry out of its current slump," said RISMedia president & CEO and Top 5 Co-founder and chairman John Featherston. "We are still in difficult times, but there are signs of recovery dotting the landscape and the optimism, talent and thought leadership displayed by the esteemed speakers and attendees at our Conference gives me extreme confidence in the stabilization of the real estate market."

The Leadership Conference opened with a private luncheon and networking session for members of the Top 5 in Real Estate Network who were in attendance. The standing-room-only event was hosted by: Featherston; RISMedia executive vice president and Top 5 CEO and co-founder, Darryl MacPherson; and Top 5 president and co-founder Allan Dalton. Top 5 Economist John Tuccillo provided a detailed economic analysis of current market conditions for members and Dalton introduced a new, exclusive marketing program now available to Top 5 Members.

May, Realtor works with RE/MAX Landmark in the Greater Boston area from the Westwood office. Her commercial and referral practice includes Massachusetts, Rhode Island and the World through RE/MAX & IRES. MAY is at home on the Internet, and can offer buyer and seller clients the best tools available to value, find, buy, and sell their property. She is president elect of the Greater Boston Women's Council of Realtors and as such is launching the "Digital Zone Resource Center." Christy strongly believes referrals work and loves working with Realtors!

Her Internet research capabilities cover a vast array of real estate around the world. May can share the benefit of instant access to the REMAX database of more than 3 million properties for sale and to more than one million off-market listings, assessment, tax roll, and deed transfers via MLSpin and 6+ commercial sites. She offers her clients daily listing updates, works with the national real estate site REALTOR.com, and provides instant real-time property matches to buyers and sellers, and access to many systems and list servers.

Her personal experience includes estate property sale, dealing with probate, and includes an understanding of historic homes, waterfront, parkland, and development law. May believes in understanding what her clients would like to accomplish and carefully matches real estate planning and activity to these desires. She is focused on strategic planning assistance for buyers and sellers and this includes matching lifestyle changes with changes in real estate.

Her community relations experience is intertwined with involvement in town comprehensive planning. She has served Westwood as representative to the Transportation Advisory Council and member of the board of OPEN. Her regional involvement includes participation in Metropolitan Area Planning Council programs. Her planning thoughts have helped direct best use of many properties.

Christy has her MBA in Communications from Boston University and two undergraduate degrees - Bio Chemistry and Perception. She owns and operates DM Communications, a strategic marketing and advertising agency where she is helping to launch the Women's Council of Realtors' "Digital Zone." She published Broker Agent Magazine and has also produced the first interactive online training programs for real estate investment.

Before focusing on real estate, she held positions in production and promotion at Channels 5, 4 and 56. She was Advertising and Promotion Manager for a major multi-system cable TV operator as well as an international trade show company. She was also responsible for customer satisfaction programs for leading technology companies.

Christy has one daughter who attended Canton and Westwood Schools and who graduated from Dana Hall and Carnegie Mellon University and works as a booking agent in Pittsburgh for World Artistic Talent. Her step-daughter is with Corp. Communications for GE and lives in NYC. She has two step-sons who live nearby and operate Quality Connections in Foxboro. Her husband is with Starkweather and Shepley in Westwood.

"Christy is a highly respected real estate salesperson in the community and we are thrilled to have her as part of our RE/MAX Landmark team." says Sally Koss, Broker of RE/MAX Landmark, Realtors, the leading real estate organization in the area with residential and commercial expertise, with 13 offices in the Greater Boston Area. They encourage International Listings and Christy's Commercial Real Estate work and her work with the New England Real Estate Journal in their online community development.

You can reach Christy at 781-320-0020 or via her websites dmcommunications.com, HomeandLifestyles.com, ChristyMay.com and at ChristyMayRE.com

For detailed recaps on Conference sessions and Top 5 Member news from the Conference, please stay tuned to RISMedia.com and Top5inRealEstate.com.

For more information on RISMedia & the Top 5 in Real Estate Network's 2009 Leadership Conference, please contact Stephanie Andre at stephanie@rismedia.com.

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RISMedia, the leader in real estate information systems, has been providing the industry with news, trends and business development strategies for nearly 30 years through its flagship publication,

Real Estate magazine, its leading website, RISMedia.com, and its renowned networking and educational events. RISMedia's Top 5 in Real Estate Network® is a membership network of leading real estate professionals providing leading real estate information to consumers. To qualify for membership in the Top 5 in Real Estate Network, agents must meet specific criteria in five key categories: experience; results; education; information technology; and commitment to community.

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