



CELEBRATING  
55 YEARS

# nerej

## **Shanley Realtors attends social networking seminar**

April 21, 2009 - Front Section

"If we stand still we will be left behind" Shanley Realtors, LLC owner Joe Shanley led off the seminar.

From there his team was informed, engrossed and updated on the relevance of social media, new media and social networking for today's real estate agent.

The seminar was put on by trainer Monica McGillicuddy of Monica McGillicuddy Presents as part of her blogging and social networking series that provides information to agents in the real estate industry about the trends of today's buyers and sellers.

According to Shanley, "the need for our team to have these skills is paramount in these changing and challenging times and is a direct result of a Paradigm shift in real estate".

The program provided The Shanley Team with a clear understanding of how to interact in a connected environment and the importance of blogging responsibly.

Some of the areas covered included Twitter, Facebook, LinkedIn, MySpace, Flickr and Plaxo.

The information learned at the seminar will enhance each Shanley Agent's ability to engage the consumer not only with news and technology but to communicate, gather and share information thus remaining relevant.

Among the highlights of the seminar was the information regarding the emergence of New Media and how it is all about "the agents engaging others" and adding value with the agents online presence thus enhancing their ability to offer out of the box, cutting edge marketing to their clients.

The Shanley team will continue to expand their Social Networking capabilities throughout 2009 which will allow them the ability to make available a full service real estate experience in a manner that is applicable for today's buyers and sellers.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540