

# Marin REALTORS® Offer "Profit by Publicity " Workshops for Agents and Brokers

**June 15, 2007** - The Marin Association of REALTORS® today announced it is sponsoring "Profit by Publicity" workshops to help real estate agents and brokers build their reputations, get more listings, and sell more properties.

Conducted by MAR CEO Edward Segal, the workshops are based on his experience in public relations, journalism, politics and real estate, and his new book, Profit by Publicity.

As CEO and communications director of the Marin Association of REALTORS® for the last five years, Segal has placed hundreds of local, national and international news stories about the activities and accomplishments of the 1,700 member organization.

Segal previously served as the marketing strategies columnist for The Wall Street Journal's StartupJournal.com, a PR consultant to more than 500 clients, and press secretary to members of Congress and political candidates.

Profit by Publicity workshop topics include how to:

- Attract the attention of the media and encourage them to come to you for your real estate insights, advice, and expertise
- Help make the media work for you by knowing exactly what they are looking for
- Publicize your services, expertise, and accomplishments
- Get your name in print more often
- Use your Web site as an effective, hardworking PR tool
- Get the most out of your publicity
- Prepare and deliver effective speeches and presentations that inform, educate and motivate any audience

Segal has conducted similar workshops for the National Association of REALTORS®, California Association of REALTORS®, the San Diego Association of REALTORS®, and real estate brokers.

To schedule a workshop or keynote speech for your company organization, contact Segal at 415-507-1011, [Edwards@MarinCountyRealtors.com](mailto:Edwards@MarinCountyRealtors.com), or visit [www.ProfitByPublicity.com](http://www.ProfitByPublicity.com).

Segal's book, Profit by Publicity, features hundreds of tips, tools and solutions that real estate agents and brokers can use to generate free publicity about their services, expertise, accomplishments, or activities.

The 252-page book is endorsed by local, state and national real estate leaders, including Dale Stinton, CEO of the National Association of REALTORS®; Colleen Badagliacco, president of the California Association of REALTORS®; and David Cabot, president of the San Diego Association of REALTORS®.

Profit by Publicity retails for \$20.95, and will be available in July at the MAR store and all major online book sellers.