

February 21, 2008

New Online Class by PR Expert and Journalist Shows Real Estate Agents and Brokers How to Generate Publicity to Build Their Reputations, Get More Listings and Sell More Properties

A new online class by journalist, PR expert and former Congressional press secretary Edward Segal shows real estate agents and brokers how to generate free publicity to help build their reputations, get more listings and sell more properties. Segal is the CEO and communications director of the 1,700 member Marin Association of REALTORS® in Marin County, Calif.

The *Profit by Publicity* professional development course features hundreds of proven and effective PR tips, tools and solutions that can provide real estate professionals with a competitive advantage in the marketplace. The class is based on *Profit by Publicity*, Segal's recently published how-to PR handbook, and the seminars and workshops he has conducted across the country for the National Association of REALTORS®, California Association of REALTORS®, and local REALTOR® associations.

The online class includes case studies and easy-to-follow advice real estate agents and brokers can use immediately to publicize their services, expertise, activities and accomplishments; ensure successful media interviews; use the Internet as a publicity tool; prepare effective news releases and other press materials; deliver successful speeches and other presentations; and get the most out of their publicity.

The course includes examples of the most successful story angles and news hooks that can help convince reporters to do stories about real estate agents and brokers; samples of the news coverage real estate professionals have received about their activities, services and expertise; and expert advice on how to duplicate their success.

The class is available exclusively from OnlineEd at OnlineEd.com and www.ProfitByPublicity.com. The registration fee is \$199, which includes free evaluation of worksheets, exercises, and draft press materials prepared by students, a free newsletter with the latest examples of how real estate agents and brokers are publicizing themselves, and access to an online PR resource center.

About Edward Segal. Segal is the former marketing strategies columnist for *The Wall Street Journal's* StartUpJournal.com, senior media relations consultant to Ogilvy Public Relations Worldwide, and a freelance writer whose articles have appeared in *The New York Times*, *The Washington Post*, *The Wall Street Journal* and *The Los Angeles Times*.

He served as press secretary to members of Congress and campaign aide to presidential and other political candidates, and is a PR consultant who has advised more than 500 clients including the Marriott Corporation, Ford Motor Company, Air Travelers Association, the Society of the Plastics Industry, and Group Health Association.

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

About OnlineEd. OnlineEd is an online real estate school that provides real estate pre-license courses, post-license and continuing education courses for REALTORS®, and their classes are recommended by more than 600 real estate companies and REALTOR® associations across the country. OnlineEd's pre-license courses are approved by the appropriate state regulatory agencies and by the Association of Real Estate License Law Officials. The state-approved real estate courses can be accessed at any time from any computer.