

## **South Florida real estate marketing seminar features selling and technology tips from renowned presenter and industry expert, Terry Watson**

*South Florida real estate professionals are invited to join popular speaker and real estate expert Terry Watson on October 27 for the Color me Sold seminar at CityPlace in West Palm Beach.*

Boca Raton, FL (PRWEB) September 29, 2006 -- Real estate professionals looking for an edge in today's competitive marketplace are invited to attend a powerful learning event featuring Terry Watson.

Watson, a popular keynote speaker for real estate seminars and conventions, speaks often on motivational, sales and technology topics. His roots are in sales, and many of his most requested topics address sales issues. Watson blends his experience, thorough research and dynamic delivery style into every topic he presents.

The event will be held October 27 from 8 a.m. to noon at the Harriet Himmel Theatre at CityPlace in West Palm Beach. Real estate professionals are invited to join Terry as he reveals secrets for success in today's challenging real estate market. Agents and brokers will learn about market trends, how to sell themselves, choose real estate technology for ROI and create dynamic sales and marketing materials.

Watson, who is known for his trademarked slogan "Boredom is not an option," frequently presents seminar topics such as negotiating real estate transactions, getting buyers to sign and how real estate professionals can work successfully with Generation X clients.

The half-day seminar costs just \$25 (5\$ discount for early registration) and will feature a continental breakfast, door prizes and special discounts on real estate tools and technology provided by sponsors Konica Minolta, eNeighborhoods, Sony and Imprev. The sponsors are providing free and discounted merchandise for real estate pros, including a free Konica Minolta all-in-one printer and real estate marketing systems from eNeighborhoods. Seminar features also include special pricing and financing on Sony computers and cameras.

"We're proud to be able to provide a seminar that can help real estate pros market themselves and their services more effectively," said Louis Schuster, Vertical Marketing Manager at Konica Minolta Printing Solutions. "We know that compelling presentation materials are often key to winning the business in real estate, and we strive to provide the right technology at the right price."

"There's no doubt that agents who invest in marketing, technology and professional development will have the competitive edge," said Greg Robertson, eNeighborhoods Executive Vice President of Sales & Marketing. "This seminar is more than motivational. It's about real marketing and technology strategies that can be used every day. Real estate professionals who attend can expect solid tips and takeaways to help them succeed in today's market – and any market.

To learn more, visit [www.colormesold.us](http://www.colormesold.us) or call 877-363-4442.

### **About eNeighborhoods, Inc.**

Since 1997, eNeighborhoods™, the nation's premier compiler of home and neighborhood information, has been providing real estate professionals with a comprehensive set to attract and retain home buyers and sellers with the most up-to-date, localized information about property, neighborhoods, and schools. In 2002, eNeighborhoods achieved the REALTOR Benefits® status with endorsement from The National Association of REALTORS® (NAR). The company also has strategic alliances with major real estate franchisers: Realogy, Century 21, Coldwell Banker, ERA, GMAC, Prudential, Keller Williams, EXIT Realty, Realty Executives, Help-U-Sell and RE/MAX, as well as many of the major independent brokerages. eNeighborhoods is

the proud founding sponsor of NAR's Good Neighbor Award which educates, encourages and rewards outstanding community service by real estate professionals throughout the country. Stu Siegel, the company's CEO, has been selected as the Ernst & Young Entrepreneur of the Year and the Eastern Technology CEO of the Year.