

Using Social Media to Sell Homes

You know that [NAHB Professional Women in Building \(PWB\)](#) keeps you informed on building industry trends and engaged with what others in the community are doing to build business and elevate the housing industry. So you want to catch PWB's webinar, "Using Social Media to Sell Homes."

Join author [Carol Flammer](#) and a team of social media mavens for an hour-long interactive webinar designed to provide you with tips and tools to build your brand, engage customers and **sell more homes using social media**. The presenters will explain why engaging women through social media is an effective method for builders and developers to reach and interact with these powerful decision makers.

You will discover how easy it is to use social networking sites to spread your message virally, draw interest to your website and drive sales. Social media marketing is a great way to target female buyers; after all, women influence 91% of home-buying decisions. This valuable session will teach you how to **build your brand and reinforce** your messaging using a variety of online tools.

Learning Outcomes

- Gain a better understanding of social media tools available and how to use them to achieve a competitive advantage
- Learn how to target female home buyers through effective use of social media
- Hear step-by-step recommendations for launching an effective social media program or improving an existing one

Missed the June 10 Live Webinar?

You can still access the on-demand webinar. Go to www.nahb.org/buildingconversations and click on the [Registration Information](#) tab to purchase the on-demand link.

Speakers



Karen Dry, CGA, CAPS, CGP, CAASH - With a lifetime dedicated to building businesses to paramount success, Karen Dry embodies entrepreneurial spirit. It all started with an unconventional college degree in Electrical Engineering and Physics and has continued on a path of buying and selling varied, professional businesses over the past 25 years.

Karen is a financial representative and risk management specialist for Northwestern Mutual Financial Network. Prior to working in the insurance industry, Karen was the president of Garrett Interiors, Inc., an interior design company specializing in model home merchandising as well as residential, commercial and hospitality interior design. She was awarded "Best Kitchen" by the National Kitchen & Bath Association (NKBA) and "Best L.A. Lifestyle Interior" by the Interior Design Society of California (IDS). She was also awarded two NAHB National Sales & Marketing Council (NSMC) Silver Awards for "Best

Interior Merchandising". Her success with Garrett got her named "Top 50 Women in Business" by the Pacific Business Times in November 2006.

As an accomplished public speaker, Karen's specialty is to author and create seminars that attract her client's best customer. Recent classes she offers to all associations as well as her contracted clientele are: "Netiquette", "Marketing 101 for Small Business Owners", "Getting LinkedIn" and "Ethics in the Workplace" to name a few.



Carol Flammer, MIRM, CAPS, CSP - Author of "[Social Media for Home Builders: It's Easier Than You Think](#)," Carol Flammer has been blogging since long before blogging was cool. She is the visionary behind the nationally-ranked and award-winning [www.AtlantaRealEstateForum.com](#), Atlanta's most popular real estate blog. Her launch of the site in 2006 was truly visionary and led the new media movement in the Atlanta new homes market.

With 20 years of experience, Carol has established herself as the "go to" for real estate and construction products public relations and social media. Carol is president of Flammer Relations, Inc., and managing partner of mRELEVANCE, LLC, an Internet Marketing, Social Media and Public Relations firm with offices in Atlanta and Chicago.

Carol has spoken at a number of tradeshow including the International Builders Show and the Southern Building Show. She speaks frequently to Sales and Marketing Councils and PR groups and teaches social media seminars at home builders associations around the country.



Dina Gundersen, MIRM, CMP - Dina manages all of the marketing, advertising, online, social media and web sites for Monte Hewett Homes, a local green builder in Atlanta. A professionally trained graphic designer, Dina designs and produces all of the marketing collateral, advertising, websites, public relations and social media campaigns in-house. Dina has managed Monte Hewett's blog since late 2006 and is the driving force behind their corporate social media program.

She also owns her own marketing and interactive design company, Creative Thunder Design, Inc. (CTD). The company designs and develops projects including brand identities, marketing collateral, event graphics, online and social media programs and websites.

Dina graduated with a BFA in Graphic Design from Rochester Institute of Technology in 1994. She achieved the distinguished MIRM and CMP designations from National Association of Home Builders in January 2008. She has spoken at numerous conferences including the International Builder Show, the Southern Building Show and GreenPrints.



Tammie Smoot, MIRM, Master CSP, CAPS, CGP - Tammie Smoot brings more than 10 years of proven Internet marketing experience & 15 years of practical building Industry knowledge to the Carolina's as a professional internet marketing expert.

Tammie has a proven record as an exceptional sales & marketing professional in the building industry working for national, regional & custom builders, crafting cost-effective, results-oriented marketing programs.

As an internet marketing specialist, she utilizes her extensive experience & knowledge of the industry's inner workings to help builders, developers, Realtors, and builder marketing companies focus on finding & implementing solutions to achieve their marketing goals. Tammie's expertise also extends to the demanding intricacies of web site development, social media and digital marketing products and services.

An accomplished public speaker and sales trainer, Tammie has applied her in-depth industry knowledge in training sales personnel, entertaining builder groups and promoting marketing solutions within the industry. Tammie is a frequent speaker at The International Builders Show and the 21st Century Building Expo.

Continuing Education Credit

1.0 hour continuing education credit toward NAHB's [professional designations](#).