

**Want to know how to get your point to the media?**



**The Blue Ridge Association of REALTORS® &  
The National Association of REALTORS®**



**Date: September 16, 2008**

**Time: 10:30—2:30**

**Location: Valley Farm Credit**

**125 Prosperity Drive**

**Winchester, VA 22602**

*Submitted for Real Estate Education but not guaranteed*

**The Surround Sound Campaign**

**What is the Surround Sound Campaign?**

The goal of this training is to provide participants with tools and tips that will help them change public perceptions about the vitality of their local real estate markets – particularly for potential home buyers who are on the fence about making a move.

**How do you keep what you tell reporters from being twisted?**

**Expected Outcome:** Participants will leave the training with a clear understanding of community-based outreach and marketing techniques. They will learn how to employ these techniques in their own markets to communicate the benefits of investing in real estate today. Also, participants will develop and fine-tune their messages, as well as brush up on media interview skills to promote opportunities in their real estate markets.

**Are you up-to-date on the latest housing information?**

Please let us know if you plan to attend

Name: \_\_\_\_\_

Firm: \_\_\_\_\_

Fax to: 540-662-5986 or Email Michelle: brar@mriss.com

**\*Please RSVP by September 12th, 2008.**

**Space is limited to the first 25 respondents**