



InmanNews *Audio Conference*

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Monday, October 30, 2006

11 a.m. Pacific Time / 2 p.m. Eastern Time

Real Estate Technology: New Ways to Win

Hosted & Moderated by Inman News Publisher & Founder, Bradley J. Inman

There are plenty of new, inexpensive and inventive ways to harness the power of the Web to profit and gain competitive advantage—something that is even more important in a down market. Leading brokerage and real estate technology companies discuss strategies for using technology and how you can put this worthwhile expense to work for you and your real estate business.

Featured Speakers:



Jeffrey Bastress, President, StartPoint Realty

Jeffrey Bastress is President of StartPoint Realty, a totally new concept in lead generation and conversion of customers into clients. StartPoint affiliates are top ranked realtors, loan officers and closing attorneys from different firms. Bastress will soon unveil StartPoint HomeServices, which will match new homeowners with home services such as roofers, plumbers, baby sitters, and yard services.

Prior to joining StartPoint Realty, Bastress was President of Back Roads Real Estate, a full service real estate brokerage specializing in Internet lead generation and conversion, developing and using a virtual office Web site. He also owned and operated several of the largest and most successful RE/MAX Real Estate offices in Massachusetts.



Brian Boero, Chief Executive Officer, VREO, Inc.

Brian is the CEO of VREO, Inc. Prior to joining VREO, Brian was President of Inman News, the nation's leading independent real estate news service and content provider to consumers and the real estate industry. He was instrumental in the growth of Inman News' content syndication, subscription and advertising businesses, served as producer of ten Real Estate Connect conferences and managed the editorial team. Prior to joining Inman in 1997, Brian worked in legislative politics and managed several political campaigns. Brian earned a B.A in Political Science from the University of Oregon and an M.A. in Political Theory and Public Law from the University of California at Davis.



Bruce Hiatt, Principal, Luxury Realty Group

Bruce Hiatt is Principal of the Luxury Realty Group. He is also an expert in the luxury home and condo market place in Las Vegas, has international business experience and possesses a rare combination of technology and real estate experience that he uses to stay at the forefront of business. The majority of Luxury Realty Group's business comes from referrals. Their goal is maintaining a 100% referral-based business, something that may only be achieved by being very customer service focused, producing great results and continuously focusing on high customer satisfaction.

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