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Agents "Get Real" At Special NAR Session

Unprecedented Session Gives REALTORS® Personal Access To Virtual Assistants

SANTA BARBARA, CA., OCTOBER 6, 2003 — The notion of outsourcing tasks to Virtual Assistants (VAs) will become 'more real' as attendees of the 2003 REALTORS® Conference & Expo will have an opportunity to meet and interact with approximately 30 real estate specialist VAs at the "Meet The Virtual Assistant of Your DREAMS!" round table session on November 8, 2003, from 1:00pm – 2:30pm at Moscone Center.

"Agents are such 'people-people' that giving them the ability to meet and speak with many real estate specialist VAs *in person* can make the possibility of using them in their business more real," says Michael J. Russer, President of RUSSEr Communications, international speaker and author, and moderator of the session. Russer is also widely regarded as the 'Father of Virtual Outsourcing' for the real estate industry. "Virtual Assistants are traveling from all over the country to attend this special session."

The unique feature of this event is that all session attendees will be seated at round tables, each of which will be headed by a real estate virtual assistant specializing in some aspect of the real estate sales and/or operations process. Attendees at each table will have 15 minutes to discuss the topic of their choice with that table's VA. Attendees will then switch tables, which will allow them to interact and meet with various real estate VA specialists. Attendees will have an opportunity to participate in a total of four 15-minute round table sessions.

"We have never had a round table session like this in the history of NAR conventions," says Roz Kriener, Program Manager for NAR. "We expect it to be a sell-out crowd given the growing interest in the use of Virtual Assistants throughout the industry. This session will also give attendees a unique opportunity to personally meet virtual assistants they otherwise would never be able to."

All participants will receive a "map" showing the table location of each VA and their specialty. This will make it easy for attendees to decide which VAs they want to meet. The session will begin with a brief panel discussion featuring Dallas superstar Judy McCutchin speaking on how she uses VAs for the operational side of her business. It will continue with rookie Ann Weber of Chicago briefly describing how she has used VAs to dramatically boost her marketing results. Following the panel discussions, the round table sessions will begin.

"Virtual Assistants typically never get a chance to meet the people they assist," says P.J. Babcock, President of Virtual Training Center, co-founder of REVA Network and co-organizer for the session with Russer. "This event is an excellent opportunity for these hardworking and talented VAs to meet potential 'Virtual' REALTOR® clients."

This session is part of an ongoing effort by Michael Russer and REVA Network (www.revanetwork.com) to bring full awareness of the tremendous benefits of using virtual outsourcing to the real estate industry. To schedule an interview with Michael Russer or P.J. Babcock, contact Sylvie Scoville at 877-977-1188 ext 86.

For more information about the 2003 REALTORS® Conference & Expo go to www.realtor.org/conference.