

Are You Ready for the Internet Oriented Real Estate Industry?

At the push of a button, at the speed of light (well, almost. Actually, estimated to be 30,000 miles), all the information in the world is now available to anyone who has a personal computer and access to the Internet...and that number continues to increase. Industry Standard Magazine reported in its March 2001 issue estimates:

- Online Population
 - 2000 – 128 Million (47%)
 - 2005 – 210 Million (74%)
- E-mail Sent Daily:
 - 2000 – 9.7 Billion Messages
 - 2005 – 34.6 Billion Messages

Are you ready for your 165 pieces of E-mail a day (on average)...and yes, you want that many and more because every received E-mail from a prospect or client is an opportunity to send them an e-mail in reply, and **every piece of E-mail is a marketing piece...**free marketing will change the paradigm for those real estate professionals willing to accept the challenge and become truly e-mail proficient.

What is e-PRO Certification?

The e-PRO Certification course is NAR's new online training program to certify real estate professionals as Internet professionals. The program is comprehensive and incorporates online interactivity with other successful real estate professionals who are taking the course at the same time. The e-PRO course is the only certification program of its kind, recognized nationwide and endorsed by the National Association of Realtors®. Because of the innovative design, you will be able to complete the course at your own pace, when and where you want, with any Internet connection. The e-PRO certification course is presented entirely online. The course is designed to help Realtors® stay at the leading edge of technology and identify, evaluate, and implement new Internet business models. Realtors® interested in signing up or learning more about the e-PRO course should visit <http://www.eProNAR.com>

Designed by Realtors® for Realtors®, the new e-PRO course includes Internet learning applications to enhance Realtors®' skills and abilities to succeed in the marketplace. The new e-PRO course also includes a marketing course that incorporates many of the best aspects of InternetCrusade®'s popular live seminars presented to Realtors® across the country. A unique aspect of this new course is the element of community and interactivity to build an ever-increasing knowledge base of information contributed by e-PRO graduates, along with an enhanced referral network.

What does the e-PRO Certification curriculum cover?

The main areas of focus in the e-PRO certification course are:

- **Getting Connected** - Getting connected is more than going online, it is about creating an "Internet Presence." Join the Community and get immersed in the process.
- **E-mail** - A new way to communicate and a new way to market is the use of e-mail. Master your e-mail software, using it as a tool to communicate before, during, and after the transaction. Learn great risk reduction and effective marketing techniques.
- **World Wide Web** - Learn the obvious and the subtle advantages a web-marketing plan can have. Create your own Internet Listing Presentation content. Use the WWW to publish information valuable to your prospects as well as your clients. Do your homework before you "buy" a web site or pay for an "exclusive territory." Do search engines help? What is working for real estate professionals on the web?

Tying it all together, the e-PRO certification course brings in the aspects of technology such as PDAs, Digital Cameras, Virtual Tours, MLS systems to the attention of the e-PRO. It looks at the competition and puts together the plan to put the concepts of e-PRO into your business. It creates your Personal Technology Plan of Action and positions yourself for the future.