

Cape Cod &  
Islands  
Association  
Of  
REALTORS®

- and -

Cape Cod &  
Islands  
Multiple  
Listing  
Service, Inc.

Oct 27, 2008  
2pm-4pm

**Learn how to:**

- Utilize video to give your listings incredible exposure!
- Use real estate blogs
- Market yourself online with Zipvo
- And more!

**Target Audience:**

This course is designed to help all agents to more effectively utilize online real estate tools, including Zipvo.com

*The Cape Cod & Islands Assoc. of REALTORS® is Pleased to Present:*



# Using ZIPVO - The Real Estate Media Network

*With Greg Afarian and James Shiner*

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**This course will teach you the basics of digital video, including:**

- The different types of digital video file formats and hardware you'll need
- How to take video using camcorders, digital cameras, or cell phones, and then get that video onto your computer
- Tips and tricks to make your videos look and sound great
- The differences between some of the most popular video sharing websites
- How to upload your video to the Internet, and then embed it in your website for enhanced online marketing
- How to use other FREE sites and take advantage of social media as part of your marketing efforts!



**22 Mid-Tech Drive  
West Yarmouth, MA 02673**

**Phone: 800-442-0006  
Fax: 508-771-0067  
E-mail: [education@cciaor.com](mailto:education@cciaor.com)**

[www.cciaor.com](http://www.cciaor.com)

*Sign-up Info on Page #2*

# Zipvo



**James Shiner**  
Lead Developer / Founder

With over 10 years of history in technology and website development, James has a proven track record of excellence leading up to ZIPVO. His previous work includes developing and operating NorthieMedia, an advertising firm specializing in website development, along with co-founding DailyHomeowner.com, a real estate website. His work has clearly spoken for itself as he has won various awards as well as being featured in the book "Online Marketing Success Stories" by Rene V. Richards.



**Greg Afarian**  
Product Guru / Founder

Greg is an excellent example of an individual who was lucky enough to turn his passion into his life's work. Fueled by an interest in the Real Estate and Stock Markets, Greg established a strong foundation for his future by earning a Bachelors Degree in Business Management and Economics. As if establishing himself as a reputable Mortgage Broker was not enough, Greg went on his own and founded Prime Mortgage Associates, LLC and later co-founded DailyHomeowner.com.



**FREE FOR MEMBERS!**

*Attend the class for a chance to win a free Video Flip Camera!*

**Please Register Me for:**

(please check)

Monday, October 27

2pm-4pm

@

**Your Member Service Center  
22 Mid Tech Drive  
West Yarmouth, MA 02673**

Phone 800 442-0006

[www.cciaoar.com](http://www.cciaoar.com)  
**Registration Form**

Fax to: 508 771-0067

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

License #: \_\_\_\_\_ Expiration: \_\_\_\_\_ Home Tel.: \_\_\_\_\_

Home Add.: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Amount Enclosed: (circle one) **\$FREE—CC&IAOR and/or CC&IMLS Members**