



New York State Association of REALTORS®, Inc.

Communications, Marketing & Technology Forum Meeting Report

Tuesday, February 8, 2022

Starting time: 4 p.m.

Zach Latinville
Chair

Shauna Teelin
Vice Chair

We held a round-table discussion about REALTOR branding and the different methods in which to market your business. Our panelists included Greater Rochester REALTOR, Jeremias Maneiro, Hudson-Gateway REALTOR Ifoma Pierre and New Jersey REALTOR Liz Vaynerchuk-Novello. Each person discussed a different way for REALTORS both new and experienced, to market and brand themselves. It was a lively and entertaining discussion that left the entire forum dancing in the aisles. We thank Jeremias, Pierre and Liz for their participation. A recording of this forum will be available for viewing in the weeks to come on nysar.com.

With no other business to discuss, the meeting was adjourned.