



Mission

We are a network of successful REALTORS® empowering women to exercise their potential as entrepreneurs and industry leaders.

Chapter Leaders

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President's Message

Dear Members:

As the year comes to a close, we often reflect on our accomplishments throughout the year, our successes and our failures, and what we have learned.

I have learned quite a bit this year, I must admit, about leading, and about cooperation, and team work. I am so thankful for my Women's Council team of leaders, they are an exceptional group of Realtors and Affiliates. Without them, this year could not have been possible.

We have had a great year of networking, informative meetings and programs, and camaraderie that is priceless. The members of WCR, past members and newly joined members, are a fantastic group of Professionals that I consider myself privileged to know.

The benefits of joining WCR are, in my opinion, abundant. The networking, the fellowship, the discussions, the learning, the laughing, and the sharing of our mutual experiences as Realtors is surely worth the small membership fee. Plus, a referral directory to have access to the most dedicated, educated, knowledgeable, and hard-working Realtors around the country!

In November, I attended the WCR Conference as well as the National Association of Realtors Conference in Anaheim California, with my President-Elect, Kelly Gabriel. Kelly & I took many classes on Leadership, Chapter Excellence, Retention & Recruitment. The ability to attend these kinds of class at the National level is available to us because of Women's Council.

I hope if you are reading this, you have an interest in Women's Council, and will consider taking the next step in getting more involved with your Chapter. We need you to be successful! There are opportunities of all kinds, starting with very small, and working up to a Committee and Governing Board level spot. Whatever and however you decide to get more involved, I can assure you that you will reap many benefits, by enhancing your career at many levels, through education, fellowship, and earning potential. Because after all, as our mission statement says: "We are a network of successful REALTORS, empowering women to exercise their potential as entrepreneurs and industry leaders." \

Thank you for allowing me to serve you this year!

Corinne Whitehead, President 2011

Welcome New Members:

Janis Olsen
Joyce Grasso

What's Online *Have you been to our site lately?*

Check out your local chapter site today: www.ocwcr.com. We post slideshows of networking photos from all our past meetings via our scrapbook tab. . Plus, check out our searchable index of members, upcoming networking events and Business Resource Meetings. Take advantage of our Brokers Open House blast to our members, and see our entire calendar of programs for the year..

Boost Your Business With Online Reviews

By Sara Bonert



We all know home buyers use the Internet to shop for homes. Now, more than ever, they are shopping for the people they want to assist them through the real estate transaction. So how do really good agents stand out online? One answer is to build a strong virtual reputation through amassing online client reviews, and here's how.



People review everything these days, from 99-cent apps in the iTunes store, to hotels on Tripadvisor, to their lipstick on Drugstore.com. It only makes sense that home buyers would turn to reviews for assistance in helping them through one of the largest purchases of their life.

More importantly, having reviews can significantly impact your bottom line. In a recent study on Zillow, it was found that Zillow Premier Agents with five or more reviews tend to get about 160 percent more leads than those with zero reviews (*Source: Zillow Internal, July 2011*).

Now that you understand the value of online reviews, how do you get them? And, more importantly, what do you do with them?

1. Ask for them – This can be as blunt as sitting at the closing table, asking the client if they'd mind reviewing you and whipping out your iPad. Or it can be as subtle as including links to a place where reviews about you can be left in your email auto signature and newsletters. Be sure to market links that point directly to the place where a review can be left about you; don't make the reviewer search for you.

2. Get involved – If it is a positive review, respond by thanking the client and giving some color as to why you enjoyed the real estate process with them. If it is a less-than-positive review, it is even more important to comment to let future readers know your side of the story. How you handle yourself in negative situations can sometimes be an even stronger selling point for you than having all positive reviews.

3. Use reviews in your marketing efforts – Listing testimonials on a static page on your website is one thing. Having a dynamic widget with live customer reviews on your website or Facebook page takes it to another level. Zillow has free widgets for you to install on your blog, website or Facebook Business page that showcase unedited feedback from real clients about your service. You can download them at www.zillow.com/webtools.

Reviews are a wonderful way to market your personal brand because they help great agents really stand out. Today, reading reviews and using them in the research process is a very natural way for people to shop for products and services. It is important that when they go looking online to find out more about your company, you allow them to find and see how involved you are with your clients.

Sara Bonert is the Director of Broker Services for Zillow, one of the most trafficked real estate websites with more than 24 million visitors a month. Sara works with real estate professionals around the country, helping them leverage online marketing and social media opportunities, while also promoting ways professionals can market themselves on Zillow. Follow her on [Twitter](https://twitter.com/sbonert) at [@sbonert](https://twitter.com/sbonert).

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