

P R E S S R E L E A S E

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For further information:

Jillinda Bowers

President

801.541.6002 (cell)

jillinda.bowers@utahhomes.com

Jen Seals

Board Services Coordinator

801.542.8855

jens@saltlakeboard.com

Dave Anderton

Public Relations Director

801-885-1694 (cell)

dave@saltlakeboard.com

Technology Trade Show To Focus On Meeting The Challenges Of A Changing Real Estate Market

1 February 2008 (Sandy) – A slowing real estate market is leading to fierce competition among Realtors in obtaining new listings and sales. In fact, at the end of the fourth quarter of 2007 there were 7,365 homes and condominiums listed for sale in Salt Lake County on the Multiple Listing Service. Yet, during that same period total sales of homes and condos amounted to 2,676.

Today's changing market makes it crucial for Realtors to capitalize on the best methods of technology and marketing. On Feb. 7-8, the Salt Lake Board of Realtors will host its annual Technology Trade Show at the Realtor Campus Building at 230 West Towne Ridge Parkway in Sandy, Utah.

"If you don't have the tools or technology to capture a new generation of buyers and sellers you are going to be overlooked," said Jen Seals, board services coordinator. "Buyers and sellers today are looking for an agent who can communicate at their level."

The event will feature talks and panel discussions. Topics include:

- Technology that works and fits in today's real estate world
- Building relationships that endure
- How to keep a full commission in a discounter's world
- Targeting foreclosures

Thursday's keynote address will be presented by Pat Zaby, a nationally known real estate expert and one of the first to utilize the power of personal computers in the industry. On Friday, Verl Workman, also an industry expert, will center his remarks on the 75 percent of all buyers and sellers that go online to search for properties before ever contacting an agent.



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About the Salt Lake Board of Realtors

The Salt Lake Board of REALTORS® is a professional trade association incorporated in 1917 that promotes the benefits of private property rights and assists its members to better serve the public through training, advocacy, a professional code of ethics and business tools. The Salt Lake Board of Realtors has the largest membership of 14 real estate boards across the state of Utah.