

PR Contact:

Scott Lau  
V.P. Marketing  
National Institute of Webographers, LLC  
ScottLau@Webographers.com  
888.877.0159

**Blogging Systems Group sponsors new course in REAL ESTATE WEBOGRAPHER™  
Certification focusing on Blogs as Tools for Corporate Communications in the Real  
Estate Industry**

*New Course on Blogging as a Corporate Strategy added to the REAL ESTATE WEBOGRAPHER (REW) certification, Sponsored by the Leading Provider of Social Networks and Community Blogging Technology, Blogging Systems, Educates Real Estate Professionals on the Latest Technologies*

**Princeton Junction, NJ – September 13<sup>th</sup>, 2007** – [www.bloggingsystems.com](http://www.bloggingsystems.com) – National Institute of Webographers, LLC (NIW) – [www.webographers.com](http://www.webographers.com) – recently launched its 12<sup>th</sup> course within the REAL ESTATE WEBOGRAPHER™ (REW) certification in which the objective is to educate brokers, agents, and assistants within the real estate industry about the benefits of blogging as a corporate communications tool.

The National Institute of Webographers, LLC is dedicated to ensuring that real estate professionals are up-to-date on the latest web-based technologies, processes and best practices in technology usage through their REAL ESTATE WEBOGRAPHER™ (REW) certification.

The 12<sup>th</sup> course in the REW certification illustrates how real estate professionals can leverage a blog to articulate their viewpoints and demonstrate expertise on matters pertaining to themselves, the real estate market, and their community. The course is sponsored by social networks and community blogging technology leader, Blogging Systems.

Blogging Systems offers a unique blogging platform that includes a variety of social networking tools enabling real estate professionals to communicate directly and personally with customers, prospects, employees, and website visitors.

“Blogging Systems is dedicated to the continued education of real estate professionals on the benefits of blogging as a powerful marketing and lead generation tool,” said Richard Nacht, CEO of Blogging Systems. “The course material provided by REW, along with our blog technology, enables real estate professionals to grow their business exponentially.”

The newest Blog course in the REW™ certification covers the following to give each broker, agent, and assistant a well-rounded education to take his/her real estate business to the next level:

- marketing advantages of search engine marketing
- direct communications
- brand building
- competitive differentiation
- relationship marketing
- exploiting niches
- media & public relations and
- positioning the broker/owner agent as an industry expert

"Webographers course, in addition to teaching the benefits of blogging, also allows for hands on time in terms of creating, editing and publishing posts," said Marc Grayson, President and Founder of NIW. "Blogging Systems' unique and easy to use platform has allowed real estate professionals to hit the ground blogging and increase their real estate footprint."

To learn more about the newest REW course, please visit: [www.webographers.com](http://www.webographers.com)

Learn more about the unique benefits of blogging and social networking by visiting [www.bloggingsystems.com](http://www.bloggingsystems.com)

### **About Webographers**

Since 2004, The National Institute of Webographers, LLC has specialized in the education, training, assessment and certification of web-based technologies for the Real Estate industry.

The REAL ESTATE WEBGRAPHER™ Certification (REW™) provides consumer-facing solutions, education and training through a series of interactive online courses. Certification, online modules for REALTORS® and Assistants include Agent Websites, Single-property Websites, Lead Generation and Management, Virtual Tours, CMA and AVM technology, Neighborhood Search, Online Transaction Management, Electronic Forms, Blogs, Mobile Technologies, Virtual Assistants, and the Learning Laboratory™, where Certificants can access an array of showcased technologies for hands on learning. Available 24/7/365, these courses provide the opportunity for working professionals to learn at their own pace while enhancing the skill sets necessary to compete and excel with today's web savvy consumers. REW™ professionals provide consumers with a positive and profitable Real Estate experience.

For more information on The National Institute of Webographers, please visit [www.webographers.com](http://www.webographers.com) or contact Scott Lau [ScottLau@Webographers.com](mailto:ScottLau@Webographers.com).

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## About Blogging Systems

Blogging Systems provides blog and social networking platforms that produce a low-cost, high results tool for Community networking (both offline and on the internet), effective communication and collaboration, competitive marketing, sales and customer relations.

Blogging Systems provides turn-key blog and social networks which are the ultimate communication, collaboration and marketing tools. Ours is a "soup to nuts" approach with experienced blog and social networking professionals who guide clients through the process step-by-step. Not only do we provide the most robust blog and social networking platform on the market today, we back it up with training and technical support. Clients receive a turn-key system and the training and knowledge needed to use it as a complete marketing system.

For more information about how to add a blog to your real estate marketing tools, visit:  
[www.BloggingSystems.com](http://www.BloggingSystems.com) or call: 800-985-BLOG (800-985-2564).