

Russ Loop Earns REAL ESTATE WEBOGRAPHER™ Certification.

For Immediate Release

The REAL ESTATE WEBOGRAPHER(TM) certification has become the new trend in the Real Estate market. Yet another certificant, Russ Loop, engaged and has become a member of an elite group of web-smart RE professionals with the completion of the program, solely available through NIW (Webographers.com).

Roseville, CA. March 20, 2007 - Russ Loop has successfully completed the REAL ESTATE WEBOGRAPHER™ certification to become part of an elite group of real estate professionals who have earned the prestigious certification offered through the National Institute of Webographers, LLC (www.webographers.com). Russ Loop has successfully completed the program's 11 courses which include: Online Business Strategy, Agent Websites, Single-property Websites, Lead Generation and Management, Virtual Tours, CMA and AVM technology, Neighborhood Search, Online Transaction Management, Electronic Forms, Virtual Assistants, and Mobile Technologies.

The REAL ESTATE WEBOGRAPHER™ certification teaches real estate professionals how to develop and maintain an effective business strategy in a web-based environment. Participants come to the program somewhat web-savvy and leave with a more comprehensive understanding of what tools are available to them to increase their efficiency and productivity, and the confidence to use them regularly. The program helps real estate agents and affiliates increase marketability by aiding in determining where they should invest their resources to generate leads, acquire new clients, advertise and facilitate closings.

About Russ Loop and Lyon Real Estate

Russ Loop, a REAL ESTATE WEBOGRAPHER™ professional, knows how to win more listings, attract buyers by turning a listing process into a marketing process, and understands greater efficiencies achieved from listing-to-close with paperless transactions. Feel free to e-mail him at Russ@HomeTeamRE.net with any comments or assistance as you search for your dream home in the Lincoln-Rocklin-Roseville, California area. For more information about the valuable services that Russ Loop provides to clients and web-savvy consumers, visit the web site of www.RussLoop.com.

Lyon Real Estate is the Number 1 Independently Owned office in the seven county Sacramento California Area. They are Number 2 in the State of California and Number 25 in the USA. It is evident that Experience Counts and we will put it to work for you!

About National Institute of Webographers, LLC

Since 2004, The National Institute of Webographers, LLC has specialized in the education, assessment and certification of web-based technologies known as Webography, an online business strategy designed for real estate professionals. The organization's interactive courses allow students to learn - at their own pace - the elements necessary for every agent's toolbox in order to properly create an effective web presence to meet and exceed their client's expectations. Upon earning the REAL ESTATE WEBOGRAPHER™ certification, real estate professionals become committed to further embracing, accepting and adopting technology for themselves as well as their clients. Real estate technology training for the REAL ESTATE WEBOGRAPHER™ certification includes: 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 finally, the Learning Laboratory™ – a universal demo account for candidates to access an array of showcased technologies. For more information on The National Institute of Webographers, please visit www.Webographers.com.

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For more information, please visit our website www.Webographers.com or speak with a career counselor at 888.877.0159 ext 1