

## **Training for Virtual Assistants to Bring Further Growth in Real Estate Industry**

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LODI, WI, November 09, 2006 - The National Institute of Webographers has chosen Team Double-Click, Inc., the country's leading virtual staffing agency, as a corporate sponsor. Considered the "go to" staffing agency of the real estate industry, Team Double-Click, Inc. is providing the materials and expertise for professionals training to become certified REAL ESTATE WEBOGRAPHERS .

"We are thrilled to showcase Team Double-Click, Inc.'s virtual assistant services to the candidates of the REAL ESTATE WEBOGRAPHER certification. Given the array of web-centric technologies on the market, real estate professionals may not have the time to maintain and upkeep technology. Virtual assistants represent the 'human side' of real estate technology; providing administrative support to real estate professionals looking to relieve themselves of tasks that may take time away from their core duties of working with clients; where their skills can be best utilized," says Marc Grayson, president of The National Institute of Webographers.

Business leaders hail virtual assistants (VAs) as one of the most valuable and cost-effective tools available to real estate agents and small businesses. Real estate pioneer, Michael Russer, recently stated, "When you do something outside of your core competency, you're paying top dollar for amateur results." Real estate executives are heeding the expert's warning. Given that more than 75 percent of Team Double-Click's clientele is comprised of real estate professionals, it is clear that businesses see virtual outsourcing as a top priority in order to grow their business and free up their time.

Team Double-Click is popular for its rigorous screening, interviewing and training process to add to its pool of over 11,000 qualified professionals. The company, rather than simply telling its clients where to locate virtual assistants, matches the perfect VA to each client. Experts then monitor, nurture and fortify the client-virtual assistant relationship after placement.

"We're very proud of what the company has put together in the way of real estate client services," says Gayle Buske, President and CEO of Team Double-Click, Inc. Buske adds, "Our partnership with The National Institute of Webographers will ensure that real estate professionals have access to the technological knowledge necessary to compete in a demanding market."

### **About Team Double-Click, Inc.**

Launched in 2000, Team Double-Click, Inc. is the country's foremost virtual staffing agency. Maximizing the experience of founder Gayle Buske, a staffing expert and

with over 18 years of business experience, the company offers small businesses an economical, but productive alternative to on-site staffing. For more information about Team Double-Click, visit [www.teamdoubleclick.com](http://www.teamdoubleclick.com).

**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](http://www.webographers.com).

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