



# THE POWER OF DIRECT MAIL AND SOCIAL MEDIA IN REAL ESTATE

You're Invited to this Free Seminar

## About Our Speakers

### Carl Quested

Author and Business Owner of Agent Mail

Carl is an expert in creating connections that matter. His company specialises in direct mail and telemarketing for the real estate industry. Agent Mail sends approx. 3 million letters a year, and makes thousands of calls each week. Carl's business gets an insight into what is really working in the market right now.

He will share his strategies for maximising your market share through genuine relationships, and the structure to follow to get the most out of all your marketing, not just direct mail.

### Peter Brewer

Real Estate Industry Consultant

Peter has transitioned from being the Principal of his own real estate brokerage and a Senior Executive of one of Australia's top real estate companies to being a sought after international speaker. Peter is a passionate speaker about 'all things online' and is one of the few specialists who thinks outside of his generation. Peter will cover topics such as: What your digital twin looks like? Why do 90% of your clients say they love you and never come back? Why your clients yawn when they see your marketing and how to change that fast.

You're Invited to learn  
the important principles  
of how to leverage  
direct mail and social  
media for success in  
your business or profile.

**Friday November 20**

**8.30am to 11am**

Hervey Bay Boat Club

Buccaneer Drive

**RSVP:**

Friday Nov 13

[john.matthews@frasercoastchronicle.com.au](mailto:john.matthews@frasercoastchronicle.com.au)

A representative from APN will also provide an update on the latest real estate research from Core Logic RP Data.