



# Dustin Luther

An engaging speaker, Dustin enjoys sharing his knowledge on practical steps real estate professionals can take to generate business by improving their online marketing, engage consumers and building online communities.

## Recent Presentations

Using Social Media to Build and Engage Your Online Community (Featured Speaker). *Apr. 22, 2009.* ARMLS Tech Fair: Technopalooza (Phoenix, AZ)

10 Steps to Justify Your Blogging Efforts (speaker), Wake Up. Go Mobile (moderator) and Down and Dirty Analytics (moderator). *Jan. 2009.* Real Estate Connect -- Inman News (New York, NY)

Using Social Media to Engage Clients (speaker) and Driving Business with Blogs (moderator). *Nov. 2008.* NAR Annual Conference (Orlando, FL)

Using Social Media To Reach Affluent Consumers (speaker) *Oct. 10, 2008.* Christie's Great Estate Annual Conference (Bermuda)

Managing a Successful Multi-Authored Blog (speaker) *Sept. 19, 2008.* BlogWorld (Las Vegas, NV)

50 Technology to Help you Survive the Downturn (speaker) *July 23, 2008.* Real Estate Connect -- Inman News (San Francisco, CA)

Understanding Your Online Competition (speaker) and Using Blogs to Build Community (speaker) *May 2008.* RealtyQuest -- TREB Annual Conference (Toronto, Canada)

Understanding Your Online Competition. *Nov 13, 2007.* National Associates of REALTORS Annual Conference (Las Vegas, NV)

## Background on Dustin

Dustin Luther first hit the real estate scene when he founded Rain City Guide, a popular real estate blog that covers the Seattle market.

As a speaker, Dustin is best known for bridging the gap between what is possible on the web with what is practical for real estate professionals. His presentations are always fast moving, informative, entertaining and educational.

He regularly speaks and consults with some of the most influential organizations in real estate about blogging, social networking, search engine optimization (SEO), and the impact of technology on the industry. He's been a featured speaker at events annual events organized by the National Association of REALTORS, Inman News' Real Estate Connect events, the Toronto Real Estate Board, Keller Williams, Coldwell Banker and many other leading real estate organizations.

Dustin has been featured by news outlets including both the NY Times and the LA Times as a leader in using the internet to drive real estate business.

You can learn more about hiring Dustin to speak at your next event here: <http://4realz.net/media>.



If you're looking for an speaker that will be sure to educate, inform and delight your audience of real estate professionals, don't hesitate to contact Dustin!

805-624-6086

# What others are saying about Dustin's presentations...

Your blog training was the best presentation I have ever attended. Prior to hearing your take on the subject I thought that a blog was not worth the time it would take to set up and manage. Now I am sure I have to do it to say in front of the market.

**Steve Marsh**

<http://stevemarsh.com>

I recently asked Dustin to give a presentation for Inman Blogger's Connect NYC '09, and Dustin wowed the audience with his knowledge of the subject, and his ability to share it with others.

**Daniel Rothamel**

<http://realestatezebra.com/>

An A+ seminar! I judge an event's success by its power to evoke change in the way I do things. As a result of this morning's learning, some definite changes will be made... Thank you for a powerful presentation!

**Roberta Murphy**

<http://luxuryhomedigest.com>

I am a total nubbie at this concept of blogging, you presented the material in a fun and informative manner. I would recommend that all realtors must attend one of your seminars to function effectively in this market.

**Blanche D'Souza**

<http://blanchedsouza.com>

Thank you so much.. I have been a fan of Rain City Guide for some-time. This was a terrific presentation. I found the answers to many questions.. your presentation was the best I have attended.

**Kaye Thomas**

<http://beachcityrealestateinfo.blogspot.com>

22 years in the business and this was the best seminar I have ever been to! The most informative on what we need today to do more business tomorrow! Please keep me on the list for a return visit so I can get my title rep, escrow rep, lawyer, etc to attend the next one!

**Mike Toomey**

<http://miket.eastsidebrokers.net>