

CRYSTAL WASHINGTON TECHNOLOGY STRATEGIST & FUTURIST

Crystal works with real estate and building industry organizations that want to use technology to increase profits and productivity



WHAT CLIENT'S HAVE TO SAY

Thanks again for the introduction to Nextdoor. I downloaded it in your session and within the first half hour, I scheduled a listing appointment with a new contact for this Saturday! You rock!

-Sid Walker,
Agent, RE/MAX

Some of our favorite comments included: "best event I had attended all year;" "laugh out loud entertainment;" and "can we get her to come speak to our company?"

-Karen Karwoski,
President, CREW-St. Louis

Your message and information were to the point and focused to the needs of Realtors®. You were repeatedly selected by attendees as their favorite speaker of the convention, and the comment by one attendee sums it up perfectly. "She was witty and her delivery was spot on!"

-Jodie Cady,
Director of Events, Michigan Realtors®

The audience response to her content has been amazing. Crystal's energy, passion, and expertise simply wows.

-Sterling T. Shea,
Associate Publisher, Barron's



Top Three Apps for Market Domination

- ✓ Discover and use the number one organizational app for marketing planning, client notes and reminders, and always looking like an area expert
- ✓ Permanently stay top of mind with brand new clients with three simple clicks
- ✓ Personalize and automate your online marketing to save time while still maintaining a personal, non-robotic, touch



Increase Leads and Referrals Through Social Media Segmentation

- ✓ Immediately use retargeting to capture the prospects who would normally get away
- ✓ Effectively gear social media ads to your intended audiences only
- ✓ Uncover how to customize social media experiences for each of your clients; making you look like you specialize in only the information that matters to them!



Agent Branding Overhaul: Generate More Buyer and Seller Leads

- ✓ Professional or personal? Discover what type of social media profile will produce the most leads
- ✓ Create a persona that caters to both buyer's and seller's unique needs, while appearing to cater to only one segment
- ✓ Uncover the top seven secrets for getting found on social media and the web



Imagine the Future

- ✓ Identify the significant ways in which technology is changing human beings
- ✓ Understand generational differences and technology preferences for increased team participation and client acquisition
- ✓ Discover how technology like augmented reality, beacons, and artificial intelligence are shifting the job market and your customers' communication preferences and needs
- ✓ Uncover what you should do NOW to get ahead of the curve and thrive!

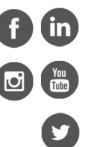


Book Crystal Today!

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CRYSTAL WASHINGTON .com

PRACTICAL TECHNOLOGY INNOVATION

for SALES, MARKETING AND EFFICIENCY



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The book has great tips to use technology in strategic ways to make connections and get more business. Now you can figure out how to stop wasting time on your cell phone and turn it into a tool to improve your productivity and maybe even help your business.

-G. Guyton

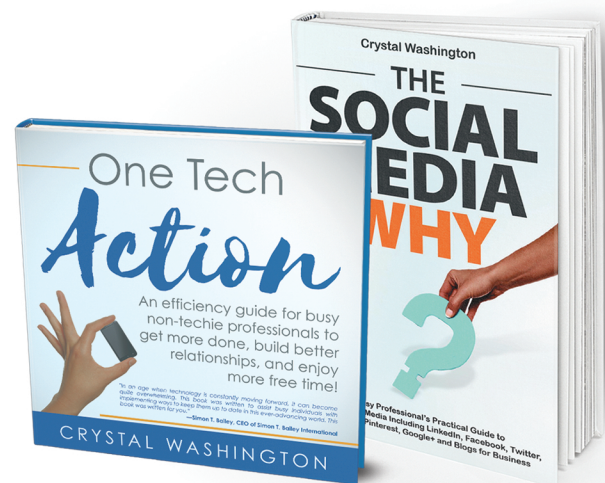
I'm a Boomer, a veteran at Internet Marketing for over 15 years now. It's refreshing to finally have a social media book for business that I can refer to over and over again. Thanks, Crystal, for "writing it plain" — easy to understand, learn and apply.

-R. Baker

In just one weekend, I've finally figured out this social media stuff with the guidance of Crystal Washington and "The Social Media Why." This isn't the first book I've read on social media, but it is the first to motivate me to re-evaluate my half-hearted attempts at using social media for business and to get me to institute practical application.

-M. Cloud

PRAISE FOR
"One Tech Action"&
The Social Media Why"



Crystal's Clients Include:

Hanley Wood, James Hardie, Colorado Association of REALTORS®, American Society of Concrete Contractors, Commercial Real Estate Women (CREW) Network, Disaster Kleanup International, Manufactured Housing Institute, Harvard Joint Center for Housing, Women's Council of REALTORS®, Lumbermen's Association of Texas & Louisiana, First American Title

Entrepreneur
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RADIO NEWS

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Businessweek

