



**RESIDENTIAL REAL ESTATE COUNCIL
LEAD GEN CLASS
SUNDAY, MAY 5, 2024
WESTIN WASHINGTON DC CITY CENTER
NATIONAL BALLROOM
8:00AM – 12:00PM EDT**

8:00AM – Continental Breakfast

8:30AM – Class Begins

Instructors:

James Nellis, CRS

Frank Serio, CRS

101 Ways to Engage Today's Consumer and Build a Loyal Following

Description: Join CRS Instructors Frank Serio and James Nellis as they teach new ways to generate new leads online, in person, through several avenues. Join us to learn cutting edge techniques to be in front of buyers, sellers, and investors in today's market.

James Nellis, CRS is a third-generation REALTOR®. A CRS Instructor since 2007, he has written multiple CRS classes and instructed throughout the USA. The Nellis Group celebrates 40 years in business in 2023 and has been ranked in the TOP 100 for Keller Williams & RE/MAX. James brings fresh insight into how technology can enhance relationships and business. People are his passion and James enjoys creating opportunities for investment and developing a client's wealth portfolio with Real Estate.

Frank Serio, CRS is a CRS Certified Instructor and was the 2011 National President. He and his wife Audrey have been top agents and owned their own brokerage for over 38 years. Frank currently serves on the Board of Directors for BrightMLS and has been closely following the litigations for the past couple of years. Audrey & Frank actively sell in the Delaware/Maryland resorts with Monument Sotheby's International Realty Coastal Division.