



Daniel Gale Sotheby's Int'l. holds meetings/events to support agents

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Shown (from left) are: Marketing Dept. managers Patty Hasselbring and Susan Poli; Jason Miller; COO Deborah Hauser; CEO Deirdre O'Connell; Katherine Cirelli; S.J. Yun; and Abby Sheeline.

Cold Spring Harbor, NY The marketing department at Daniel Gale Sotheby's International Realty has been busy this fall, holding meetings and events to support agent success.

The first group of meetings, dubbed "Back to School," was developed to support and bolster agent success during the busy fall selling season. The meetings consisted of an overview of the marketing tools that the firm makes available to its real estate advisors, as well as panel discussions where real estate advisors shared their successful marketing strategies. The meetings were held over two days and three time slots to accommodate the schedules of over 950 real estate advisors.

Following the Back to School meetings was a two day Tech Fair, in which real estate advisors were able to attend seminars, learn about online training modules that can be accessed anywhere and at any time, and get hands on help with a gallery of marketing tools, from personal branding programs to social media content, listing presentation software, time and client management tools, photography, and videography.

"I want to recognize the tremendous efforts and contributions of our marketing department," said Deirdre O'Connell, CEO of Daniel Gale Sotheby's. "The variety of marketing tools and outstanding support that they give to our real estate advisors is integral to our success as individuals and as an organization. "Back to School" is just one example of the creativity and accessibility of the group. Above everything else, our greatest resource at Daniel Gale Sotheby's International Realty is our extraordinary team of real estate advisors. Back to School is the latest in our ongoing efforts to bring them together to network and share best practices."

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