

# GREAT IDEA TO IMPLEMENT



## *The Art of Blogging*

**In real estate, building credibility is crucial to success. And for those willing to embrace the world of social media, creating a blog is one way to remain cutting edge and credible.**

“People have a hard time embracing social media, but it is very transparent & honest,” says Karen Crystal of Ewing and Associates Sotheby’s International Realty in California. “Blogging is really a craft. It is essentially an online journal where the author can discuss their view on a given topic. It is a whole new way of networking that can work in tandem with Facebook & Twitter.”

Karen has honed the craft of blogging through a blog she shares with her business partner: <http://nickiandkaren.com/>. Her efforts have not gone unnoticed in the industry. She was asked to be a featured blogger on Realtor.com at [http://www.realtor.com/blogs/?s=karen+crystal&search\\_type=advanced&x=24&y=8](http://www.realtor.com/blogs/?s=karen+crystal&search_type=advanced&x=24&y=8), and she caught the attention of Alex Beattie, formerly of duPont Publishing, who authors a luxury blog at <http://newpressmodel.com/>. Karen wrote a piece on staging for his blog (<http://newpressmodel.com/staging-luxury-property/>), which generated one of the high-

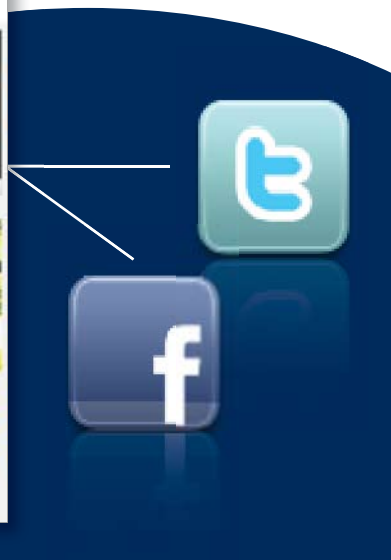
est unique visitor rates the blog has seen, and then posted a link to the article on her Facebook & Twitter pages.

Alex praised her and the firm’s ability to communicate effectively through this medium in a recent post at: <http://newpressmodel.com/luxury-marketing-science/>. “If you want to see a luxury brokerage that is committed to leading the way in digital marketing, take a quick look at Ewing & Associates Sotheby’s International Realty. They have it down. And they put all their boots on the ground to contribute the spreading of a marketing message,” he said.

According to Karen, blogging allows her to “communicate silently” and let her clien-

tele know she is part of the larger world of luxury real estate. **“I am able to build credibility because I am not selling anything, I am providing my view and positioning myself as an expert and authority,”** she said. **“You have to put yourself out there and make social media – and blogging – part of your day, every day, in order to be successful.** It is a discipline like any other. I couldn’t tell you the mechanics behind how this works, I can only tell you I have made it work for me.”

For those looking to create a blog, Karen suggests Word Press at: <http://wordpress.org/>.



# Auction Calendar Highlights

April 2010

**1** Fine European Furniture including Tapestries, Silver, Ceramics & Carpets  
Sales: 1 April (NY)

**13** Photographs  
Sales: 13 April (NY)

**14** Arts of The Islamic World  
Sales: 14 April (London)  
The James S. Copley Library:  
Magnificent American Historical Documents: First Selection  
Sales: 14 April (NY)

**15** Contemporary Art/Turkish  
Sales: 15 April (London)  
A Celebration of the English Country House  
Sales: 15 April (NY)

**20** Magnificent Jewels  
Sales: 20 April (NY)  
Always in Style: 150 Years of Artistic Jewels  
Sales: 20 April (NY)

**21** Fine & Rare Wines  
Sales: 21 April (London)  
Russian Art  
Sales: 21 April (NY)

**22** 19th Century Furniture, Sculpture, Ceramics, Silver & Works of Art  
Sales: 22 April (NY)  
Scottish Pictures  
Sales: 22 April (London)

**28** Property from the Collection of Mrs. Charles Wrightsman: The London Residence  
Sales: 28 April (NY)

**29** Old Master Paintings & British Paintings  
Sales: 29 April (London)

**PAIR OF 18 KARAT GOLD, DIAMOND & COLORED DIAMOND EARCLIPS  
ESTIMATE: \$10,000 – 15,000 USD**

## NEWS & VIEWS from the Global Real Estate Industry:

“Existing-home sales fell in January but are above year-ago levels, according to the National Association of Realtors®. Existing-home sales – including single-family, townhomes, condominiums and co-ops – dropped 7.2 percent to a seasonally adjusted annual rate of 5.05 million units in January from a revised 5.44 million in December, but remain **11.5% above** the 4.53 million-unit level in January 2009. Lawrence Yun, NAR chief economist, said there is still some delay between shopping and closing that affected current sales.”

**– “Existing-Home Sales Down in January but Higher than a Year Ago; Prices Steady,” National Association of Realtors®, Feb. 26**

“Like a port in a storm, prices at the very top end of the property market (UK) have performed robustly over the past year and continue to outperform the national average. Research by [Primelocation.com](http://Primelocation.com) shows that prime property – the top 25 percent of the market – has increased in value by 3.7 percent in the past 12 months, with an average price of £449,095. The value of ‘platinum’ properties – the top 10 percent of the market – has increased by 6 percent over the same period to an average of £618,706.”

**– “Top-end homes outperform nationwide,” by Kaya Burgess, *The Times*, Feb. 26**

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