Connect the Sessions: Mark Slade on 'Demand Gen 3 Ways'

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Does it make more sense to make connections with people online or in person when you're a real estate agent and need to work at scale? Well, the nice thing about being a real estate agent is having the option to do whatever you want, even if it's not exactly what everybody else is doing. And **Mark Slade**, a top agent in Maplewood, New Jersey, does a little bit of everything.

He'll be one of three panelists sharing their secrets onstage at **Inman Connect San Francisco**, July 17 through 20 at the Hilton San Francisco Union Square, for a special session on how to dominate with demand generation, no matter what your style or preference.

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After working as an executive vice president in the fashion business and experiencing the fallout of three downsizings, Slade tried his hand at real estate — but he was strapped for cash at first. **"Some of the things that cost money to do, that wasn't me — couldn't do it. So I was all about hand-to-hand combat,"** he said.

Today, he does a little bit of everything: Facebook ads; Zillow leads; blogging; YouTube; videos; and one-on-one connections with people, too, including old-school handwritten notes and pop-bys. And he makes sure that his closing gifts are meaningful for his clients. **"I'm not a believer in giving gift certificates or bottles of champagne that evaporate,"** he noted. "I bought one client a mailbox, and another client who was really into entertaining got a beautiful serving tray."

Slade will share his other tips for managing a balanced marketing strategy at the demand generation session featuring real estate agents who've figured out how to make it work — all

happening only at **Inman Connect San Francisco.**

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