ICNY 18 Marketing: Do I really need a photographer, copywriter and designer?

"... in 2017, I just completed selling north of $40 million, and I absolutely attribute that to creating a great team and getting a photographer, copywriter and designer," said Collin Bray of Century 21 Cityside onstage at Inman Connect New York. Listen in to hear what value these positions brought to his business, and decide whether adding them to your team is the right move for you. Watch more sessions from ICNY 18 here. Email Inman Save My Seat for ICSF Now...

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