

Bloggng Real Estate Agent Earns Silver Social Media Award

RALEIGH, N.C. — When a tornado destroyed trees and damaged homes in northeast Raleigh, Realtor Carrie Surti knew just what to do — blog.

Surti, a real estate agent for Coldwell Banker HPW, was recently awarded the 2011 Silver Marketing Award for blogging and social media presence. Surti was chosen from among 650 Coldwell Banker HPW employees for the honor — her second consecutive Marketing Award for social media.

The former broadcast news producer has been blogging since 2008 and using social media for three years. Her recent blog post on the tornado damage received more than 1,000 hits in two days.

“People searching for houses or who have just bought a house in Raleigh are using every tool they can — including blogs and social media. Informing customers and potential homebuyers about their new neighborhoods through these tools enables me to connect with people in a unique way,” Surti said. “Besides, I love bringing my years of broadcast experience to my new career in real estate.”

Coldwell Banker HPW issues three annual Marketing Awards for social media: gold, silver and bronze. Judges look at a person’s social media presence, knowledge of blogging and his or her implementation of those tools. Surti was recognized during a ceremony April 19.

“To excel in today’s real estate industry, an agent has to not only give ‘Ritz Carlton’ service to clients, but, be highly skilled in technology and social media,” said Susan Holbrook, senior vice president and Broker-in-Charge at Coldwell Banker HPW. “Carrie Surti is unique in that she ‘sets the bar’ in all aspects of what is needed in real estate. We are thrilled that she won the Silver Award for Social Media/Blog for Howard Perry and Walston and thank her for her contribution to our company and to our industry.”

Surti also earned Coldwell Banker HPW’s New Associate of the Year award in 2009.

Surti blogs about area homes, neighborhoods, activities and more at <http://blog.carriesurti.com/> and tweets from [@CarrieSurti](https://twitter.com/CarrieSurti).

About Coldwell Banker HPW

Coldwell Banker Howard Perry and Walston was formed in 1972 by Howard Perry, an established builder, and Don Walston, a real estate entrepreneur. Today the company has more than 650 real estate professionals and 12 sales offices, the Triangle’s No. 1 new homes division, a mortgage company, title company, insurance company, an award winning relocation division, an REO Division, a growing Concierge home services division and the area’s number one real estate school. Coldwell Banker Howard Perry and Walston is the Triangle’s leading full-service residential real estate company and one of the leading realty firms in the nation. Learn more at <http://www.hpw.com/>.

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