



New York State Association of REALTORS®, Inc.

**Communications, Marketing & Technology Forum
2024 Mid-Winter Business Meetings
Meeting Report**

Wednesday, February 7, 2024
Fort Orange Ballroom
1 p.m. – 2:30 p.m.

Sylvia Ryndock
Chair

Vienna Laurendi
Vice Chair

Yesterday, I had the honor of presenting “Digital Tools for your Business.” We had an informative and lively discussion about the tools to effectively leverage digital tools to enhance productivity, boost social media marketing efforts, implement A-I technologies, and create QR codes for marketing. We all learned some new tools we could take home to implement in our businesses.

If you missed the presentation, a recording of it will be up on NYSAR.com in the coming weeks.

With no other business, the meeting was adjourned.

The Communications, Marketing and Technology Forum provides the opportunity for members to learn about the latest trends in these areas as it relates to the real estate industry. The Forum also encourages members to share ideas for applying what’s learned to enhance business practices. The chair is appointed by the NYSAR President. Membership in the body of the forum is open to all members who request it.