

# **Brent Matsalla**

**Director of Digital Media – Keynote Speaker at QR Estates**

Nanaimo, BC, CA

Go ahead, scan me! Update yourself with the latest news on digital media with entrepreneur, market strategist and co-founder of QR Estates

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My name is Brent Matsalla, and I am the Director of Digital Media – Keynote Speaker at QR Estates.

I have a strong background in Information Technology and Applied Systems and Digital Media Technology. I work as a freelance market strategist and social media consultant for many prominent corporations and individuals. Most recently, the Digital Media Director and co-founder of the newly launched QR Estates, a QR code and mobile listing service for REALTORS®.

QR Estates has a strong mandate to help educate REALTORS® across Canada by facilitating many future seminars, courses and workshops filtered and tailored to the Real Estate industry.

Using Twitter as a referral engine, we have put together a team of the Pacific Northwest's most influential speakers. Together, we have covered all the bases of what a REALTOR® must know to stay ahead of the competition and be successful in these changing times.

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Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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Real Estate Services, Social Media, IT Services/Consulting, Information Technology and Services, Media - Online, Business Services, Direct Marketing, Real Estate Dev/Ops, Advertising/Marketing

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Technology Implementation, Mobile Marketing, Mobile Technology, Email Marketing, Digital Marketing, Social Media Marketing

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## **3 Must-Have Trends for REALTORS®**

An hour long presentation on what top 3 trends a REALTOR® can use with any existing marketing campaign. This presentation can be adapted to any industry.

## **The Future of Real Estate**

A profile of what technology can be easily utilized for Real Estate and what to look out for in the next few years.

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## **3 Must-Have Trends for REALTORS®**

AGM

## **The Future of Real Estate**

Royal LePage Advance Training

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## **Northern Alberta Institute of Technology**

Landscape Architectural Technology Landscape Architectural Design

**Vancouver Island University**  
Information Technology and Applied Systems Digital Media Technology

**Northern Alberta Institute of Technology**  
High Performance Leadership Human Resources

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**Director of Digital Media – QR Estates**

QR Estates is the world's ultimate technology team providing news, information and cutting edge solutions in digital marketing tailored to the real estate and housing industry. The QRE team are highly experienced and successful individuals from a wide range of professions and expertise who utilize the latest technology to easily bring your listings in to the mobile arena.

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**Bryan Watkins**

We had the enormous pleasure of having Brent Matsalla of QREstates in to speak to our group of Realtors during a regular Thursday training session. I found Brent to be engaging, prepared and very well informed on the subject of mobile marketing and social media as a marketing tool. His presentation was exactly on schedule and e allowed loads of time for Q & A of which there was much!

As a social media neophyte I was concerned that I would completely lost, but, Brent was easily able to provide 'real world' applications and examples and present the information that was understandable and relevant.

I would not hesitate to have Brent in for another session in the future

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