

On Behalf of the Family First
Funding Pompton Lakes Team
and the Mortgage Moms...

THE
MORTGAGE *Moms*



FAMILY
FIRST
FUNDING
LLC

invites you
to...



SELLING VISUALLY WITH SOCIAL

With social media and technology being the focal point of today's communication, how can you leverage it to help you impress consumers and build your referral business in the real estate industry? While social was never built for selling products or sales, there are many features that can help you with the sales process of real estate, listing presentations and relationship-building.

Exclusive event for:



Passaic County Board of Realtors®
204 Berdan Avenue | Wayne, NJ 07470
Phone: 973-305-1100 | Fax: 973-305-1611
E-mail: info@pcbor.com

FREE to PCBOR members!
Advance Registration Required
Register at: PCBOR.com

The Passaic County Board of REALTORS® appreciates the generous support of its Affiliate Members and affords them the opportunity of using the Board meeting room for their conduct of member seminars and informational meetings. The Board does not endorse nor is it in any manner responsible for the products or services offered by its Affiliate Members. Sponsors are provided with contact information for attendees at the events they sponsor.



Laurel Gesimondo
FAMILY FIRST FUNDING LLC
Vice President, NMLS# 206151

Cell: (973) 296-9990
E-mail: lgesimondo@fam1fund.com
Web: lgesimondo.fam1fund.com



Marie Sciarra
FAMILY FIRST FUNDING LLC
Vice President of Sales, NMLS# 211678

Cell: (973) 390-8478
E-mail: msciarra@fam1fund.com
Web: msciarra.fam1fund.com

Wednesday, 10/18 | 10am - 12pm

Passaic County Board of Realtors®
204 Berdan Ave | Wayne, NJ 07470

Lunch will be served!



GUEST SPEAKER

JEFF LOBB

FOUNDER/CEO | SPARKTANK MEDIA

*Top 100 Most Influential Leaders in Real Estate
Top 20 Most Powerful in Social Media*

Jeff Lobb is an International Speaker, Trainer, Coach, Innovator and Consultant. He has been a REALTOR® for over 23 years and has more than 10 years experience in the Internet and Technology fields. He is a Technology & Marketing Specialist coming from the perspective of a REALTOR®! He has been a top producing agent, has run Real Estate brokerages and has developed training and coaching products to serve the real estate industry. His knowledge base is very diverse, but Jeff specializes in Mobile, Social Media, Video and Digital Marketing.

Jeff was the VP of Technology and Innovation for an International franchise brand and responsible for all of North America. Today he takes a leadership role as CEO with his own brand SparkTank Media, a Speaking, Training, Coaching and Consulting Company and the Chief Story Teller and Co-founder of StoryApp.me.

His diverse business, marketing and technology background gives Jeff the vision, the passion and experience he refers to as "the perfect storm" - for Real Estate, Technology and for many related industries.

Jeff is Fluent in the three languages....English, Real Estate, & Technology.



28 Lakeside Avenue, Pompton Lakes, NJ 07442 • Branch NMLS# 1275029



Licensed by the New Jersey Department of Banking and Insurance. NMLS 1575157