MID JERSEY | ASSOCIATION OF REALTORS®

AI, SOCIAL MEDIA & PERSONAL BRANDING STRATEGIES TO 3X YOUR BUSINESS



WEDNESDAY, JANUARY 13, 2026
2:00 - 3:15 PM
No Cost for MJAR Members

Kick off the new year with this free, in-person class that will cut through the noise and give you practical, actionable AI, social media, and personal branding skills for your role. Come at 1:45 PM to network, meet the MJAR team, and enjoy complimentary light pastries, coffee, and hot chocolate.
NOTE: This session is not approved for NJREC CE credit.

Class overview:

- AI tools and apps that can save you 10+ hours a week
- ChatGPT workflows to help market and sell your listings
- Content ideas to position yourself as the go-to agent
- Simple Facebook & Instagram strategies to boost referrals
- Instagram setup, Stories, and Reels that help you stand out
- Posting and video strategies
- Personal branding essentials — 30 must-take photos
- Virtual open house promotion tips to reach cash buyers
- Create Buyer scripts that work in higher-interest environments and post-MLS changes
- Create seller scripts that generate listings in a tight market



Presenter
Steve Black

Scan the QR Code or use the link below to register

Location:

MJAR Branchburg Office
3461 Route 22 E, Building B
Hunterdon Somerset Professional Plaza
Branchburg, NJ 08876

Register Here Now!

NOTE: Due to limited space and materials, there is an attendance cap of 45 registrants. We encourage members to register early to secure a spot!

https://midjerseyaor.com/events/ai-social-media-branding-2026/

Contact Maya Castellon, Director of Education & Events with questions or to request special accommodations at events@midjerseyaor.com or call (732) 442-3400 x.103