

FOR IMMEDIATE RELEASE**Media contact**

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**Award-winning Interior Designer Faith Sheridan Presents
Deconstructing Design Trends and Social Media Opportunities
to Private Group of Puget Sound Realtors**

In depressed economic climate, real estate professionals learn how to make sense of design predictions and leverage social media techniques for enhanced client engagement strategies in 2011

Seattle, WA, January 10th, 2011 – Award-winning interior designer Faith Sheridan of Faith Sheridan Design Group today announced she will present *Deconstructing Design Trends and Social Media Opportunities* to a private group of realtors who buy and sell condos in the Puget Sound area. The invitation-only event to be held on January 12th will educate these professionals on how to make sense of design trends, and leverage the latest social media techniques for marketing, client engagement, and new business development strategies. In the current depressed economic climate, the real estate industry is feeling the pinch, and although 2010 was a stabilizing year, a full recovery in 2011 still looks very uncertain in light of lower property values, tight financing, and unemployment.

“Until now, real estate agents have typically been reticent about using social media for business, but today’s harsh economic conditions are compelling them to jump on the bandwagon, like many other industries,” explains Faith Sheridan. “Realtors starting to dip their toes in social networks such as Facebook or Twitter is a real testimony to the changing nature of client relations over time.”

“Our group was originally created to help promote the in-city condominium lifestyle to fellow agents by educating them on the dynamics and nuances of showing and selling condos versus residential homes,” adds Kathrin Faulkner of Windermere Real Estate who is a member of the group. “Faith’s extensive design experience and effective use of social media supports our group’s mission to educate local realtors on the latest trends, and enable them to better perform in this ever-changing environment.”

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About Faith Sheridan

Faith Sheridan is an award-winning Seattle-based designer whose remodeling projects span from the Northwest all the way to Nebraska, New Jersey and Florida. In 2005, she won HGTV's *Designer's Challenge* by designing a relaxing spa-like retreat that her client desired. With a master's degree in psychology, Faith establishes a winning formula by fusing a potent combination of design and psychology. Whether classic or contemporary, her trademark design signature guides homeowners to create a warm, welcoming home that reflects their passion for comfortable living and good taste. Passionate about the contribution design can make to the human experience, Faith is recognized as an important force and mentor within the design industry. As a member of Benjamin Moore's Color Advisory team, she contributes to the Color Palette Initiative. An active member of the American Society of Interior Designers (ASID), Faith served as president of the Oregon chapter. For more information about Faith Sheridan Design Group, please visit www.faithsheridan.com.