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MARKETING STRATEGY & IMPLEMENTATION

*For Immediate Release
July 2008*

**SHARON BERMAN, PRINCIPAL OF BERBAY CORP., ADDRESSES COMMERCIAL
REAL ESTATE WOMEN-LA ON MARKETING**

Los Angeles –Sharon Berman, Principal of Berbay Corp., a marketing consulting firm specializing in working with professional service firms, presented “Business Development in a Box,” to Commercial Real Estate Women – Los Angeles (CREW-LA) on July 8, 2008. CREW is a national organization which provides a professional forum for enhancing business development, industry expertise, networking opportunities and personal growth for its members. This marks the second consecutive year that Ms. Berman has spoken on this topic.

The following is what participants had to say about the “Business Development in a Box” workshop:

“What a fabulous presentation. It really worked for me as a fun learning tool. I walked away with a few new things and reinforcement for some things that I was already thinking about.”

- Tori Robinson, *Vice President*, Old Republic Title Company.

“Sharon Berman certainly has knowledge, ability, passion and pride. I was infused with the same enthusiasm. It was the inspiration I’ve been seeking for a few months now.”

- Joanne Dispoto, *Vice President*, CB Richard Ellis



If you would like to learn more about the presentation or are interested in having Sharon Berman speak on marketing, please contact us at [Berbay Corp.](#)

Berbay Corp. is a marketing consulting firm specializing in working with professional service firms: legal, financial services, real estate, and other professional services. The firm is located at 2001 S. Barrington Ave., Suite 305, Los Angeles, California. The phone is 310/914-4200. The fax is 310/914-4201. The firm's website is www.berbay.com