

Sellsius^o

About:

Sellsius Real Estate blog is one of the most recognized and widely read real estate blogs.

It was created by Joseph G. Ferrara, Esq., a real estate attorney and broker, and Rudolph D. Bachraty III, a broker and entrepreneur. Topics include real estate marketing & advertising, branding, new technology, how-to tips, industry news & commentary. Their writing is both informative and entertaining. (They pioneered the humorous Selltoon and coined the term “unzillowable”).

Joe & Rudy are often invited to speak to real estate professionals on blogging for business. They teach broker and agents how to blog to increase their business and market online.

The Sellsius blog hosts an annual award to recognize women real estate bloggers. This summer the two embarked on a first ever [Blog Tour USA](#). In one month, they traveled over 10,000 miles cross-country, through 30+ US cities, in an RV promoting real estate blogging, new technologies, companies and services to the consumers and real estate professionals. The entire trip was documented on video and highlights how people view real estate and blogging. Their final destination was the first ever Inman San Francisco Bloggers Connect, where they were invited to speak. Stay tuned for the real estate documentary.

Awards:

- Top 25 Most Influential Real Estate Bloggers, Marketing & How-To, Inman News 2007
- Top 5 Real Estate Industry Blogs,, Swanepoel Trends Report, 2007 Web 2.0 Honorable Mention, Real Estate websites, Seomoz.org 2006

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