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*It doesn't require a lot of words to make a valid point. This will more than likely be the shortest article you will have ever read but the point will speak the loudest!*

## **A Real estate tip from Virgin America an interview with Porter Gale**

**BY KATIE LANCE**

I had the pleasure of interviewing Porter Gale, vice president of marketing at Virgin America, at Real Estate Connect San Francisco. Porter is a huge name in the marketing, tech and social media world, but what I really loved about Porter is how down to earth she was, and how gracious she was with her time. A true class act!

Virgin America's social media marketing has redefined how people look at branding. In an industry where consumers feel "nickel and dimed" at every turn, where travelers are weary and tired, and where cost is the bottom line, Virgin has made a huge name for themselves.

Why? Because they care. Because they listen to their clients; because they do things a little bit better than the other guy.

With a budget the tenth of the size of Southwest Airlines, Virgin America has been able to create a brand that connects with people -- where people feel "cooler" because they have flown with them!

In this interview, I asked Porter to relate some of Virgin's guiding principles to real estate agents. How can agents connect with people in their local

community? How can agents fight mediocrity and do things better than their competitors?

In her article, Porter says this powerful statement:

*"I was recently asked to speak on social media at a conference. After some thought, I emailed the host group and inquired if I could speak on networking. The reason? My thoughts are that networking is all about making the most of random moments. It's not always about building your Twitter following or increasing the number of folks in your G+ circles or maintaining your Klout score. Sometimes, the most powerful person in your future is randomly sitting next to you at an event, in the grocery store or on a plane."*

What a great point -- especially for anyone in the real estate community!