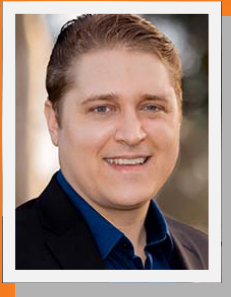




North San Diego County
Association of REALTORS®

How to Maximize Profits When Selling Real Estate



Instructor:
Gregg Anderson
Co-Founder & Strategist
41 Orange

Take Your Marketing and Business
to the Next Level

With These Interactive Workshops!

Location: 906 Sycamore Avenue, Vista, CA 92081

PER COURSE FEE: \$42 NSDCAR/PSAR Member, \$62 Non-Member Agent

***SAVE \$20 - Register for the full series and lunch is included**

FULL SERIES PRICE: NSDCAR /PSAR Members: \$148 or Non-Member Agent: \$228.

Call NSDCAR (760) 734-3971 to register for the full series. Lunch Sponsor:



Individual classes register at <http://www.nsdcar.com/education/education-calendar/>.

October 4, 2016
9:00am-Noon

5 Key Pillars of a Successful Agent

- Establish your personal brand and positioning statement
- Define your ideal customers
- Track your visitors and capture leads with SEO *includes worksheet
- Website basics every agent should know
- Turn leads into clients

October 4, 2016
1:00pm - 4:00pm

Dominate Your Competition with Content

- The power of online reviews
- Identify Google search keywords for your market
- Increase website traffic and turn traffic into leads
- Create a repeatable process for publishing content for your website, blog, social media or other engaging formats
- Tools and tricks of the trade you need to know

October 5, 2016
9:00am - Noon

Nailing Down Your Online Lead Generation Strategy

- Lead generation tactics that will work best for your business
- Discover where your prospects look for information
- How to measure performance of your existing strategy
- Tools that help you manage or generate leads

October 5, 2016
1:00pm - 4:00pm

The Smart Agent's Guide to Effective Marketing Planning

- Core elements of developing a basic marketing plan and marketing budget
- Build a framework to gauge the performance of your marketing activities
- Learn the difference and the roles of inbound and outbound marketing
- What's working and what's not—Learn to calculate the return on investment (ROI) of your marketing

***Those Who Register for the Entire Series Will Receive a 90-Day
Marketing Plan Template to Track and Implement Your Marketing.**

As a matter of policy, NSDCAR does not endorse or promote the products and services of presenters. This approval does not constitute an endorsement of the views or opinions which are expressed by the course sponsor, instructor, authors or lecturers. If you do not receive a confirmation email reminder the day before the class date (or on Friday for a Monday event), it is the attendee's responsibility to confirm registration. Cancellation Policy: Refunds issued only if notification is received 3 business days prior to class. NSDCAR reserves the right to cancel or reschedule any program.