



**CERTIFIED RESIDENTIAL SPECIALIST**  
**RRS 1100 - ADVANCED MARKETING SYSTEMS &  
 TECHNIQUES FOR THE RECREATION  
 AND RESORT SPECIALIST**

COURSE DESCRIPTION

This survey of marketing strategies gives a complete overview of time-tested and field proven ideas and actions that will enable real estate professionals to successfully evaluate and communicate the benefits of recreational or resort property. Gee will concentrate on methods to enhance property awareness, as well as establish guidelines for improved communication with your clients and customers.

**Date:** Tuesday, November 17, 2009      8:00AM - 4:00PM  
**Location:** Scottsdale Area Association of REALTORS®  
 4221 N. Scottsdale Road, Scottsdale AZ 85251  
**INSTRUCTOR: GEE DUNSTEN**




**RESORT LIVING**  
 FOR ALL SEASONS




Presented by:

**\*SCOTTSDALE AREA  
 ASSOCIATION OF REALTORS®  
 \*White Mountain Association  
 of REALTORS®**

- Upon the successful completion of this course, students will be able to do the following:
- Create successful marketing systems for recreation and resort properties.
  - Give a logical and effective presentation to buyers and sellers either in person or through long distance.
  - Effectively market properties using superior staging, pricing and target marketing techniques.
  - Create a 100% customer satisfaction program.
  - Build a real estate team by employing an administrative assistant and/or a buyer or seller's representative.

Name: \_\_\_\_\_ Firm Name: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State/ZIP \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ E-mail address: \_\_\_\_\_

For questions regarding this class please contact Laura Grady or Micki Lang at 480-945-2651

**Tuition:**

**Method of Payment:**

\_\_\_\_\_ \$ 175.00 (until 11/2/09)

Check # \_\_\_\_\_ (Make check payable to SAAR)

\_\_\_\_\_ \$ 195.00 (after 11/2/09)

AMEX \_\_\_\_\_ Discover \_\_\_\_\_ MC \_\_\_\_\_ Visa \_\_\_\_\_

CC# \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_ **Total:** \_\_\_\_\_

Signature (required): \_\_\_\_\_

**Cancel Policy:** Two weeks prior to class: full refund less a \$20.00 service charge. From two weeks to 72 hours prior to class: 75% of the tuition fee will be refunded. **"No Shows"** will forfeit all tuition fees.

**Send payment to:** Scottsdale Area Association of REALTORS®, 4221 North Scottsdale Rd., Scottsdale, AZ 85251