

# RESORT & SECOND-HOME

## MARKETS COURSE



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### **INSTRUCTOR: Holly Mabery**

Holly has spent over 13 years serving the resort and second home communities in Northern Arizona, assisting buyers and sellers leverage real estate as an opportunity for investment, retirement, immediate or future needs. Holly brings practical experience to the classroom sharing tips you need to effectively work in these markets.

For more information about the RSPS certification – log onto [www.realtors.org/resort](http://www.realtors.org/resort)

Be a part of this exciting opportunity to learn about the resort area and second-home specialty and fulfill one of the core certification requirements for the RSPS Certification!

This one-day course from NAR focuses on the essentials of assisting customers and clients in tourist-driven areas and other second-home markets, including:

- Developing second-home clientele
- Identifying real estate niches in your market to take advantage of
- Understanding 1031 exchange and how you can use the benefits in your marketing
- Building your value proposition
- Understanding how the market shift has impacted luxury & second-home buyers

The Resort & Second-Home Markets course is one of the core education requirements for the RSPS certification and fulfills the elective course requirement for the ABR® designation.

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### **Arizona and the Northern Arizona Associations of REALTORS**

**DATE:** March 26, 2013

**TIME:** 8:30 – 5:00

**COST:** \$79 (includes lunch)

**C/E:** 6-general

**LOCATION:** Northern Arizona Association classroom

**REGISTER:** [www.regonline.com/2013rps](http://www.regonline.com/2013rps)