



# Real Estate Marketing Reboot

**October 10, 2013  
(8:30–4:30)**

One of the reasons why licensees fail or only achieve modest success is their inability to focus on the consumer's needs and to market their services accordingly.

Do you think your marketing plans and strategies at the height of the boom work as well for you today as they did then? Think again.

It's time to reconsider how you promote yourself **and attract new business**.

It's time for a real estate marketing REBOOT and rebuild your marketing campaign and techniques.

In this one-day course, students will revisit marketing fundamentals— branding, relationship marketing. Practical tips in addition to examples of how agents are leveraging their marketing efforts in the field make this course a must for all real estate professionals.

**INSTRUCTOR:** Paula Monthofer.

**COST:** \$59 (includes lunch)

**LOCATION:** Prescott Area Association of REALTORS classroom

**C/E:** none

**REGISTER:** <http://www.regonline.com/mrb2013>

*The Real Estate Marketing Reboot Course counts as one REBAC elective course to be applied towards the ABR designation and counts as GRI elective credit in Arizona.*

**Presented by: Prescott Area Association of REALTORS and AAR**

**INVEST IN YOURSELF...INVEST IN SUCCESS**