



Create Clients for a *Lifetime!*

Assess the distinct wants and needs of the generations and nurture real estate client relationships for a lifetime with

Generation Buy!

TAKE THE COURSE!

August 15, 2013

8:30AM-4:30PM

AAR classroom

255 E. Osborn, Phoenix

\$59 (includes lunch)

c/e: 3-fair housing/3-agency

Instructors:

Evan Fuchs, ABR, CRS, GRI

Evan has 17+ years of experience working with clients in all generations utilizing all methods of communication, including technology.

Stacey Onnen, ABR, GRI, RSPS, SRS

With 15 years of selling Stacey has experience in building long term client relationships.

Capitalize on this experience to help you succeed with the needs of different generations of buyers and sellers.

To register:

www.regonline.com/GB2013

Learn how to work with different generations with

Generation Buy!

At any given time, today's real estate professionals may be working with four generations of real estate buyers: Millennials, Generation X, the Baby Boomers, and Matures. So how do YOU assess the distinct wants and needs of these generations and nurture real estate client relationships for a lifetime? Say hello to Generation Buy.

In this one-day course, YOU will examine the characteristics of these home buying generations and evaluate their expectations (expectations of the agent and how a transaction should be managed) as well as communication preferences. As a turnkey resource, this course offers generation-specific marketing tools, networking tips, scripts, and counseling strategies to help real estate professionals formalize their agency relationships.

(approved as an ABR elective)