



# Real Estate Marketing Reboot

**March 17, 2014  
(9:00–4:00)**

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 NAR 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.

**INSTRUCTORS:** Holly Mabery and Stacey Onnen

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

**HOST LOCATION:** Arizona Association of REALTORS® classroom

**REMOTE LOCATIONS:** Lake Havasu Association, Sedona/Verde Valley Association, Yuma Association, White Mountain Association

**C/E:** none

**REGISTER:** <https://www.regonline.com/mrb2014>

*The Real Estate Marketing Reboot Course counts as an ABR elective and Arizona GRI credit.*

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

**Note:** This class will be broadcast live from the AAR classroom directly to the remote classrooms.