

GENERATION BUY

Millennials, Gen X, Baby Boomers and Matures ... Meeting the needs of the different generations leads to stellar service and successful transactions!

Today's market and today's buyers are diverse and multidimensional. Stop treating all buyers the same in your marketing and communication. Learn how to tap into generational markets to increase profits. As a real estate professional, your business depends on your ability to connect and communicate with clients of all ages (sometimes with their family and friends). Bottom line is that the more you know about your clients and customers, the more successfully you will meet their needs.

THIS ONE DAY COURSE WILL FOCUS ON:

- Understanding attitudes, behaviors and values of Millennials, Gen X, Baby Boomers & Matures.
- Learning which technology tools work best in communicating with each of your clients.
- Discovering what motivates your clients and customers to make a decision and what you can do to help them in the process.
- Tips to overcome objections, set realistic expectations and deliver results.
- Examining strategies to connect, communicate, market & network to reach buyers.

*Very informative! Will make my approach more effective
Information we can use
Better understanding of generations and motivations
Very descriptive with strong explanations*

FOR MORE INFORMATION CALL AAR: 602-248-7787

This course counts towards the
GRI and ABR designations



JUNE 12, 2014
9am – 4pm

REGISTRATION: 8:30 AM



Host Location: AAR classroom
(255 E. Osborn, Phoenix)

Cost: \$79.00 (includes lunch)

C/E: 3-Agency/3-Fair Housing

Register: www.regonline.com/GB2014

Remote locations include:

Douglas Yuma
Green Valley Lake Havasu
Prescott Santa Cruz County
Sedona White Mountain
Southeast Arizona (Sierra Vista)

Meet the Instructors



Evan Fuchs is an active practitioner with 17 years experience in real estate. Evan shares real world solutions that you can put to work for you in your business.

Paula Monthofer has been an active REALTOR in Flagstaff since 2002 and began mentoring agents in 2005. Her enthusiasm is infectious and the most frequent feedback comment received is: "fun and interactive".