



**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.

CLASS FOCUS:

- 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.

REGISTER TODAY!

September 19, 2014

9:00am - 4:00

Registration begins at 8:30am

LOCATION:

Scottsdale Area Association of
REALTORS®
(4221 N. Scottsdale Road)

COST:

\$79.00 (thru Sept 15)
\$89 (after Sept 15 and at-door if
space available)

C/E:

3-Agency

REGISTER:

www.regonline.com/GB2014

INSTRUCTOR

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".

**REAL SOLUTIONS.
REALTOR® SUCCESS.**

FIND MORE GREAT PROGRAMS ONLINE www.aaronline.com
OR CALL: 800-426-7274 TOLL-FREE

