



**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 BY MAY 19TH!
<http://bit.ly/2TQ6rpt>

JOIN US!

May 23, 2019

9AM - 4PM

Registration begins at 8:30AM

LOCATION

Phoenix Association of
REALTORS®
5033 N 19th Ave, Phoenix

CE

3 Agency

COST

\$59 by 5/19

\$79 at door

*At door subject to availability;
materials not guaranteed
No refunds after 5/13*

INSTRUCTOR

Mandy Neat is an active REALTOR® in West Maricopa County and is passionate about making a difference in the real estate industry.

