

Marketing Strategy & Lead Generation



The **Marketing Strategy & Lead Generation** course takes a deep dive into how using proven networking, branding, and marketing strategies can build your real estate business.

After completion of this course you will be able to:

- Clearly communicate services and value based on the buyer's needs and expectations
- Employ a creative and memorable marketing approach to generate leads
- Use social media and technology to effectively track and communicate with leads
- Successfully convert leads into loyal clients

Register for this course today!

This course qualifies as an elective course for the Accredited Buyer's Representative (ABR®) designation offered by the Real Estate Buyer's Agent Council (REBAC). For information on earning the ABR® designation go to www.REBAC.net

Take the course!

Instructor: Cheryl Knowlton, CSP, DREI

Date: November 19-20, 2020
10 am to 1:30 pm both days

Location: Live via Zoom

Cost: Through Oct 29th – Early Bird Price: \$99
After Oct 29th – Regular Price: \$159

Registration:

www.cherylknows.com/events/MSLG

7 Hours of Utah Elective CE



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