

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!

May 25, 2022 | FAAR Classroom | 9AM – 5PM
Instructor: Matthew Rathbun

Credits: 2 Hours CE RE Related or 2 hours PL
Current Industry Issues & Trends

Cost: Early bird for all (ends 5/18) \$99
After 5/18:
\$119 FAAR members | \$139 non-members

Name _____ Total _____
Company _____
Credit Card _____ Exp. _____
Billing Address _____ Zip _____
CVC _____ Signature _____

Register at faarmembers.com/calendar or email
education@faarmembers.com

Address: 2050 Gordon W. Shelton Blvd,
Fredericksburg, VA 22401

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