

# Smart Marketing 2011

Presented by the ABC's of Real Estate

## Creating Predictable Income in an Unpredictable Market

- How to position and market your listing in a buyer's market
- Putting together a powerful referral network
- Networking strategies that create quality referrals
- How to utilize seminar/educational marketing to grow your business, 3 seminar titles guaranteed to pack the room
- Daily structured business/marketing plan
- E-marketing campaigns that actually work
- How to manage your time and pipeline, and still have a life
- How to stay motivated even when your customer isn't
- Organizational tools that will keep you running a business, rather than your business running you
- Reverse prospecting, automated marketing tools that can generate leads 24/7
- How to turn a 'For Sale by Owner' into a buyer lead machine
- Social media marketing strategies that work!

**Each REALTOR® attending will receive access to Bill Sparkman's REALTOR® Members Only Resource Center**

Refreshments Provided By:



# reTHINK THE FUTURE

### Upcoming Class Date

**Tuesday, October 18, 2011**

1:30 – 4:00 p.m. (Check-in begins at 1:00 p.m.)

Orlando Regional REALTOR® Association

### Presenters



#### Bill Sparkman

The Coach, Total Success Seminars  
Security National Mortgage Co.

Bill Sparkman has coached, trained and motivated thousands of mortgage professionals and real estate agents nationwide and has been creating and developing champions in the mortgage business, as well as salespeople in all fields, since 1987. Bill is the creator of Total Success Seminars, The 30 Minute Marketing System, Circle of Champions™ Coaching Program, and the author of "Winning Ways", "How to Achieve Peak Performance in Sports, Business, and Life", "How to Sell to An Idiot - 12 Steps to Selling Anything to Anyone", and "Clear to Close, The Real Estate Agents Guide For Turning Prospects Into Paychecks."

### Registration

ORRA Members: FREE | Non-ORRA Members: \$15

On-Site: Registration Fee + \$15

Registration options and policies on reverse

**No CE credits**

# Register today!

1. Visit **www.orrealtor.com**, log into "Members Only" and click on "Register for Classes"
2. **Phone** 407.513.7268
3. **Fax** 407.513.9120
4. **E-mail** education@orrealtor.com
5. **Mail** ORRA Education  
P.O. Box 609400  
Orlando, FL 32860-9400

## ORRA Course Registration Policies

**Location:** ORLANDO REGIONAL REALTOR® ASSOCIATION, 1330 Lee Road, Orlando, FL 32810 (unless otherwise noted on the front of this form)

**Cancellations/No-Shows:** \$25 fee or forfeiture of registration fee for cancellations within 3 days of course date or for no shows.

**Refunds/Cancellation Notice Requests:** Please contact us via one of the following methods:  
Fax: 407.513.9120 Phone: 407.513.7268 E-mail: education@orrealtor.com

**Attendance:** To receive CE credits for any Continuing Education course, participants must:

1. Be physically present for the entire program from beginning to end;
2. Sign any/all morning or afternoon attendance sheets; and
3. Refrain from using cell phone and laptop except during designated break times.

## Registration Form

Register me for **ABC's of Real Estate: "Smart Marketing 2011" on October 18, 2011.**

Attendee Name

Member Number  Phone (  )  -

E-mail

Course Fee:  ORRA Member – FREE  
(ORRA REALTOR® and Affiliate members only)  Non-ORRA Member - \$15  
(REALTOR® and Affiliate members of other REALTOR® associations and licensed salespersons of ORRA Broker members)

ORRA Member On-site – \$15  Non-ORRA Member On-site – \$30

Payment Method:

Check #  (Payable to ORRA)  Broker Account (ORRA members only. Broker approval required.)

VISA  MasterCard  American Express  Discover

Credit card #  Expiration  /

Credit card charge signature OR broker signature for broker approved account charge \_\_\_\_\_

Initial \_\_\_\_\_  I agree to the terms of the cancellation and attendance policy referenced above.

Special disabilities accommodated with advance notice. Courses not open to the public unless otherwise noted.