

# SET YOURSELF APART

CRS ONE DAY COURSE:



## 7 Things Successful Agents Do Differently: A Proven Business System



CRS  
Elective!

### HURRY SEATING IS LIMITED!

About Pat Zaby:

He has been a speaker at every National Association of REALTORS' convention since 1979 as well as numerous franchise and state – conventions. Directed as the professional agent committed to the business, his proven techniques and national involvement have changed the way agents do business and have won him a faithful following.



January 23, 2018

8:30 a.m. - 4:00 p.m.

(8:15 registration)

20 Oak Hollow, Ste. 100

Southfield, MI 48033

MemberMax/EduPass: FREE!

GMAR Members: \$150.00

Non-Members: \$200.00

Call (248) 478-1700

Online at GMARonline.com



Presented by: PAT ZABY

CRS, CRB, CCIM

This course demonstrates those things that successful agents do different from the average agent. It gives specific strategies and marketing systems to move their business to the next stage of success both professionally and financially. Attendees will learn how to organize their real estate career like a business, learn how to leverage their market statistics, learn how to plan for retirement and learn how to implement marketing to make these things happen. Agents of all experience level will find benefit in discovering how to take their business to the next stage of success.

### Upon the successful completion of this course, you will be able to:

- Identify the differences in treating a real estate career like a business versus acting like an employee in order to take control of the business decisions, treat all customers and clients consistently, and produce a consistent profit.
- Determine the goals for their business for three, five and fifteen years from the date of the course to develop specific strategic plans that will lead to business success.
- Realize the importance of understanding the local and regional real estate market statistics and their personal statistics in order to better establish goals and develop sales strategies.
- List the five stages and barriers of business growth to give the ability to transition business at the appropriate time.
- Establish a personal, business and marketing budget to guide the real estate business spending plan.
- Recognize the retirement needs of a real estate agent in order to have enough savings.
- Draft a complete marketing plan to properly promote the business for consistent and calculated growth

Individuals who take this course will earn 8 CRS Education course credits toward the CRS Designation.

### ABOUT RRC

The Residential Real Estate Council of Residential Specialists is the largest not-for-profit affiliate of the National Association of REALTORS®. We are a professional network of over 31,000 residential real estate professionals, and we provide the industry's best education, resources and networking opportunities. RRC also awards the Certified Residential Specialist® (CRS) Designation to top-producing REALTORS® who have met specific requirements related to experience, transactions and education.

GMAR reserves the right to assess a \$10 fee for any registrant who does not cancel at least 24 hours prior or to those who do not attend the event.

Contact GMAR to register today at 248-478-1700.



Council of Residential Specialists  
The Proven Path To Success



For more information on other CRS courses or obtaining the CRS Designation, the premier Designation for residential real estate professionals, visit [www.crs.com](http://www.crs.com).