

# 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

*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](http://www.REBAC.net)*



## Take the course!

**SEPTEMBER 11, 2024**  
**9:00 AM - 4:00 PM**

GMAR  
24725 W. 12 Mile, Ste 100  
Southfield, MI 48034

**MemberMax™/Edupass: FREE**  
**GMAR Members: \$79.00**  
**Non-Members: \$119.00**

**Register Now!**

**Online: [GMARonline.com](http://GMARonline.com)**



Presented by:  
**BRENT BELESKY**  
SRES, MRP, SFR