

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

Take the course!

SEPTEMBER 6 & 7, 2023
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



Presented by:

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CRS, ABR, SRES, MRP, PSA, HFR

