

TECHNOLOGY

Facebook Advertising
... FOR DUMMIES

COURSES

*Bring a bag lunch. We provide chips and drinks.***SDAR'S SOLANA BEACH
SERVICE CENTER**981 Lomas Santa Fe, Suite E
Solana Beach, CA 92075**Instructor:
MELANIE PETERS**

SOCIAL MEDIA PROFESSIONAL

An audio professional and producer for more than 20 years, including touring, live music, and event promotion, Peters understood that visual images were critical tools necessary to convey messages. Utilizing marketing techniques from the music industry, Melanie Peters Productions has blossomed into three divisions, each helping specific industries with creative audience building techniques.

This Course Qualifies for Your



See Back Side

SINGLE SESSION**Thursday, October 9, 2014
12:00 pm - 2:00 pm**

Many agents have embraced Facebook to promote their brand and their listings because it's free, easy and efficient. In addition to offering cost-effective methods of promoting properties, Facebook also offers a range of new opportunities to grow and cultivate a robust community of prospective buyers and sellers.

This fun workshop is chock-full of the latest and most cutting edge solutions to your online marketing needs. You will interact with other like-minded people.

**TOPICS COVERED**

- Using Facebook ads to drive traffic to your website
- Getting more organic "likes" on your Facebook page
- "Boosting" your posts
- Using Facebook Events to maximize Open Houses and New listings
- Targeting your ideal client by zip code, occupation, income and interests

REGISTER: www.SDAR.com/education**CONTACT INFORMATION**

NAME _____ PHONE () _____

ADDRESS _____ ☐ HOME ☐ OFFICE

CITY/STATE/ZIP _____ E-MAIL _____

PAYMENT INFORMATION
 \$
☐ CHECK ☐ VISA ☐ M/C ☐ DISCOVER ☐ AMEX EXP. DATE AMOUNT
SIGNATURE _____

By signing, you are confirming that you have read, understand, and agree with our cancellation policy below.

Cancellation Policy: Reservations for programs requiring payment will not be processed until payment is received. If you must cancel your reservation, a full refund will be issued if cancellation is received, in writing, three (3) business days prior. SDAR reserves the right to cancel or reschedule any program. If cancellation occurs, SDAR will issue a full refund. In the event of rescheduling, SDAR will send immediate notification and transfer all reservations (including payments) to the new date.

\$8.50
REALTOR® Plus**\$10**
SDAR MEMBERS**\$15**
ALL OTHERSCLASS ID:
141009FBMEMBER # **RETURN TO:**

Greater San Diego Association of REALTORS®
4845 Ronson Court, San Diego, CA 92111
Education@sdar.com
Fax: (858) 715-8088 | Phone: (858) 715-8040



The Trusted Voice of San Diego Real Estate



SAVE ON CLASSES ALL YEAR LONG!

Benefit from a Flat Rate for Education

Agent Essentials

Kick-start your real estate career! This program is perfect for new and seasoned agents to sharpen their skills.

- Includes 5 agent classes (\$200 value)
- Learn the fundamentals of:
 - Business Planning & Goal Setting
 - Building a Successful Business Model
 - Real Estate Sales Techniques
 - Effective Communication
 - Escrow, Title and Lending

SDAR Members: \$150 Save \$50
Non Members: \$250 Save \$25

Continuing Education

Are you up for license renewal? Earn all of the continuing education (CE) units you need.

- Attend our Spring or Fall Extravaganza's (\$200 value)
-Earn 45 CE units in 5 days!
- Free featured monthly class (\$300 value)
- Includes 26 classes
- Earn up to 57 CE units

SDAR Members: \$250 Save \$250
Non Members: \$500 Save \$250

Risk Management Specialist

Consumers want fast, easy transactions and contracts can take time and get messy.

Protect yourself and your transactions by becoming a Risk Management Specialist.

- Includes 22 classes, such as:
 - Conquering Contracts
 - When in Doubt... Disclose, Disclose, Disclose!
 - 26 Ways to Avoid Lawsuits
- Earn up to 49 CE Units

SDAR Members: \$700 Save \$470
Non Members: \$1,000 Save \$605

Designations & Certifications

Earn any of the following designations or certifications:

- ABR- Accredited Buyer Representative
- CID- Certified Condominium Specialist
- MRP- Military Relocation Specialist
- SRES- Seniors Real Estate Specialist
- SRS- Seller Representative Specialist
- SFR- Short Sale & Foreclosure Resource
- Earn up to 52 CE units

SDAR Members: \$1,000 Save \$265
Non Members: \$1,300

☐ **Yes, sign me up for the Prepaid Professional Development Pass**

Choose Your Pass:

☐ **Agent Essentials**

☐ **Continuing Education**

☐ **Risk Management Specialist**

☐ **Designations & Certifications**

Name: _____ Member #: _____ Phone: _____

Address : _____ E-mail: _____

Payment Information: ☐ Visa ☐ MasterCard ☐ Discover ☐ AmEx ☐ Check # _____

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Amount: _____ Signature: _____

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Disclaimer: Not all classes qualify. Check with member services for class eligibility. Please note: some CE units are pending approval.