

CERTIFICATION / DESIGNATION

CRB - Sales Leadership that Drives Performance

COURSES

SDAR'S KEARNY MESA SERVICE CENTER

4845 Ronson Court
San Diego, CA 92111



Instructor: GINNI FIELD

ABR, CRB, GRI, SRES, SFR

Ginni Field began her career in 1986 as a sales associate and was recruited to manage a branch in 1989. She served as president of the Greater Fairfield (CT) Association of REALTORS in 1997, and served terms as a C.A.R and NAR Director. At the national level, she has also served on NAR's Professional Development Committee.

This Course Qualifies for Your



See Back Side

TWO-DAY SESSION

Thursday and Friday, June 26 & 27, 2014
9:00 am - 5:00 pm

Today's managers must deal with a myriad of leadership challenges, such as recruiting, managing turnover, training and mentoring; in addition to running a successful and profitable business. To succeed, you must develop and implement a strategy that addresses these challenges and have the flexibility to adapt to different personalities and different situations.

TOPICS COVERED

- Developing effective sales associates who are aligned with the company's culture
- Identifying and implementing the critical elements of a learning program
- Understanding and adjusting your leadership style based on the individual and the situation
- Developing the skills necessary to coach, mentor and hold people accountable
- Aligning your recruiting and retention strategy as part of the sales development process
- Harnessing performance strategies to ensure agents will reach their full potential

3 CRB Credits

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.

\$254.15
REALTOR® Plus

\$299
SDAR MEMBERS

\$349
ALL OTHERS

CLASS ID:
140626CB

MEMBER # _____



RETURN TO:

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



The Trusted Voice of San Diego Real Estate



SAVE ON CLASSES ALL YEAR LONG!

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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
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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)
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- Includes 26 classes
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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: _____

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