

# 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.

#### Learn More About



See Back Side

**NOTE:** This course does not qualify for Prepaid Professional Development Pass

## TWO-DAY SESSION

**Wednesday, July 9** 9:00 am - 5:00 pm  
**Thursday, July 10** 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](http://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:  
140709CB

MEMBER # \_\_\_\_\_



#### 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





# 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**  
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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)  
-Earn 45 CE units in 5 days!
- Free featured monthly class (\$300 value)
- Includes 26 classes
- Earn up to 57 CE units

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**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**  
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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: \_\_\_\_\_

Address : \_\_\_\_\_ E-mail: \_\_\_\_\_

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