

# Generation Buy

*Are you using the right marketing techniques?*


**Location:**

**SDAR'S KEARNY MESA SERVICE CENTER**

4845 Ronson Court, San Diego, CA 92111

**REGISTER:** [www.SDAR.com/education](http://www.SDAR.com/education)

**Instructor:**

**Ginni Field, ABR, CRB, GRI, SRES, SFR**

## Also...

Be sure to see the back of this form for...



PREPAID  
**Professional Development PASS**

## SINGLE SESSION

**Wednesday, May 1**

**9:00 am - 4:00 pm**

At any given time, today's real estate professionals may be working with four generations of real estate buyers:

- Millennials
- Baby Boomers
- Generation X
- Matures

So how do real estate professionals assess the distinct wants and needs of these generations and nurture real estate client relationships for a lifetime? Say hello to...

**Generation Buy.** This course offers generation-specific marketing tools, networking tips, scripts, and counseling strategies to help real estate professionals formalize their agency relationships.

### TOPICS FOR EACH GENERATION

- Describe characteristics and expectations
- Determine appropriate communication protocols, marketing tools, networking tips
- Examine various strategies to connect
- Evaluate unique considerations

**Counts as one REBAC elective course to be applied toward the**

**ABR® DESIGNATION**

**\$84.15**

REALTOR® Plus

**\$99**

SDAR MEMBERS

**\$119**

ALL OTHERS



### CONTACT INFORMATION

NAME

PHONE ( )

ADDRESS

☐ HOME  
☐ OFFICE

CITY/STATE

ZIP

### 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 (at right)

MEMBER #



### RETURN TO:

**Greater San Diego Association of REALTORS®**  
4845 Ronson Court, San Diego, CA 92111  
**Membership@sdar.com**

**Fax: (858) 715-8090 | Phone: (858) 715-8040**

**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.