

# GENERATION BUY...

## Are You Using the Right Marketing Techniques?



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

- **Millennials**
- **Generation X**
- **Baby Boomers**
- **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 COVERED FOR EACH GENERATION OF BUYERS LISTED ABOVE

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

### LOCATION

#### KEARNY MESA SERVICE CENTER

#### Instructor:

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

**Wednesday, Apr. 3, 2013**

**Time:** 9:00 a.m. – 4:00 p.m.

**Check In:** 15 minutes prior to start

#### Location:

SDAR's KEARNY MESA SERVICE CENTER  
4845 Ronson Court, San Diego, CA 92111

#### Price:

REALTOR® Plus Members ..... \$84.15  
SDAR REALTORS® ..... \$99  
All Others ..... \$119

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

**ABR® DESIGNATION**

**ALSO: Take ABR Designation Course  
at SDAR April 10 & 11**

**REGISTER ONLINE [WWW.SDAR.COM](http://WWW.SDAR.COM)**

☐ **Yes, sign me up for Generation Buy... Marketing Techniques**

☐ **Yes, I have read the Cancellation Policy. Initial** \_\_\_\_\_

Name: \_\_\_\_\_ Member #: \_\_\_\_\_ Phone: \_\_\_\_\_

☐ Home ☐ Office Address: \_\_\_\_\_ E-mail: \_\_\_\_\_

☐ Check ☐ Visa ☐ MasterCard ☐ Discover ☐ AmEx Card#: \_\_\_\_\_ Exp: \_\_\_\_\_

Amount: \_\_\_\_\_ Signature: \_\_\_\_\_



**Return to: Greater San Diego Association of REALTORS® ▪ 4845 Ronson Court, San Diego, CA 92111 ▪ Phone: (858) 715-8040 ▪ Fax: (858) 715-8090**

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.