

# Fishing Upstream

## Innovative Marketing Techniques



Location:

**SDAR'S KEARNY MESA SERVICE CENTER**

Address

Instructor:

**JOHN WEAVER**, CAI, EMSREGISTER: [www.SDAR.com/education](http://www.SDAR.com/education)

*John Weaver is been a licensed real estate broker since 1969, and has sold in excess of \$200 million of real estate at public auction throughout the United States. In addition, he has sold approximately \$2 billion in ranches, land, farms, and investment properties.*

### SINGLE SESSION

**Wednesday, August 14, 2013**
**9:00 am - 4:00 pm**

This course features innovative marketing methods for all property types, especially "tough" markets.

Beginning and seasoned agents will learn tips on how to communicate and deliver on their commitments to their clients, and ultimately build a successful business.

#### TOPICS COVERED

- Structuring creative transactions
- Negotiating
- Facing challenges
- Gaining momentum through habits
- Making commitments

**LUNCH PROVIDED**
**\$15**

SDAR MEMBERS

**\$25**

ALL OTHERS



With approximately 12,000 members, the Greater San Diego Association of REALTORS® is the largest trade association in the county. Our members adhere to a code of ethics and professional standards above and beyond the norm. We help our members sell more homes. We help people realize the dream of homeownership. And we are dedicated to protecting private property rights.

#### 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**  
**Education@sdar.com**

**Fax: (858) 715-8088 | 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.