

# Marketing Strategy & Lead Generation

Presented by the Inland Northwest School of Real Estate...



**Register Online:** [tricityaor.com/events/marketing-lead-generation/](http://tricityaor.com/events/marketing-lead-generation/)

The **Marketing Strategy & Lead Generation** course takes a deep dive into how using proven networking, branding, and marketing strategies can build your real estate business.

**After completion of this course you will be able to:**

- Clearly communicate services and value based on the buyer's needs and expectations
- Employ a creative and memorable marketing approach to generate leads
- Use social media and technology to effectively track and communicate with leads
- Successfully convert leads into loyal clients

*This course qualifies as an elective course for the Accredited Buyer's Representative (ABR®) designation offered by the Real Estate Buyer's Agent Council (REBAC). For information on earning the ABR® designation go to [www.REBAC.net](http://www.REBAC.net)*

## WHEN:

July 9, 2020  
8:30am - 5pm

## WHERE:

Tri City Association of Realtors®  
7151 W. Clearwater Ave.,  
Kennewick, WA 99336

**7.5 CE**

**\$89**

**INSTRUCTOR:** Jan Ellingson

Name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

**Make checks payable to TCAR OR**

Credit card # \_\_\_\_\_ Exp date \_\_\_\_\_ Billing zipcode \_\_\_\_\_

Call TCAR office at 509-783-2184, email to [amy@realtoramc.com](mailto:amy@realtoramc.com), fax form to 509-735-2572 or sign up online today!

TCAR Refund Policy: Registration fees will be forfeited if written cancellation is not received at least two (2) business days prior to the class date. No-Shows will be billed. See full education policy here: [tricityaor.com/wp-content/uploads/2019/09/Education\\_Policy.pdf](http://tricityaor.com/wp-content/uploads/2019/09/Education_Policy.pdf)