

Earn your Certified Real Estate Brokerage Manager (CRB) Designation.  
Recognized by the National Association of REALTORS®

# achieve more WITH YOUR CRB



TAKE THE COURSE!

## Managing a Multi-Generational Business

### WHY CHOOSE CRB?

The CRB curriculum keeps you ahead of the information and knowledge curve and strengthens your ability to sustain your business and remain competitive. Only 3% of REALTORS have completed this advanced professional training program and met the designation requirements.

March 17, 2020 · 9am-4pm

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

Tickets \$199 - 7.5 CE

Sign up online: [tricityaor.com/crb-2020/](http://tricityaor.com/crb-2020/)

### WHAT TO EXPECT



Define the four generations: Traditionalists, Baby Boomers, Gen. X, and Millennials



Address motivational issues by understanding each generation's perspective



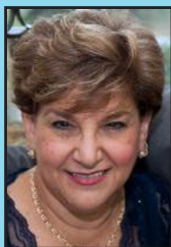
Decrease negative judgments and generational stereotyping



Learn the importance of cross-generational management and eliminate conflict



Recognize generational communication and learning styles



**Instructor: Adorna Carroll, DSA, CRB, ABR, SRS, GRI, SRES**

is Broker/Owner of Realty3 of CT, President of Dynamic Directions, Inc., an international sales training consulting firm & a partner and co-author of the Seller Representative Specialist (SRS) designation course conferred by the SRS Council, LLP. Adorna has been training future leaders for local & state associations all over the US & Canada for over 10 years by teaching leadership training programs & facilitating strategic planning sessions.

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