

FREE LIVE EVENT

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SERIES

# Mastering Your Real Estate Marketing Game Plan

**ANTICIPATE IT. CRUSH IT. OWN IT.**



Join us at the realtor.com® Results Series where we'll dive into today's best and most practical marketing and technology trends while helping you anticipate what's up-and-coming!

**AUG  
27** Louisville  
KY

**Louisville Marriott East**  
1903 Embassy Square Blvd  
Louisville, KY 40299

10:00 a.m. - 1:00 p.m.  
Join us for a complimentary continental  
breakfast @ 9:30 a.m.

Room: Commonwealth Salon A/B  
Parking: Hosted Self-Parking

PRESENTED BY:



**Andrew Dorn**  
National Speaker  
Vice President, Events  
realtor.com®



**Kristi Kennelly**  
National Speaker  
realtor.com®

Real results for real agents

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# Mastering Your Real Estate Marketing Game Plan.

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Over 97% of attendees would recommend **The Results Series** to a friend.<sup>1</sup>

**DON'T MISS OUT!**

<sup>1</sup> Source: realtor.com® Results Series Post-Event Attendee Survey, 2019

## TOPICS COVERED:

### Anticipate & Crush Your Real Estate Marketing Master Plan

- Learn simple tactics for implementing today's top marketing trends
- Explore the turnkey video marketing apps to increase your visibility
- Dive into social media trends and cutting-edge hyperlocal strategies to stay top of mind

### Capture. Connect. Communicate. The Ultimate Lead Conversion Game Plan

- Get insights into buyer behavior and today's consumer expectations
- Master lead conversion strategies that can help propel you to the double-digit results
- Learn text and email scripting from top-performing agents to grow engagement

### Fact or Fiction: The Hottest Real Estate Marketing Data To Bank On

- Avoid common pitfalls with consumer expectations, communication and marketing
- Explore the tools that can help you fill gaps immediately
- Test your knowledge in this face-paced, fun segment - participation required!

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