



Hawaii CRB Chapter's CRB Course for 2009



# Technology Management: Develop & Deploy an Effective Strategy for Your Office

March 26 - 27, 2009

3 CRB Course Credits

Ala Moana Hotel, Plumeria Room

8:00 a.m. Check-in, 8:30 a.m. - 5:00 p.m. Course

Attendees will build a comprehensive technology strategy for their company based upon sound principles of investment, deployment, training and management. Fundamental issues such as design of office infrastructure, budgeting, investment and deployment are combined with critical management issues, such as implementing an office technology and Internet policy to prepare brokers to succeed in the real estate industry of the future. Emphasis on technology tools for Web marketing, leads management, performance benchmarking and agent coaching are combined with workshop exercises that help participants tailor the learning objectives to their particular company goals and marketplace.

- Develop a technology strategy and budget.
- Deploy office and sales agent technologies.
- Better understanding of communication tools, including new wireless opportunities.
- Enhance online and offline marketing strategies with key technology tools.
- Deploy a company intranet and extranet
- Focus on leads management, metrics and benchmarks.
- Special segment on enhancing listing inventory marketing with modern multimedia tools.

Course includes continental breakfast and lunch. For more information on the CRB designation, go to: [www.CRB.com](http://www.CRB.com)

\*A CRB Audit is one who already has obtained their CRB.

Tuition Fees:	CRB Candidate	Non Member	*CRB Designee Audit
	\$575.00	\$750.00	\$375.00

Registration for: CRB Technology • Partial refunds if received by the cancellation deadline: March 13, 2009

Name: \_\_\_\_\_ Name for Badge: \_\_\_\_\_

Company: \_\_\_\_\_ Designations: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Note: information provided above will be included in the class roster and distributed to students.

Charge:  VISA  MC Payment amount: \$ \_\_\_\_\_  Request Vegetarian Lunches

CC# \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_

Name on Card: \_\_\_\_\_ CVC # \_\_\_\_\_  
(3 digits on backside of card.)

Authorized Signature: \_\_\_\_\_

Your charge will be processed by the Hawaii Association of REALTORS.

Fax to: (808) 737-4977 • (808) 733-7060, ext. 105 • [www.HawaiiCRB.com](http://www.HawaiiCRB.com)

Mail & make checks payable to: Hawaii CRB Chapter

1136 12th Ave., #220, Honolulu, HI 96816 • [CRB@hawaiiirealtors.com](mailto:CRB@hawaiiirealtors.com)

For Office Use:	
Date:	_____
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<input type="checkbox"/> Receipt	<input type="checkbox"/> Excel



## About the Instructor

### Jonathan Nicholas, ABR, CRB, CRS

Jonathan is the founder and President of The Company CEO, a virtual consulting firm headquartered in Dallas, Texas. The company provides just-in-time consultation services to entrepreneurs and c-level executives worldwide. Once retained, The Company CEO provides critical advice including, but not limited to, strategic planning and direction, process improvement, organizational effectiveness, mergers/acquisitions and leadership development. Under Jonathan's direction, companies both within and outside the real estate industry are implementing proven best practices that accelerate desired out-

comes.

Previously Nicholas served for seven years as the Regional Director for RE/MAX of Indiana, overseeing the day-to-day operations of over 100 franchised offices and 1800 sales associates. Under his oversight the organization grew to the top market share position by producing over \$4.5 Billion in volume and over 36,000 transactions. A feat that could only be achieved by providing a myriad of support services and expertise that included: brokerage consulting/coaching, career-track education, talent search/recruitment, public relations, media buying, brokerage management training and profitability insight to the master-franchisor's affiliates. A second generation REALTOR® Nicholas received his real estate license at age 18. At age 22 he opened his first brokerage company and quickly grew that company's single family property management division to the largest in the state by controlling more than 3,000 REO properties. The company's sales division was consistently ranked among the top three companies in market share, and number seven overall out of over 360 companies in the MLS. He has been in brokerage management for more than 18 years and in that time has owned three real estate brokerage companies, led three training organizations and in addition has participated in the acquisition, merger and development other industry related companies.

As a speaker, change-master, and strategist on real estate topics both nationally and abroad, he feels his driving purpose in life is to "improve other people's lives." This enduring purpose requires him to be a change master to those he engages through his entertaining and motivational style. His talents as a catalyst are sought out by those looking for new insight, and methods to overcome the status quo. A blogger and pod-caster, Nicholas is a frequent contributor to the national media including: "The Wall Street Journal", "Money Magazine", "Chicago Tribune", "This Old House", Bankrate.com and our own Real Estate Business magazine. Nicholas serves as the President of the CRB Council and on various committees for the National Association of REALTORS®.

#### Hawaii CRB Chapter's Platinum Sponsor



**CENTRAL PACIFIC HOMELOANS**  
*Hawaii's Mortgage Experts*

#### Course Location:

##### **Ala Moana Hotel**

210 Atkinson Drive  
Honolulu, Hawaii 96814  
Phone: (808) 955-4811  
Fax: (808) 944-6837  
No special rates available.

**Other Hotel Alternatives:** (about 2.5 - 3 miles from Ala Moana Hotel)

##### Special Hotel Prices:

Corporate Membership Identification **#QL502512**  
(Give this number when making reservations)  
Hawaii CRB Chapter

**Ocean Resort Hotel Waikiki** (2 blocks from course location)  
Phone: 1-800-367-2317  
www.oceanresort.com

**Queen Kapiolani Hotel** (4 blocks from course location)  
Phone: 1-800-367-2317