

RRC ONE-DAY COURSE



Generational Marketing: Innovative Strategies Across All Generations



Mark Given,
Instructor



Aug. 12 & 13, 2021
7:30a Check-in
8:00a – 12:30p Course

Presented by
Hawaii REALTORS®

Virtual course via Zoom
CRS@hawaii Realtors.com
(808) 733-7060

www.HawaiiREALTORS.com
Registration deadline: 8/1/21
Credits: 8 CRS credits, 2
designation maintenance hours
(for CRS designees), 8 CE
electives (Hawaii).

In this one-day course, you will gain a deeper insight and appreciation of the unique characteristics, values and belief systems of each home buying generation, as well as their key buying/selling behaviors. Through a series of interactive discussions and activities, learners explore and practice proven methods to adapt to those behaviors and ensure successful outcomes. You'll leave the course with a much better understanding of the marketing principles that best reach and move each generation, as well as the ability to apply your understanding to be prepared for interactions with each generation to capture and convert more business.

After successfully completing this course, learners will be able to:

- Identify the values and beliefs of each generation
- Adapt to the behaviors of each generation and reduce relationship tension
- Communicate effectively with each generation to ensure successful outcomes
- Discuss current national statistics and compare them to your local market
- Focus on a generational niche to streamline marketing efforts
- Demonstrate marketing strategies that capture the attention of each generation

Individuals who take this course will earn 8 credit hours toward the CRS Designation.

Contact Hawaii REALTORS to register today at (808) 733-7060.

About

The Residential Real Estate Council is the largest not-for-profit affiliate of the National Association of REALTORS®.

With more than 34,000 agents, the Council is the leading education and networking organization for residential real estate agents.

It also awards the prestigious Certified Residential Specialist Designation® to top-producing REALTORS® who meet education, experience and transaction requirements.

Learn more about the Residential Real Estate Council and how the organization can help you today.

CRS.com



For more information on other RRC courses or obtaining the CRS Designation, the premier designation for residential real estate professionals, visit CRS.com.

RRC ONE-DAY COURSE



Generational Marketing: Innovative Strategies Across All Generations



REGISTRATION FORM

WHERE: **Zoom**

WHEN: **Aug. 12 & 13, 2021**

You must attend both days to receive credits.

Registration deadline: Aug. 1, 2021

WHO (ABOUT YOURSELF):

Name _____

NRDS# _____ License# _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

REGISTRATION FEE:

RRC Member: \$125.00

Non-Member: \$150.00

WAYS TO REGISTER:

1. Register online at HawaiiRealtors.com
2. Fax to: (808) 737-4977
3. Call: (808) 733-7060

Make check payable to: Hawaii Assoc. of REALTORS
Mail to: HAR, 1259 A'ala St., #300, Honolulu, HI, 96817

Registration notes:

1. You will receive a receipt confirmation after you have submitted your payment.
2. On Aug. 1, 2021, you will receive the Zoom link to attend the course. If you do not receive a link, please email or call us at #(808) 733-7060.

CANCELLATION POLICY:

Partial refunds provided for cancellations made in writing by the registration deadline date of 8/1/21. No refunds after 8/1/21.



For more information on other RRC courses or obtaining the CRS Designation, the premier designation for residential real estate professionals, visit CRS.com.