

GENERATE MORE LEADS

CRS ONE DAY COURSE:



Converting Leads Into Closings

Whether you are a new agent building your business or an established agent keeping your data-base fresh, maintaining a flow of potential customers is crucial to your success. Attracting leads is key, but if you don't have effective systems for converting them into closings, you're leaving money on the table. This new CRS One Day Course highlights traditional and digital approaches to identifying and closing more customers. Instruction and activities cover all aspects of a successful customer interaction experience—attraction, first contact, needs analysis, incubation, conversion, closing and beyond.

Upon the successful completion of this course, you will be able to:

- Develop systems for capturing, converting and tracking leads
- Implement customer-focused campaigns that highlight consistent touches via various channels
- Integrate technical tools to enhance the efficiency and responsiveness of your lead management

Instructor

Mike Selvaggio, CRS Since 1984

Mike Selvaggio has been in the real estate business since 1975. He is an active REALTOR in Delaware and Pennsylvania, broker/owner of Delaware Homes, Inc. and served as the 2008 National President of CRS.



Selvaggio has published several articles and authored many courses for REALTORS. As a Life Director for the Home Builder's Association of Delaware, he has the experience to help you with the process thru the attraction-consultation to the closing and beyond. Ideas that not only work but have been "Field Tested"

ABOUT CRS With the CRS Designation, you become part of a network of more than 30,000 Certified Residential Specialists Designees and Candidates/General Members. To learn more about the Designation and learn more about CRS courses coming to you, visit www.crs.com.

Cancellation Policy: Two weeks prior to course, full refund. Within two weeks of course 50% refund. After 5 pm day before course, no refund

Class Registration: Converting Leads into Closings * Class Date: April 7, 2015

*CRS Member #: _____

Name: _____

Firm: _____

Office Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

Please indicate preferred method of payment: ___ Credit Card)please call (insert your #) _____ to complete your registration

Check enclosed _____ Made out to — Oregon CRS Chapter PO Box 4756 Salem, OR 97302



April 7, 2015
8:30 am—5:00 pm
Registration 8:00 AM

Location:
Scottish Rite Center
3581 Lear Way
Medford, OR

REGISTRATION

Networking buffet luncheon included with registration

Class Fee.....100.00

Credits

8 CRS Credits, 7.5 OR-CE WA –Pending

Additional Class Sponsors



Registration: FAX (503) 480-0241

e-mail: OREGONCRS@OREGONCRS.ORG OR-

Call -Kelly—Chapter Administrator (503) 877-2832