

The Southern Maryland Association of REALTORS®  
presents



## 10 MAGIC MARKETING MIRACLES

Allison D. Mooney, Instructor



**Cost: \$35**

**Date:** September 24, 2010

**Time:** 9:30 am – 12:30 pm

**Location:** REALTOR® Center

8440 Old Leonardtown Rd, Hughesville, MD 20637

*Marketing is one of the most important aspects of our job as a REALTOR®. We must market ourselves, our client's properties and how we are different or how we differ from our competition. Marketing means that you are willing to take a proactive stance. That means research, understanding and implementing a planned approach to your marketing plan.*

### **Marketing Miracles:**

1. Market Research – NAR, MRIS, MAR, SMAR & other associations
2. Understanding Today's Buyer's and Sellers – Who are you?
3. Know where your business comes from – SOI? 50 People? Clients?
4. People are your greatest asset, "work it baby"
5. Advertising is NOT Marketing
6. **Come to this marketing session & find out the rest of the magic!**

*"We become what we do repeatedly. Excellence, therefore, is not an act. It is a habit."*

*– Aristotle*

**✓ SIGN ME UP!**

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