



Charlotte Real Estate Database Strategy Training

REALTOR Training Seminar Wednesday **April 1st, 2009**
Exit Realty South – (John and Angie Byers' Office)
4401 Barclay Downs Dr, Ste 1, Charlotte, NC 28209
(704) 602-9900 - ([PDF Link to Training Flyer.](#))

[Exit Realty South](#), Led by Angie and John Byers, are holding a Strategy Training for their Realtors on Database and Contact Management Wednesday April 1.

The training is designed to help REALTORS devise the right strategy and help them use the right tools and habits to stay in touch with their customers. Let's agree that tools are as good as the user's knowledge but more importantly their diligence, consistency, and repeated assiduous approach...

The Real Estate Business is a Referral Business and any strategy that helps Real Estate Professionals stay in touch with their clients, old and new, creates the conditions for success... So are you all over the place with your to-do list, your tasks, worse your emails?

Did you know that the biggest complaint our customers say about us is "We do a poor job of staying in touch with them..." – We must not only create the conditions for communications but have the tools that satisfy and cause our clients to recommend us...

If you are using Outlook, and/or a similar Database Management System this is the training for you... worse if you are using the contact manager in your phone and getting nowhere – then definitely this training is for you!!!

Location: [Exit Realty South](#) – (Thanks to John And Angie Byers)
4401 Barclay Downs Dr, Ste 1, Charlotte, NC 28209 - (704) 602-9900

Date: Wednesday 4/1/2009 - 9:30am (please start arriving at 9am)

Duration: 4 to 5 hours – lots of breaks will be offered.

Cost: \$45 (please make checks payable to: Key Yessaad and hand them to your broker. I asked them to hold the checks until I have delivered the training.)

Trainer Commitment: To un-shackle REALTORS from the fear of technology and bring clarity to the proper use of communication and internet tools to their day-to-day business...

Course Description: (please read what follows to understand the intention of the course.)

Real Estate Database Strategy

How to stay in touch with Clients to Convert Sales!!! Outlook, eMail, Contact & Database Management... (The Necessary Real Estate Habits!)

Successful Real Estate Professionals understand that the business of Real Estate is the Business of People - in other words **The Referral Business**. Unfortunately most Realtors are lost in a mountain of Data and don't know how to use the tools of organization that actually produce results... Remember it is our job to stay in touch with our current and past clients... (NOT theirs...)

This course focuses on the Technology side of this undertaking... this is an illuminating Training Session for many Real Estate Professionals and is driven by proven how-to skills that will unleash your creativity to stay in touch with your clients.

You will learn:

1. What is a Database? In Fact what is a good Real Estate Database?
2. What is Outlook? Is it different than Outlook Express?
3. How to use email productively? (The Nuts & Bolts of the Class)
4. How to tame Outlook?
5. How do I handle Contacts and why? (Must Learn!!!)
6. How do I become a Better Decision Maker? **(You'll love this?)**
7. Why am I drowning in emails and how to rescue myself?
8. What are substitute products to Outlook and how do I decide?
9. How about portable devices – what should I keep in mind?
10. Cool Tips and Tricks to become a savvy Outlook User – They are really nifty!
11. And much much more...

I consider this class a Strategy Class not just a How to Class - so for you guys with Personal Assistants you may want to consider showing up and bring your assistant! If you understand the strategy you will be able to help your Assistant assist you in the implementation.

Testimonials from Previous Trainings:



"Thank you for the phenomenal training on real estate blogging and our web strategy. Not only was it entertaining and informative, but it was RELEVANT! You are providing our agents and brokers the most pertinent information we could receive in this market. I personally have seen the results of doing what you tell me to do and I have no doubt that it will lead to our office being more successful. Every regional owner and broker should have you in their offices immediately! We cannot wait to have you back in Charlotte." - **Angie Byers Owner - EXIT Realty South.**



"Key, Your class on Blogging was amazing. You were right on the money when you spoke of how much other companies charged to optimize your websites and help move you up in the rankings. Your class motivates an individual and has them take control of their own destiny. This is just like the old saying "You can lead a horse to water, but you can't make him drink." There are no more excuses. You feel empowered when you can blog and move yourself up in the rankings as you taught us to do today. I'm anxious to get started and take control of the Statesville market. Thanks, I look forward to future classes." - **Kim Privette, Broker/Owner.**



"Key, Your class was excellent – you taught me the power and ease of Blogging. I am ready to make this a “key” part of my internet / marketing strategy. I look forward with anticipation to see the results in my business. I will enthusiastically refer you to all of my agents and am willing travel to any of your classes in the Carolinas. Please send me your schedule. I have two of my agents who will accompany me. Thanks," - **Vernon Jackson, Broker/Owner.**



"Hi Key! Once again you delivered a powerful and fun class! You did not disappoint. I will tell you that I attended a two day CRS workshop on Tuesday and Wednesday of this week and paid 5 times the amount of your class and I walked away with 10 times the value from your class. Just the hint about using Google docs to cut and paste my entire article instead of using word will save me so much time. I look forward to the next class with you. Thank you for your energy and for sharing your knowledge with us! You are wonderful and I would recommend this class to anyone (on the other hand.....maybe I should keep you a secret!)" - **Sonya Leonard, Statesville NC.**



"Key, words can't express how excited I now am about blogging! The light finally went on in my head and now I understand it. I have started on my first blog and will keep in touch with you. I am proof that you can teach a "middle aged" dog new tricks! Thanks so much, Debby Byers Exit Realty South, Charlotte, N.C." - **Debby Byers, Charlotte NC.**



"Key, I just wanted to say thanks for allowing my coworkers and I the opportunity to capture a few minutes of your training with John yesterday. You were amazing and I loved your energy. Kristi and I would love to attend one of your classes in the near future. Thanks again and have a great afternoon." - **Stacy Danner**|Senior Residential Broker, **Grubb Properties, Inc.**
(Stacy and her colleagues sponsored the lunch for the Charlotte training on 2/12/2009 and only attended 10 minutes of the event... Thank you Stacy!!!)



"Key, thanks for coming. The training was awesome! Simple and straightforward. One thing that makes your training class stand out from the rest is that you are not afraid of sharing your knowledge with other. Also, you make yourself available to help. I definitely would recommend you to everyone who wants to seriously succeed in their real estate business. Take care." - **Maria B. Ferreira, Broker/Realtor NC-SC.**



Web Link: [Charlotte Real Estate Database Strategy Training Wednesday April 1, 2009](#)

PDF Link: [Charlotte-Real-Estate-Database-Strategy-Training-April-2009.pdf](#)



About the Trainer: **Key Yessaad** – [Real Estate Web Trainer](#). To train, inspire, and coach Real Estate Professionals succeed is my passion. I have a niche area of expertise which is the combination of Real Estate Web Strategy, Consulting, and Systems Implementation... Inquire about the various [Real Estate Training Seminars](#).