

# Jacksonville NC Real Estate Training: Social Media and Database Strategy Training

**Your Habits Serve your Clients Best - Energize your contacts through Diligent Systems and Thoughtful Habits!!!**

**CHANGE: Thursday May 20th in Jacksonville North Carolina**

The [Jacksonville Board of REALTORS®](#) in partnership with the [Topsail Island Association of REALTORS®](#) invite their brokers and agents to attend a Real Estate Training on Social Media, Database, and Contact Management Strategy Thursday May the 20th; Going beyond understanding to actual day to day doing!!! ([PDF Link](#))



The training is designed to assist 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 tireless approach...

The Real Estate Business is a Referral Business and any strategy that helps 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? How about Social Media - are you using to connect with your clients?

Did you know that the biggest complaint our customers say about us is "We do a poor job 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:** [Jacksonville NC Conference Center](#)

800 New Bridge Street, Jacksonville, NC 28540-5437 - (910) 455-6090

**Date:** Thursday May 20th, 2010 - 10am

**Duration:** 5 hours – lots of breaks will be offered. (will end around 3:30pm)

**Cost:** \$50 (JBOR Members login to [jbr.getlamps.net](#) to register; everyone else please call (910) 347-6556 or email [mlsadmin@bizec.rr.com](mailto:mlsadmin@bizec.rr.com))

**My Commitment:** To un-shackle you from your distorted relationship you have with Technology and help you create the conditions of success with your Clients.

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

## [Real Estate Database Strategy](#)

## How to stay in touch with Clients and 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.

I will cover the following topics in the Seminar:

1. What is a Database? In Fact what is a good Real Estate Database?
2. What is Social Networking? Let me share a quick answer: Content that Leads to you... Hmm...
3. Should you 'Social Network' and How? Well you already do... what if you did it right - and I mean to also attract Google?
4. Why Integrate Social Media, your emails, and your Marketing?
5. How to write compelling Social Networking Content?
6. How to integrate your profiles with Social Networking Updates?
7. How to work Internet Leads and convert?
8. How to use email productively? (The Nuts & Bolts of the Class)
9. How to tame your Emails?
10. How do I handle Contacts and why? (Must Learn!!!)
11. How do I become a Better Decision Maker? (You'll love this?)
12. Why am I drowning in emails and how to rescue myself?
13. What are substitute products to Outlook and how do I decide?
14. How about portable devices – what should I keep in mind?
15. Cool Tips and Tricks to become a savvy Outlook User – They are really nifty!
16. And much much more...

I will have plenty of time for all your questions...

"If you go to work on your goals, your goals will go to work on you. If you go to work on your plan, your plan will go to work on you. Whatever good things we build end up building us." - Jim Rohn



[Real Estate Internet Strategy Training](#)



[Real Estate Blogging Strategy Training](#)



[Real Estate Database Strategy Training](#)



[Real Estate Social Networking Training](#)



[Real Estate Web Advanced Training](#)



[Key Yessaad Training on Internet Marketing](#)

**Testimonials from Previous Trainings:**



"Thank you so much for offering this training on web strategy. It is great to see your passion and enthusiasm. I would recommend any agent that has the time and energy to invest in their web strategy and their business to sign up for the next class available with Key. In fact I would recommend it sooner than later because one day soon Key will figure out the info is near priceless and he might try to charge what it is worth! (Ha Ha) You can pay thousands to the big SEO companies or you take the classes offered by Key and do it yourself." - **Jason Jacques in Brevard NC**



"I attended the web strategy training with Key on Tuesday the 14th of July and the content and method of presentation was phenomenal, but I was totally sold when after following his steps, I got the first 5 returns out of 10 on page 1 of Google. That is 50% coverage on page 1 of the search engine that has over 72% of all search traffic, AMAZING. All I did was ..... I can't tell you! You have to join EXIT and take the course so Key can get your mind right for the Google Juice."  
Thanks, you have brought many things into perspective for me in Real Estate. I will stop the unproductive and focus on the productive again." - **Mike Grumbles in Tennessee**



"Key not only shows you how the internet and Goggle work, he also teaches you everything you need to know to start building Goggle visibility for your web-site. Every class has an action plan for the student to implement. The methods and techniques are valid and verifiable. The potential power of understanding and implementing the strategy is unlimited. [read more...](#)" - **Joe Nester in West Columbia, SC**



"Key, thanks again for the outstanding training/information/guidance/and "kick in the pants" you provided yesterday, March 19 for the EXIT agents in the Columbia area. Your enthusiasm is tremendous and the knowledge agents now have will allow them to properly position themselves in their respective markets. We look forward to seeing you again in May!" - **Craig Summerall in Lexington SC**



Key Yessaad – [Real Estate Trainings](#) and [Internet Strategies](#).  
To train, inspire, and coach Real Estate Professionals succeed is my passion. I specialize in training Realtors to compete online. My Trainings and Internet Strategies intersect in my seminars with powerful ideas and Plans of Actions that produce results. Google or call me (910) 538-6610 and let's discuss how I can help your Agents climb the Google Tree of Success. I can tailor my [Real Estate Seminars](#) to the level of sophistication of your agents and I promise they will leave inspired and will produce results!!! Read some of the [Realtors Testimonials](#).