



# Lexington Columbia SC Real Estate Database Strategy Training

Exit Brokers "By Invitation Only"  
Training Thursday May 7th, 2009

The Brokers of Exit Realty in Lexington, Columbia, and Chapin South Carolina, [Ed Flowers](#), [Brandon Liles](#), [Joe Nester](#), and [Craig Summerall](#) are bringing Key Yessaad to hold a special training on Real Estate Database Strategy May 7th, 2009.

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:** [Agape Village](#)

Village Community Center - 128 Agape Village Ct., West Columbia, SC 29169

**Date:** Thursday, May 7<sup>th</sup>, 2009 – 9:30am (please start arriving at 9am)

**Duration:** 5 hours – ample 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.)

**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 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:](#)



"Hi Key, Thank you for everything! What an awesome training you put on for us. I feel kind of smart right now. I learned so much from you and I thank you for your dedication to your work and your patience with me. I am going to GET THIS! Thanks again. We loved having you and hope you can come for a long visit to see the area. You are welcome any time." - **Shelia Bennett, Broker/Owner of Exit Realty of Beaufort**. *Attended Real Estate Web Advanced Strategy in [Beaufort SC](#) on April 15th, 2009.*

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"Hi Key, I can't thank you enough for yesterday's class. It was extremely informative! You clarified some things that I was unsure of or struggling to complete. You have inspired me to really step my game up and to get out of the rut I was in. Thanks again!" - **Lisa Houle, Broker/Owner Exit Realty of Hilton Head**. *Attended Real Estate Web Advanced Strategy in Beaufort SC on April 15th, 2009.*

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"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, Broker/Owner Exit Real Estate Consultants, Lexington SC**. Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.

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"Key, You did an amazing job teaching at the Carolina's, you have found your calling and it shows! Tam - March 7, 2009." **Tami Bonnell, President U.S. Organization, Exit Realty**. Event: Exit of The Carolinas Annual Awards in Charlotte NC, March 2009.

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"Good morning Key, I am checking different searches for Chapin Real Estate, Chapin SC real estate, Chapin homes for sale and Chapin SC homes for sale. Our efforts are working and I owe you a large debt of gratitude for this! Our website has been up for less than 1 month and we are on page 1 of Google for "Chapin Real Estate" and page 2 top spot for "Chapin Homes for Sale". I consider this a major step forward in my companies ability to compete for customers on-line. The search, "Chapin Homeowners" is absolutely dominated by my blog and website-this is directly attributable to your guidance and tutelage!  
I am a long way from where I want our company to be in terms of our "google-ability" but our company and agents are headed in the right direction as a result of your instruction and support.  
This is great news for me and certainly gives validation to our efforts. Thanks and have a great day!" - **Brandon Liles, Broker / Owner Exit Midlands Realty, Chapin SC**. Coaching and Consulting Client - Attended numerous trainings offered by Key.

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"Key – You are not just an instructor, you are a Life Coach! You stretch our minds and uplift our Spirits!! Thank you for your dedication to our success. You empower us in our Professional life and that confidence spills over into our personal lives as well.  
The Psychic "Should" Purge is golden. Your database management class has taught us how to decrease our "should list". I encourage all who can, take this class. It WILL change your life! Many thanks! - **Shirley Ghorshi, Exit Realty South, Charlotte NC**. Attended Real Estate Database Strategy in Charlotte NC, Wednesday April 1, 2009.

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"Hello Key, I knew that the workshop was going to be great because it was you who was doing it. I didn't hesitate to sign on when John and Angie mentioned that you would be doing a class. I didn't know what to expect nor did I know what the class was about because I know that anything you teach us is of great value. It wasn't even 10 minutes into the class and I already had learned something new to build my business.  
I have to tell you that I stayed up until 1am last night putting my clients into categories. I'm not done yet, but I will be done by the end of this week-end. I also had my triggers and current clients showing instead of my emails.  
The fact that you are willing to share all your talents and secrets with us is a testimonial in itself. I can't wait for your next class in Charlotte." - **Aida Marcial, Realtor, Exit Realty South, Charlotte NC**. Attended Real Estate Database Strategy in Charlotte NC, Wednesday April 1, 2009.

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"Key, Once again, your class far exceeded any expectation I may have had... and you have set the bar very high from all the previous classes I've taken with you. You have such incredible insight into human behavior. I can't imagine anyone else being able to take a 'contact data base management' class and fill it with such deep insights into how agents and our clients think and act... and therefore, how best to serve our clients while building our businesses with such clear focus and intention. You have a true gift of blending technical skills with human behavior and motivation. As several of us said, it doesn't matter what topic you teach, sign us up! We're there!  
I am truly grateful for your vast knowledge and the unwavering personal support you offer to everyone that attends your classes. You are simply THE BEST!" - **Nancy Winters, Realtor, Exit Realty Advantage, Charlotte NC**. Attended Real Estate Database Strategy in Charlotte NC, Wednesday April 1, 2009.

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"Key, Thank you so much for the great training today...I learned so much..from the simple (Ctrl-A) to getting my contacts out of those folders and into CATEGORIES!! Can you smell the smoke???.. my mind is smoldering! Looking forward to your next training. Thanks again," - **Joan Hileman, Realtor, Exit Realty South, Charlotte NC**. Attended Real Estate Database Strategy in Charlotte NC, Wednesday April 1, 2009.

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**Key Yessaad – Real Estate Trainer & Internet Strategist.**

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](#).