

Real Estate Database Strategy Training

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



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 this training is definitely for you!!!

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...

Most Realtors have a poor relationship with their emails and lose countless number of Leads and Sales due to poor tools and habits. Time to end this madness and relate to your tools to help your Buyers and Sellers Organically!!!

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.

PS: This Training is NOT designed for agents who are seeking Manipulative Scripts or shortcuts to Success.

Testimonials from Previous Trainings:



"Key, You have been blessed with the ability to help others. You have touched so many lives and have helped them to see their true abilities... Our lives get so busy that we sometimes forget to stop and take a look around and appreciate what we have. During our journey in life we meet many people. Some are just a blur in time and some, like you make time stand still. Your excitement and passion when you teach is so amazing. My agents have started implementing what you've taught them and are starting to see results! I am so proud of our agents!" - **Belinda Vercammen, Administrator, Exit Upstate Realty**. Attended Real Estate Web Strategy in Greenville SC, Friday March 20th.



"Today, five agents from our office participated in a training seminar focused on "Blog Strategy". Key Yessaad, Real Estate Web Trainer, shared valuable information on how we can use blogging as a mechanism to drive Google to us and thereby help increase showings to our listings and drive buyers to our website! Key's upbeat and energetic approach to training web strategy are invaluable tools that we can now-as is evident by this blog. Carl McClure, Cathie Saucier, Paul Saucier, Tom Baldwin and Brandon Liles are all agents based in Chapin, SC at EXIT Midlands Realty and can now begin to implement the tools gathered from today's training. Thanks Key for another fantastic day!" - **Brandon Liles, Broker/Owner Exit Midlands Realty, Chapin SC**. Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"WOW! I had to hold onto my seat! The pumped up, enthusiastic and deeply informative web blogging training that you provided, is simply the best I have ever attended. The depth of your knowledge and insight was delivered clearly, passionately and with a focused concern that all who attended, truly understood the reasoning and application of why it is essential to engage in this strategy. We all look forward to attending more of your training very soon. Many, many, thanks to you for sharing this most important training, which is sure to propel our business to new heights. Thank you!" - **Matt Houle, Broker/Owner Exit Realty of Hilton Head, Hilton Head SC**. Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"Thanks Key! Fantastic info and I am excited about putting this new strategy into action. **Here's to being Googleicious!** Brooke." - **Brooke Schlenker, Realtor, EXIT Real Estate Consultants, Lexington SC**. Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"Key: I think that was the best training session ever!! I'm now falling into that "old dog" category, but I know what I learned in your Blogging Strategies Training session will send us to a whole new level! If you have anyone who questions your validity, have them call me! I'll sing your praises!!..." - **Paul Saucier, Broker/Auctioneer/Builder, Specialist in Land & Investment Properties. Exit Midlands Realty.** Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"Key, Thanks for a great training session yesterday! My To-Do list is a mile long but that feels good. It feels good to walk out of a training with a targeted list of actions that will get me noticed by Google and the other search engines, which in turn will get me noticed by my customers. I don't know how you learned all this stuff. But I am glad you did and even more glad that you have a gift and passion for training. Keep up the great work! Craig." - **Craig Augenstein, Exit Carolinas Regional Director** - Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"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.



Web Link: [Real Estate Database Strategy Training - Stay in Touch and Convert Sales](#)

Real Estate Database Training, Real Estate Database Trainer, Real Estate Web Training, Real Estate Database Strategy Training, Real Estate Database Marketing Training, Real Estate Training, Real Estate Web Trainer, Real Estate Web Strategy, Real Estate Internet Marketing Strategy Training, Key Yessaad Trainings, Real Estate Blogs.



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](#).