



# **Topsail Real Estate Database Strategy Training**

**REALTOR Training Seminar Thursday 7/23/2009 - 9:30-2:30pm**



The Topsail Island Association of REALTORS is planning a very special training on Real Estate Database Strategy.

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!!!

**Location:** [TIAR Office](#) : 13775 NC Hwy 50 Suite 402 Surf City NC 28443 - (910) 329-1406  
- In Treasure Coast Landing Office Complex.

**Date:** **Thursday July 23rd** 9:30am - 2:30pm (please start arriving at 9am to setup.)

**Duration:** 4.5 hours – ample breaks will be offered.

**Cost:** to TIAR - Not Trainer; TIAR Board Members \$25; Affiliates & Non-Members \$50.  
<Please contact Christina Asbury for all logistics **(910) 262-3948**>

**To sign up call (910) 329-1406 – Space is Limited!!!**

**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 Training

### 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.

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

## Testimonials from Previous Trainings:



"Key, What an outstanding program that you have developed to get our agents on top of their game and on top of Google. You push our agents far above the bar with your knowledge and commitment to making us the best in the industry.. and the most web recognized. Thanks for all that you do for us and for all of Exit." - **Jim Barnett, Sales Manager in Charlotte NC.** *Attended Real Estate Web Advanced Strategy in Charlotte NC on May 21st, 2009*

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**Sarah Tingen** Key, you have given me the "key" to unlock a door with unlimited potential. Finally, I have found a form of prospecting that fits my style! I cannot wait to be the Brier Creek Real Estate Expert!

I've set my sights high, and I highly recommend your blogging strategy class to anyone hoping to succeed in today's real estate market! ♥

**Facebook Comment 5/28/09** 3:08pm · Comment · Like · See Wall-to-Wall



Key Yessaad at 4:26pm May 28

Those are very lovely words Sarah!!! Thank you!!! I look forward to visiting with you in the near future!!!

"Key, you have given me the "key" to unlock a door with unlimited potential. Finally, I have found a form of prospecting that fits my style! I cannot wait to be the Brier Creek Real Estate Expert! I've set my sights high, and I highly recommend your blogging strategy class to anyone hoping to succeed in today's real estate market! ♥" - **Sarah Tingen.**

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"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.** *Attended Real Estate Web Advanced Strategy in [Beaufort SC](#) on April 15th, 2009.*

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"Thanks so much for coming to Beaufort -- you are a genius, not an ordinary person at all. If I just had \$5,000, I could have you sitting by my computer to "show and tell" and then I would learn blogging, advertising on the Net, etc. the right way! Best of luck to you in all you undertake, Your friend." - **Linda Yates-Williams Hilton Head.** *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 Hilton Head.** *Attended Real Estate Web Advanced Strategy in Beaufort SC on April 15th, 2009.*

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Web Link: [Topsail Real Estate Database Strategy Training July 23rd, 2009](#)

Topsail Island Real Estate Training, Topsail Real Estate Database Training, Database Real Estate Training, Real Estate Training, Real Estate Web Trainer, Real Estate Database Strategy Training, Real Estate Database Strategy, Real Estate Blogs, Real Estate Blogging.



**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](#).