

Marketing To All Ages



**MetroTex
Association
Education**

TREC # 04-00-123-23371 4 Hrs MCE

Marketing will never be an exact science.

The objective of this course is to understand who is buying and selling real estate in each generation and how they want to be serviced professionally.

By exploring the influences, characteristics, do's and don'ts and connective words, the student will be able to design a marketing plan, choose properties to show and explore how to work this unique niche group.

In Group sessions you will:

- 1) design a 6 month marketing plan for sellers/buyers
- 2) discuss the home needs for the buyer based on generation
- 3) determine a plan as to how to develop a relationship with this "niche".

Pricing: MetroTex Members paying online	\$18.00
MetroTex Members registering by phone	\$20.00
Non Members	\$35.00

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