



Marketing Property Successfully

Learn from a renowned brand strategist how to make your property a stand-out listing



Overview

Marketing property requires professional marketing skills in a range of areas. From perfecting your relationship management skills with potential buyers and sellers to drafting property advertisements that capture prospective buyers' imagination. It is a mixed bag of skills and knowledge. Ultimately your skills in this area determine your brand proposition in the market and therefore influence your success as a salesperson. This half day workshop is designed for sales agents to explore how to make the most of their personal and corporate brands for greater sales success.



Facilitator – Peter Ring, Altitude Brands

Peter Ring is a noted brand and communication strategist and has contributed to the growth of many businesses, organisations and government departments during his extensive career. He is renowned for the energy and passion he brings to each project. Peter contributes strategically to the brand development and implementation of many high profile brands including Canberra Capitals, Defence Housing Australia, Museum of Australian Democracy, Service One Members

Banking, Tribe, Maxim, Connexion, Mercedes Canberra, Goosebumps and Lifeline to name a few.

Benefits

- Develop and increase your personal brand value
 - Increase your sales through compelling marketing materials and messages that SELL!
 - Enhance your engagement with buyers and sellers
 - Key drivers for property buyers and sellers – understand their motivation and shape your message
 - Write property ads that create emotional buy-in and motivate the reader
 - Build your brand in the market – strategically and effectively
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Learning Outcomes

After completing this workshop you will be able to:

- explore new strategies in marketing real estate
 - examine methods to motivate the right market
 - develop marketing strategies and tactics that motivate action
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CPD points

On successful completion of this workshop, real estate participants will achieve 4 of the required 12 points of professional development to meet the ACT Office of Regulatory Services (ORS) conditions for the renewal of a licence or certificate of registration.

Details

Date: One half day workshop on Thursday, 17 May 2012

Time: 8.30am-12.30pm, then lunch

Where: WISDOM Learning Centre Fairbairn ACT

Cost: \$245 including all materials and gourmet catering

How to register

Register online at www.wisdomlearning.com.au or contact us for more details.
