

CRS 200: Business Planning & Marketing for the Residential Specialist

February 12 & 13
Tuesday & Wednesday

8:30 a.m – 5 p.m.

SILVAR

19400 Stevens Creek Blvd., Suite 100
Cupertino, CA

Instructor: Mark Given

Cost: \$250 early bird registration. After January 31, cost is \$300.

** SILVAR Class Pass and member discount applies. Call SILVAR for details. SILVAR members may register online at ims.silvar.org.*



The Business Planning & Marketing Course from the Council of Residential Specialists will help you create a strong business that will withstand any market condition—while making a profit. Upon the successful completion of this course, the student will be able to:

- Develop a business plan to focus your business and start making educated financial decisions
- Determine financial goals to create a budget and increase your profits to last through retirement
- Create a marketing plan that works with your objectives to get your listings sold
- Identify action plans to implement that will work for you to achieve long-term personal and professional goals



* Mark Given is a Certified Instructor for The Council of Residential Specialists (CRS), and teaches ABR and ABR electives, Seniors Real Estate Specialist® (SRES), NAR Green, and SFR nationally. He is a Ninja Selling Master Instructor, and has been a GRI Instructor for many states. Mark is also author of the CRS Elective “Going Green” course. He has served as a keynote speaker for private companies and state conventions, taught at the National Association of REALTORS® Convention and Mid-year meetings and is a practicing REALTOR® with Wilkie Real Estate, Inc in Roanoke Rapids, NC. His new book, *Finding My Why, Ernie’s Journey*, co-written with Don Greeson was recently released.

Sign up for the early bird special today!

CRS 200: Business Planning & Marketing for the Residential Specialist

**Certified
Residential Specialist**
The Proven Path To Success

ABOUT CRS :

When you earn the CRS Designation, you become part of a network of more than 33,000 Certified Residential Specialist Designees and Candidates/General Members. To learn more about the designation, visit www.crs.com. Individuals who take this two-day course will earn 16 Education credits towards the CRS Designation. This course can be credited as an elective towards a CIPS (Certified International Property Specialist) Designation, as well.

Course Content:

- Business plan development
- Budgeting and cost analysis
- Prospecting techniques
- Personal promotion techniques

TO REGISTER: SILVAR members may register online at ims.silvar.org, or please fill out the registration information below and fax to (408) 200-0101, or email to mjackson@silvar.org. Please call SILVAR at (408) 200-0100 for any questions.

Name _____ Company _____
License# _____ NRDS# _____
Address _____

City _____ State _____ Zip _____
Phone _____ E-mail _____

Please indicate preferred method of payment:

Visa _____ MasterCard _____ Other _____ Check# _____

Card Number _____ Exp. Date _____

Signature _____

CANCELLATION POLICY

- Cancellation before January 18, 2013 will incur a \$75 administrative fee.
- Half of the tuition paid will be returned to those cancelling January 18 - 31, 2013.
- Cancellation after January 31, 2013 - NO REFUND for any amount or any reason.