



# MARKETING MASTERY

Marketing & Communications Conference

FEB 22, 2018 - 9 AM - 4 PM

Dulles Area Assn of REALTORS® - 21720 Red Rum Dr., #177 - Ashburn, VA

\$20 Members / \$30 Nonmembers



## » *Building a Brand*

*John Showalter, Melissa Fones, VESTA Settlements*

*"Your brand is the single most important investment you can make in your business." -Steve Jobs*

How much thought have you put into your brand? Do you have a brand? Without a brand, you are a commodity.

Join us for a discussion on branding where we will cover: What is brand? Who is your brand targeting? What is your brand mission, and do you have a brand strategy?

Are you chasing business or attracting business? How can you use brand to strengthen your profile, presence and reputation to become the agent who consistently gets the listing?

## » *Become a Facebook Ads Ninja!*

*Kara MacDonald, Marketing Trainer & VP, Pruitt Title LLC*

Do you know when and how to boost a post? Or how to use ads manager? Learn the kinds of ads that work for REALTORS®, how to make simple graphics, how to write irresistible copy, and get warm leads by using ads to bring new clients and more closings!

## » *Master Relationship Marketing*

*Shawn Barsness, The Mortgage Ace, George Mason Mortgage*

We explore raving fans and how to win at creating referrals with tools and techniques to persuade, connect, and deepen relationships. Attendees will be aware of opportunities to strengthen brand identity and create the "WOW" in their business.

## » *How to WIN at Farming Real Estate*

*Wade Vander Molen, Dir. of Sales & Marketing - Stewart Title*

Attend a class that will help you gain exposure offline and online in any real estate subdivision. Many agents farm subdivisions, but fail or have limited success. Why? They don't incorporate the right strategies and lack consistency. There are many ways to create interest, expand your brand, and create listings in your farm. In this class we will cover:

1. Targeted Data
2. Outbound Marketing
3. Video Marketing strategy
4. Social Media Strategy
5. Online marketing
6. Face to Face events

Learning HOW to implement these marketing strategies will allow you to WIN at farming any subdivision and gain listings/buyers!

**REGISTER NOW!** at [dullesarea.com](http://dullesarea.com), or call (703) 777-2468 - [info@dullesarea.com](mailto:info@dullesarea.com)

# MARKETING MASTERY

## Registration Form

Fax to (703) 771-9787 / Email to [info@dullesarea.com](mailto:info@dullesarea.com)  
Mail to 21720 Red Rum Dr., #177, Ashburn, VA 20147



Or Register Online at [dullesarea.com](http://dullesarea.com)

NAME: \_\_\_\_\_ FIRM: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

LICENSE NO: \_\_\_\_\_ LICENSE EXP. DATE: \_\_\_\_\_

Class 1: \_\_\_\_\_ Class 6: \_\_\_\_\_

Class 2: \_\_\_\_\_ Class 7: \_\_\_\_\_

Class 3: \_\_\_\_\_ Class 8: \_\_\_\_\_

Class 4: \_\_\_\_\_ Class 9: \_\_\_\_\_

Class 5: \_\_\_\_\_ Class 10: \_\_\_\_\_

Payment Method:

TOTAL DUE: \$ \_\_\_\_\_

VISA     MC     AMEX     CHECK ENCLOSED

CC#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CSC: \_\_\_\_\_

Cardholder: \_\_\_\_\_

Signature: \_\_\_\_\_

Questions? Contact Teresa Kirkhart at [tkirkhart@dullesarea.com](mailto:tkirkhart@dullesarea.com) / (571) 291-9805.