

International Forum: United States & Beyond



Are You Seeking an Additional Tool to Expand your International Client Base?

This course is designed to present a picture of the changing face of the real estate industry. Since 1998, the program has prepared over 20,000 REALTORS® to work effectively with and within today's increasingly diverse pool of homebuyers.

The course work for the certification is designed to enable you to work successfully with and within a rapidly changing multicultural market. Your certification conveys to clients they're working with a dynamic real estate professional with expertise that transcends cultural barriers.

What You Gain:

- An edge in expanding your business to include international clientele
- Knowledge of the subtleties of fair housing laws
- Assess and understand attributes of diversity in local markets and their impact on the real estate industry
- Understand basic competencies to earn the confidence of potential buyers and sellers, regardless of race, ethnicity, religion, gender, handicaps, familial status, or national origin
- NAR At Home With Diversity Certification

You'll Learn How to:

- Research and interpret data to assess cultural attributes in their local markets.
- Access and analyze U.S. demographic information to understand the impact of current trends on the real estate industry.
- Modify marketing and selling strategies to attract and service multicultural and international clients in their local markets.
- Develop a business plan, based on inclusion and diversity, to address specific needs of clients in the local multicultural and international markets.

April 8, 2019

8 AM to 4:30 PM

**\$80 Early-bird thru April 1st
\$90 Registration after**

Instructor: Mark Worrilow

**This course is an elective for
the ABR designation
(Sept 11 & 12)**

**7-hrs Real Estate Related CE
2-hrs Current Trends PLE**



Registration Form

International Forum: United States & Beyond

NAME: _____ FIRM: _____

ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____

PHONE: _____ EMAIL: _____

LICENSE NO: _____ LICENSE EXP. DATE: _____

Payment: \$80 Early-bird thru April 1st
\$90 Regular Registration



TOTAL DUE: \$ _____

VISA **MC** **AMEX** **CHECK #** _____

CC#: _____ Exp. Date: ____/____/____ CSC: _____

Cardholder: _____

Signature: _____

Questions?

Contact Teresa Kirkhart at tkirkhart@dullesarea.com / (571) 291-9805.

Send Registration form:

Fax to (703) 771-9787 / Email to info@dullesarea.com

Mail to 21720 Red Rum Dr., #177, Ashburn, VA 20147

Or Register Online at dullesarea.com