

# PLAN FOR SUCCESS



Council of Residential Specialists  
The Proven Path To Success

CRS 200



## Business Planning and Marketing

October 18 & 19, 2016

8:00 am – 5:00 pm (Breakfast and lunch provided)

Rooftop Reception after class on the 18<sup>th</sup>

Presented by:

Emerald Coast Association of Realtors®

Course location:

ECAR South Walton Office

6757 US Hwy 98, Suite 202

Santa Rosa Beach, FL

850-243-6145

Successful real estate agents know how to run a business. They know how to define their goals, and they possess the business planning, budgeting, and marketing skills to get them where they want to go. After taking this course, you will know how to think like a business owner. You will have the ability to develop a complete business plan with strategies you can implement immediately.

**Upon the successful completion of this course, you will be able to:**

- Track and determine where you're getting the most return on your time and money
- Develop and execute a business plan and budget to increase bottom line profits
- Apply time-blocking techniques to get more done in less time
- Position yourself as the "local market expert" and their "local town advisor"
- Harvest and deliver relevant real estate content both online and offline
- Create a comprehensive one-year action plan

*Individuals who take this course will earn 16 CRS Education course credits toward the CRS Designation.*



Gee Dunsten has been a senior instructor for the Council of Residential Specialist for over 25 years and served as their 2001 president. Gee is currently an Associate Broker with Long & Foster in Ocean City and Salisbury, MD and has helped more than 3000 families achieve the American Dream of homeownership. Gee co-wrote and developed the Recreation and Resort training course and is recognized as a Recreation and Resort Specialist.

Contact ECAR to register for **BUSINESS PLANNING AND MARKETING FOR THE RESIDENTIAL SPECIALIST** at 850-243-6145

*(registration details on reverse)*

### **FIRST YEAR OF CRS MEMBERSHIP IS FREE!**

TAKE A CRS CLASS IN OCT. 2016 AND CRS WILL WAIVE \$195 1<sup>ST</sup> YEAR MEMBERSHIP FEE FOR ANYONE WHO JOINS CRS.

#### **CRS MEMBERS WILL RECEIVE:**

- MEMBER DISCOUNTS ON CRS EDUCATION & EVENTS
- COMPED ACCESS TO OVER 30 ON-DEMAND WEBINARS
- MEMBERSHIP IN THEIR STATE CRS NETWORK
- CUSTOMIZABLE TOOLS & MARKETING MATERIALS
- COMPED INMAN SELECT SUBSCRIPTION (\$199 VALUE)
- AND MUCH MORE!**

(PREVIOUS MEMBERS CAN REINSTATE FOR ONLY \$65)



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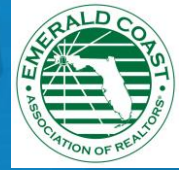
For more information on other CRS courses or obtaining the CRS Designation, the premier designation for residential real estate professionals, visit [www.crs.com](http://www.crs.com).

# REGISTRATION FORM

CRS 200



## Business Planning and Marketing



**WHERE:** ECAR South Walton Office  
6757 US Hwy 98, Ste. 202  
Santa Rosa Beach, FL

**WHEN:** October 18 & 19, 2016  
8:00 am – 5:00 pm both days

### WHO (ABOUT YOURSELF):

Name \_\_\_\_\_

NRDS# \_\_\_\_\_ License# \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Credit Card \_\_\_\_\_ Exp. Date \_\_\_\_\_ Code \_\_\_\_\_

### REGISTRATION FEE:

**Member: \$299** (Save your spot for \$25. Balance due one week prior to class.)

**Non-Member: \$299**

### WAYS TO REGISTER:

1. Register online at [emeraldcoastrealtors.com](http://emeraldcoastrealtors.com)
2. Fill out the above information and mail or deliver to: 10 Hollywood Blvd. SE  
Fort Walton Beach, FL 32548
3. Fax to: (850) 243-6147

Please indicate preferred method of payment:

- Credit card (Please call 850-243-6145 to complete registration.)
- Check (Please enclose with registration.)

Make check payable to: "ECAR" and mail or deliver to:  
10 Hollywood Blvd. SE, Fort Walton Beach, FL 32548  
(Please write the name of the class in the memo section.)

### CANCELLATION POLICY:

25% of the registration fee will be assessed if cancelled within 7 days' notice or for "no-shows"

**Please call (850) 243-6145 with any questions.**



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