

Central Penn Multi-List, Inc. &
Greater Harrisburg REALTORS® Institute
presents

~ DO YOU HAVE ALL THE TOOLS IN YOUR TOOLBOX ~
Training for the Real Estate Professional with Dick Betts

Does the consumer know how to find you? Is the Internet your friend or your enemy? Do the tools you use work together or separately? Do you have the right "apps" for the job?

Come learn more about the concepts and benefits of embracing technology and discover which marketing trends you need to pay attention to. Practical ideas you can use today in your real estate business!

Classes are held at the
Central Penn Multi-List Office
424 N. Enola Dr., Enola, PA

Classes are \$35.00 each or any two for
\$60.00
To Register, Call: (717) 761-8440
or email: rcrossley@cpml.com
*Cancellation fee of \$25 within 48 hours

****Seating is Limited so Make Reservations Early****

Wednesday, April 11th

8:30 am – Noon Smartphones, Tablets and Pads...Oh My! **CE Certified**
1:00 pm – 4:30 pm Today's Top Technology Trends **CE Certified**

Thursday, April 12th

8:30 am – Noon Where's Your Next Client **CE Certified**
1:00 pm – 4:30 pm Do you have the Personality and Business Plan to Succeed?

Dick Betts is a National Speaker specializing in Smartphones, Business Building Skills & Management programs and keeping agents up-to-date on the latest technology. The real estate industry is particularly attracted to his motivating down-to-earth and practical approach. He is in steady demand by numerous Boards and Associations of REALTORS® throughout the United States and Canada. He speaks at many State and NAR conventions to include the AE Institute. Dick is a NAR Certified e-PRO Trainer.

To learn more about Smartphones, the training we offer or e-PRO, visit www.DickBetts.com.



Dick Betts

(See reverse for Course Descriptions)

~ DO YOU HAVE ALL THE TOOLS IN YOUR TOOLBOX ~

**Training for the Real Estate Professional
with Dick Betts**

Course Descriptions

Wednesday, April 11th

Smartphones, Tablets and Pads Oh My! CE Certified

8:30 am - Noon

Is there a bigger change in how the world operates today than mobile devices? Everywhere you look somebody is using a Smartphone, Pad or Tablet. With choices of devices, carriers and apps; where do you turn to find how these devices can help your career, your life and your world? Attending this class we will filter out the bells and whistles and share what devices and apps can help with productivity and profitability.

Today's Top Technology Trends CE Certified

1:00 pm – 4:30 pm

This class changes weekly as new trends on the Internet appear and consumers are using this technology. Who is going to assist them with buying and selling real estate? Who would have thought just a few years ago when MLS information was only found in books that today it would be found all over the place? Who would have thought a few years ago that the day was coming when real estate buyers and sellers would start with a search on Google to find all the answers needed? Are you in position to be found?

Thursday, April 12th

Where's your next Client? CE Certified

8:30 am - Noon

Today more than ever the age old saying "Leads equal Contacts, Contacts lead to Clients and Clients lead to Contracts" fits today. Agents today need to look outside the box to find leads. Being available isn't enough, listing and selling isn't enough. Let's look at social media, shaking hands and becoming a local expert.

Do you have the Personality and Business Plan to Succeed?

1:00 pm – 4:30 pm

Who are you? Don't answer a REALTOR® or mother, father son or daughter. Who you are will help you understand what you can be. So many people succeed in life not because who they are but rather what they are. This class will help you understand where you are coming from and where you need to be headed.