

# Mastering Relevant, Consumer-focused Marketing April 12, 2018

Course is co-sponsored with the Wisconsin CRS Chapter



## CRS: Mastering Relevant, Consumer-focused Marketing April 12, 2018 | 8:30 a.m. – 5:00 p.m.

Thanks to advances in technology, today's consumers are more empowered and discerning than their predecessors, and marketers can't barrage them with canned messages anymore. It's time for agents to move beyond basic targeting, tracking and demographic segmentation to drive deeper engagement with clients in which agents deliver valuable and personal experiences throughout the consumer's transaction journey. This course provides strategies for strengthening your brand and content so you can position yourself as the top provider of information and expert guidance in your market segment.

After attending this course, you'll be able to:

- Decide which platforms and means of communication resonate most with your audience.
- Apply six steps to initiate and maintain a relevant online and offline marketing program.
- Enhance the value of your online content and presence to increase traffic and convert more leads.
- Apply systems and techniques to establish a profitable first-time buyer target market.
- Improve your content and communications to convert more renters into buyers.

Qualifies for eight CRS credits and one GRI live elective credit. Will be submitted for 2017-18 CE elective credit.

① **New CRS Online Testing Format:** The CRS Council now requires you take the final exam online. Bring your mobile device or laptop to take the test and receive your results immediately. Sorry, no hard-copy exams will be available. A CRS online account is not necessary.

Complete course information: [www.wra.org/CRS](http://www.wra.org/CRS).

Detailed CRS designation requirements: [www.crs.com/membership/become-crs](http://www.crs.com/membership/become-crs).

### Course Locations

Wisconsin REALTORS® Association (host site)  
4801 Forest Run Road, Suite 201 | Madison, WI 53704

REALTORS® Association of Northwestern Wisconsin (classroom webcast)  
1903 Keith St. | Eau Claire, WI 54701

Southshore REALTORS® Association (classroom webcast)  
7347 57th Ave. | Kenosha, WI 53142

Central Wisconsin Board of REALTORS® (classroom webcast)  
925 S. Park View Circle | Mosinee, WI 54455

Sheboygan County Board of REALTORS® (classroom webcast)  
639 Walton Dr. | Plymouth, WI 53073

Northwoods Association of REALTORS® (classroom webcast)  
320 Oak St., Ste. B | Woodruff, WI 54568

### Your Instructor: Kim Knapp

Kim Knapp's real estate career began in 2000 when she sold \$6 million her first year and became the top producer of her company. In 2005, Kim began training other agents while selling and running a her real estate team. Today, Kim runs her real estate team and also trains, speaks, travels and serves on her local MLS board and board of REALTORS® Educational Task Force. Kim is also the founder of one of the largest RE BarCamps in the country.

As the founder of Real Dynamic Agents, a training program to meet the needs of agents at all levels and with various learning styles, Kim provides opportunities for agents to ultimately take their business to the next level. Kim spearheads this comprehensive program that gives students high-energy training filled with real-time, cutting-edge information.

### CRS COURSE:

**Mastering Relevant, Consumer-focused Marketing  
April 12, 2018**

### REGISTER TODAY!

Name \_\_\_\_\_

Firm name \_\_\_\_\_

Address \_\_\_\_\_

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

Phone (W) \_\_\_\_\_ (H) \_\_\_\_\_

\*Email address \_\_\_\_\_

WRA member # \_\_\_\_\_

\*A confirmation for this course will be sent by email. You can also visit [www.wra.org/myeducation](http://www.wra.org/myeducation) to verify course registration.

### REGISTRATION FEES

	<u>Through 3/28</u>	<u>After 3/28</u>	<u>ATD</u>
WRA member:	\$145	\$155	\$175
Nonmember:	\$160	\$175	\$190
Broker Club company discount:	\$25		
CRS designee discount:	\$20		

### Check location:

#### Live

- Madison  Eau Claire (remote)  
 Kenosha (remote)  
 Mosinee (remote)  
 Sheboygan (remote)  
 Woodruff (remote)

**Check-in: 8:00 a.m.**

**Class times: 8:30 a.m. – 5:00 p.m.**

### PAYMENT

Enclosed is my check made payable to the WRA

Charge my VISA/MasterCard (Circle one)

Card number \_\_\_\_\_ Exp. date \_\_\_\_\_

Security code \_\_\_\_\_

*Special services: Check here if you require special services to attend. Attach a written description of needs.*

**Register by mail:** Wisconsin REALTORS® Association  
4801 Forest Run Road, Suite 201 | Madison, WI 53704

**Register by phone:** 800-279-1972 | 608-241-2047

**Register by fax:** 608-241-5168

**Online registration:** [www.wra.org/CRS](http://www.wra.org/CRS)

**CANCELLATION POLICY:** The WRA reserves the right to cancel this course if not filled. Cancellations must be made in writing prior to the start of course and will be refunded, minus a \$25 administrative fee. Registrations cannot be transferred from person to person.