

***Agents should bring:** A laptop computer or tablet, digital listing photos or other digital assets they can use to create a new flyer or description.



Promote Your Value with Better Content

Get expert advice on how to reinforce your brand value to every marketing target and potential client.

- Create a savvy listing flyer or “Just Sold” flyer (*no Photoshop needed!*)
- Review best practices and learn how to tell a story in your “Just Listed” or “Just Sold” flyers
- **Breakout session:** Create a brand new flyer that helps you stand out among other direct mail pieces
- Write listing descriptions with ***Wow Factor***
- Review best practices and get five new listing description templates you can repurpose for seller clients
- **Breakout session:** Create your own new listing descriptions and get in-person advice on how to improve and draw out the home's best features

When: Tuesday, April 17, 2018 @ 9:30 am - 11:00 am

Where: 1651 N 1st St, San Jose, CA 95112 (408) 445-8500

Class sponsored by:



\$15 for SCCAOR Members

\$25 for Non-Members

Register: sccaor.com/class/content



Presented By:
Gina Rautenburg
*Digital Marketing Consultant
and Content Writer*

SCCAOR Course Cancellation Policy

If you must cancel or reschedule your reservation, a full refund will be issued if notification is received by email, or in writing (not by telephone), three (3) days prior to class. Those who book within three (3) days are not eligible for cancellation or refunds. To cancel, please send an email to education@sccaor.com and identify the name of the course and include the order number associated with the purchase of the course. In the event that a student should fail to attend a class, the tuition for said class is forfeited and will not be transferred to future classes. SCCAOR reserves the right to cancel or reschedule any course. If cancellation occurs, SCCAOR will issue a full refund. In the event of rescheduling, SCCAOR will send immediate notification and transfer all reservations, including payment, to the new date.

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**For more information, contact the education department at education@sccaor.com
For additional Educational Opportunities please visit www.sccaor.com**