



SCCAOR UNIVERSITY

How to deal with requests for rebates of your commission.

Secrets of Selling to Indian & Pakistani Real Estate Clients

From San Jose to Fremont to San Ramon and everywhere in between the Indian and Pakistani population has exploded by as much as 500% in the past decade. Today, South Asians are the largest and fastest-growing ethnic group in the country.

These could be your clients if you are specially trained in how to sell and list homes with Indians and Pakistanis. Unfortunately, most untrained agents will unintentionally insult a Southeast Asian client at least three times in the first thirty seconds.

- How to build rapport with people who are different from you.
- Emphasizing features of a home that appeal to particular groups.
- How cultural beliefs can impact a real estate transaction.
- Basics of “Vastu Shastra” the Indian Feng Shui.

When: Thursday, June 14, 2018 @ 9:30 am - 12:30 pm

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

\$25 for SCCAOR Members

\$35 for Non-Members



Presented By:
Michael Soon Lee
Broker and Salesperson since 1977
Nationally-recognized speaker and consultant.

Register:
sccaor.com/class/secrets

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.

Rev. 5.4.2018 18SOML1

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