

SUCCESS
— *for Life.* —
**REAL ESTATE
SEMINARS**

By

Al Lewis

Real Estate Professionals World
Enterprise Marketing



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Marketing Professional
Since 1975

What will happen when you attend this weekly seminar series is nothing short of Remarkable!

Real estate is a tough business.

To be successful you've got to be structured and focused in your work. There must be direction and purpose in your words as well as performance guarantees and viability in your programs. You've got to have a positive attitude and a successful image.

While you already know this and have these things to some greater or lesser degree than needed, what is more important than your merely being organized for success is whether the "Way" you are organized for success is comfortable, rewarding and makes you happy.

There is more than one right way to do something and it's just possible the way you have learned to organize for success in real estate is not the easiest or the most pleasurable or the most efficient way. Can you imagine doubling or tripling your results in half or less the time, with half or less the effort, and with half or less the expense? Wouldn't that be great?

We often hear someone say there are no shortcuts to success, but that's not true. There are shortcuts to success. They come in the form of the leadership you submit to, the company you keep, the tools and tactics you use: one way versus another.

I am the Broker and lead trainer for Real Estate Professionals World Enterprise Marketing and I have a mission. I am dedicated to helping each of our associates achieve their first \$300,000 year, then their first \$400,000 year, and then their first \$500,000 year in real estate while working only part time from a home-office (then more).

By working mostly from a home-office we are able to avoid activities which often do little more than waste our time: the maintenance of office hours, for example, as well as office meetings can be time wasters; but floor time, caravanning and relentless farming are the worst offenders.

Success "for Life" in real estate will not occur unless your career is built around activities that allow you, not only listing and sales success, but time for life itself.

We all have a personal life, a family life and a business life. Often, the career paths we choose demand too much of us, take too much time away from one area of life to build another. That cannot last and leads ultimately to a breakdown here or there. Success "for Life" is possible with balance if we just work a plan that allows it.

Structures unique to our program fill the needs for lead generation, advertising, floor time, marketing, desk, phone, identity, support, camaraderie, insurance and training with "Balance" in mind and will be thoroughly taught at these weekly seminars.

Programs for achieving your goals whatever they are can be gained right here. I will share with you an easier, more pleasurable, more efficient way of doing business.

We at Real Estate Professionals are building a company made up of independent Affiliates, Brokers and Agents, professionals that choose to work mostly in the high-end and we are inviting you to learn how our program works by attending one or more of our "Sponsored" seminars to see how we do things.

Change of Affiliation not Required.

Visit the Real Estate Professionals' Fellowship Library found at www.TheRealEstateFellowship.com to look over introductory materials and literature.

The weekly calendar follows.

See you there.

Thank you.

High Performance Marketing

Mastering the Forces that Shape Success

The bottom line, still, is tied to listing and selling success in the field and not to how creative we can be at our desks in front of our computers. Waiting for clicks – from invisible online customers – is like waiting for the phone to ring; no way at all to build and grow a business.

To increase and sustain productivity for just about every agent in the business, a shift in training is needed that puts them back on the street, into neighborhoods, in front of buyers and sellers in the suburbs where business is found and transacted.

We all – brokers, agents, and companies – can increase our profitability many times over by establishing or reestablishing street-smart listing and sales programs oriented to the customer; online marketing, invaluable and productive as it is, follows.

Possibly, my program and I are the catalyst of change you are looking for.

It is my mission to help all in our business that I work with gain advantage over the com-

PERSONAL GROWTH

What You Think About Expands
The Making of Self through Narrative
The Quantum Physics of Success
The Hero Within

LISTING DEVELOPMENT

Top Producer Listing Under \$1/Million
(The Un/Conventional Farm)
Top Producer Listing Over \$1/Million
(The 50/50/50 for Fifty Plan)
The Perfect Day Worksheet
Listing FSBO's

CLOSING THE SELLER

The Seller Services Portfolio
Need-Payoff Presentation Selling
Seller's Proceeds
Closing

MARKETING FOR BUYERS

Cost Effective Marketing for Buyers
International Marketing for Overseas
Buyers in Eight Easy Steps
Weekend Warrior Sales

CLOSING THE BUYER

How to Work Effectively w/Buyers
The Home Buyer's Negotiation
Worksheet / Negotiation
Magic / Buyer's Costs

HIGH PERFORMANCE SALES AND MARKETING

Radiant-Outreach Network Marketing
How to Sell Real Estate by Auction
Seller-Assist Cooperative
Marketing

NEW HOME

SALES AND MARKETING

How to Work with Builders
Why Most Projects
Never Reach Their Maximum
Sales Potential and How
to Achieve It

petition by employing one or more of the proprietary sales and marketing programs we at Real Estate Professionals World Enterprise/Allstate Marketing bring to the table.

Free Sponsored Seminars.

These all are free sponsored seminars arranged and hosted by a sponsoring broker, agent, team leader, office manager or owner for team members, colleagues and guests. Topics, dates, times and locales arranged by host.

Call to arrange or inquire about upcoming events.

Each workshop is jam packed with leading edge ideas related to cost effective sales and marketing for succeeding in today's market.

Attendees are requested to visit the Real Estate Professionals' Fellowship Library prior to scheduled workshops to look over materials relevant to a topic of interest for self-study prior to attendance.

Real Estate Professionals World Enterprise/Allstate Marketing
Lead the Field. Dominate the Market. Be Confident.

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Thank You.