

Marketing Strategy Planning for Real Estate Agents

Offered by: Texas Realtors

Written by: Darian Rausch

Class Outline

Total Time: 3 Hour

CE Credit: 3 Hour

Course Description: This class is designed as an introduction to developing a marketing strategy for today's real estate professional. In this class, the license holder will learn the principles of become a top producer, write their financial plan, and explore lead generating ideas and learn about social media best practices and content ideas.

1. Introduction (Time :10)
2. Review Course Objectives (Time :05)
3. Principles of Becoming a Top Producer (Time :20)
4. Your Financial Plan (Time :30)
5. Break (Time :10)

6. Daily and Long-Term Success Planning (Time :05)
7. Building Your Sphere of Influence (Time :25)
8. Introduction to Geographic Farming (Time :20)
9. Break (Time :10)

10. Discovering Your Niche in Real Estate (Time :15)
11. Top of Mind Awareness & Lead Generation Ideas (Time :35)
12. Q & A and Closing (Time :10)