

REGISTRATION FORM – CRS COURSES

Name _____

Firm name _____

Address _____

City _____ State _____ Zip _____

Phone (W) (____) _____ (H) (____) _____

**e-mail address _____

WRA member # _____

**A confirmation for this course will be sent by e-mail. You can also go to "myWRA" at www.wra.org to verify course registration.

REGISTRATION FEES:

CRS 206: Technologies to Advance Your Business

	Thru 7/23	After 7/23	ATD
<input type="checkbox"/> August 6-7, 2009	\$285*	\$295*	\$315*

*Wisconsin CRS Members receive a \$20 discount

Audit fee: (previously attended a CRS 206 course) \$140 \$150 \$170

Audit fee: (member of the Wisconsin CRS Chapter and previously attended a CRS 206 course) \$ 99 \$109 \$129

CRS Elective: Driving Prospects to Your Web Site

	Thru 9/25	After 9/25	ATD
<input type="checkbox"/> October 9, 2009	\$189	\$195	\$215

Wisconsin CRS Members receive a \$20 discount

CLASS LOCATION:

Wisconsin REALTORS® Association
4801 Forest Run Road
Madison, WI 53704
608-241-2047 or 800-279-1972

HOTEL:

Hampton Inn - East
4820 Hayes Road
Madison, WI 53704
608-244-9400

Room Rate: \$89

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

PAYMENT:

Enclosed is my check made payable to the WRA.

Charge my VISA/MasterCard (circle card type)

Card # _____ Exp. date _____

Register by Mail: WISCONSIN REALTORS® ASSOCIATION

4801 Forest Run Road, Suite 201 | Madison, WI 53704-7337

Register by Phone: 800.279.1972 | 608.241.2047

Register by Fax: 608.241.5168 | **Online Registration:** www.wra.org/CRSinfo

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 the course and will be refunded, minus a \$25 administrative fee. Registrations cannot be transferred from person to person.

4801 Forest Run Road, Suite 201 | Madison, WI 53704-7337



WISCONSIN **REALTORS®** ASSOCIATION
Co-Sponsored with WISCONSIN CRS CHAPTER

designation course

CRS

and Electives



**CRS 206: Technologies to Advance
Your Business** *Recently Updated!*

August 6-7, 2009

CRS Elective: Driving Prospects to Your Web Site

October 9, 2009

Certified Residential Specialist (CRS®)

CRS 206: Technologies to Advance Your Business *Recently Updated!*

August 6-7, 2009

Co-sponsored with Wisconsin CRS Chapter

“Technologies to Advance Your Business” will help you analyze technology in your office so you are more productive and competitive in your marketplace. Course content includes:

- Evolving real estate technologies
- The Social Network marketing factor
- Taking advantage of video, YouTube, Facebook, LinkedIn & MySpace
- Blogging for more business and better communication
- Connecting with today's hi-tech buyer
- Websites you need to know about
- Staying connected and being truly mobile
- Choosing and using the best Smartphone
- Contact Management System choices and implementation
- Less effort and more free time thru transaction management
- E-mail marketing and communication systems
- 3 things your next camera must have and how to use it
- Latest real estate tech tips and tricks

Instructor

Mark Porter, CRS



Mark Porter currently sells real estate for a leading Dallas-area broker while also operating MarkPorter.net, a national real estate training and consulting firm. He started his real estate career at a Wisconsin agency in 1990 and was named Rookie of the Year. Throughout his career, he has consistently earned top honors in the Multi-Million Dollar Club. Porter discovered a passion for technology that helped him earn an average market time of less than 10 days at 99 percent list price. In

1993, he became an instructor for a national real estate computer-system company in Minneapolis. He later directed training for PREP Software in Dallas. As an expert in mainstream real estate technology and investing, Porter has conducted real estate training and technology seminars for thousands of REALTORS® in more than 40 states for more than a decade. He is a senior instructor with the Council of Residential Specialists, and is a frequent speaker at industry conventions and training seminars.

CRS Elective Course: Driving Prospects to Your Web Site

October 9, 2009

Co-sponsored with the Wisconsin CRS Chapter

Learn the secrets of how some agents are making money from their Web sites and some agents are making none. This course will examine successful Web sites and break them down to illustrate what makes them effective and better at capturing leads. Included in this course are tips and tricks to attract visitors, methods for encouraging visitation and ways to engage prospects. Seminar handouts include instructions for Web site designers that will help draw new leads to your Web site.

Course Topics:

- Recognize how to create effective domain names that will draw buyers to Web sites
- Understand what makes a good Web site design pleasing, demonstrating you more professionally
- Learn how to select the best keywords by understanding what the buyer is looking for
- Learn how search engines deliver information stored in their databases to the person searching
- Discover what content is of value to buyers and how they can improve their Web sites by adding and linking this content
- Learn the value of virtual tours to today's buyers and how to use them as a preview device
- Gain knowledge of how to use the Internet to provide real estate counseling services to consumers in a non-threatening manner via your Web site

Instructor

Randy Eagar, CRS



Randy Eagar has been a highly-rated, cutting-edge technology speaker and humorist for over 20 years. He is president of Webstarget® by Computer Camp, where his services have extended to other fields as well.

Randy specializes in providing cutting-edge SEO and Web 2.0 strategies for his clients, including natural rankings, blogs, podcasts, and RSS feeds. His seminars have consistently received the highest ratings.

Randy has authored many local, state and national real estate courses and seminars and has taught sales associates at all stages of experience from Puerto Rico to Hawaii, from China to Spain. His articles have been featured in many magazines including Real Estate Business, Real Estate Today, and the Residential Specialist.

Randy holds a B.S. degree from the University of Utah in finance, the GRI from the Utah Association of REALTORS® and the CRS Designation from the Council of Residential Specialists, and is past president of the Utah CRS Chapter.



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“My website hits **DOUBLED** after implementing your simple suggestions”

- Susan Beety, CRS, e-PRO, GRI, SRES

“CRS 206 is the **BEST** class I have taken

- Dean Miller

“I'm so **MOTIVATED!**”

- Kevin Burt

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Check-in Time: 8 AM | Class Time: 8:30 AM - 4:30 PM

Coffee/Pastries Sponsored by:

Tamara Axtman
Account Executive, WI

1-800-800-8880 ext 6662
taxtman@ahslink.com

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HOME SHIELD®
The right choice in home warranties.™

www.ahswarranty.com

online registration: www.wra.org/CRSinfo