



CRS 200: Business Planning and Marketing

A strong foundation is the key to building a successful real estate career. The Business Planning and Marketing course helps students learn the fundamentals of business planning. After taking this course, they will be able to identify the benefits of a business plan, develop income goals using the budgeting process, and create a marketing plan to meet their goals and objectives. These business essentials will generate increased profit and productivity.

Course Content:

- Business plan development
- Prospecting techniques
- Budgeting and cost analysis
- Personal promotion techniques

Course Topics:

- Business Planning
- Budgeting
- Marketing
- Goal Setting

Gee Dunsten, CRS, has been a senior instructor with the Council of Residential Specialists for over 17 years and served as President of the Council in 2001. A prolific author and speaker, his hands-on approach to real estate training with leading edge ideas and systems has made him a popular speaker at the NAR conventions as well as numerous state and local association conventions and seminars. He has taught both nationally and internationally in 49 states and countries as far away as Australia and New Zealand. With all of his career accomplishments, Gee views his greatest success as the building of his family.

Date: ***November 10 & 11, 2009 (Tuesday and Wednesday)
8:30 AM – 5:00 PM (Class starts promptly at 8:30)***

Location: ***H.T. Brown Real Estate, Inc.
6301 Stevens Forest Rd, Suite 150
Columbia, MD 21046 410-730-888
(Rt. 32 to Broken Land Pkwy North to Stevens Forest Rd)***

Course Fees: ***\$325 for Non-Members of MD/DC CRS Chapter
\$275 for Members of MD/DC CRS Chapter***



The CRS Designation

The CRS Designation, awarded by the Council of Residential Specialists is the highest professional designation awarded to REALTORS® in the residential sales field. Less than 4% of all REALTORS® hold the CRS® Designation.

CRS Designation Programs

Requirements for the United States, its insular possessions and the Commonwealth of Puerto Rico.

There are different options to choose from. Choose the path that best matches your level of experience.

Program	Option A	Option B	Pro-Program*	Managers
Production Requirements	75 transactions within any five years OR \$25 million within any five years	25 transactions (with no time frame) OR \$8 million with a minimum of 10 transactions within any 2 years	150 Transactions OR An average of \$1 million per year of experience with a minimum of 40 transactions (i.e. 10 years=\$10 mil, 15 years = \$15 mil, 25 years=\$25 mil, etc.)	Directly oversee a minimum of 400 closed residential transactions OR Directly oversee \$80 million in closed residential transactions OR Have 4 years of real estate management experience
Core Course Requirements	4 Core Course Units	6 Core Course Units	2 Core Course Units	6 Core Course Units
Elective Requirements	4 Units	4 Units	N/A	4 Units

*To qualify for the Pro-Program individuals must be licensed for a minimum of 10 years.

Designation Programs require membership in the Council of Residential Specialists. All members are required to maintain active REALTOR® or REALTOR ASSOCIATE® membership in their local board/state association. A \$75 processing fee applies to all designation options. There is no time limit in fulfilling the requirements. **THERE ARE NO EXCEPTIONS TO THE REQUIREMENTS STATED ABOVE.**

The entire Registration Form must be completed for each attendee...

Please mail, e-mail or fax the Registration Form to:

MD/DC CRS Attn: Halle Papai, 200 Harry S Truman Parkway, Suite 200, Annapolis, MD 21401
Fax: 443-716-3513 Email: halle.papai@mdrealtor.org

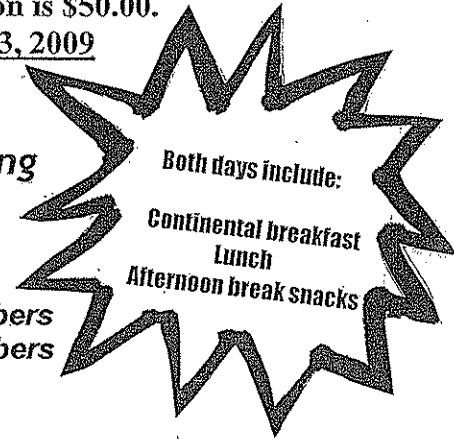
A confirmation of registration will be e-mailed to you.

Cancellation requests must be in writing. The fee for cancellation is \$50.00.
NO CANCELLATIONS or REFUNDS AFTER November 3, 2009

CRS 200: Business Planning and Marketing

November 10 & 11, 2009

\$325 Registration Fee for Non-MD/DC Chapter Members
\$275 Registration Fee for MD/DC CRS Chapter Members



Name _____ Company _____
Mailing Address _____ City _____
State _____ Zip _____ Office Phone _____ Fax _____
Home/Cell Phone _____ E-mail _____

*****Please contact your local Association if any of the above information has changed*****

Member of the Maryland/DC CRS Chapter? (no) _____ (yes) _____

Amount Paid: _____

Method of Payment: [] Credit Card (Visa/Master Card/American Express/Discover)
[] Check (payable to MD/DC CRS)

NAME ON CREDIT CARD _____

CARD TYPE _____ ACCOUNT NUMBER _____

EXPIRES _____ SIGNATURE _____

_____ Please check if you have a disability which would require services at the course and attach a description of your needs.

Questions: please contact Sharron Dorsey, Education Chair, at 410-575-5053 or theagent4urhome@comcast.net.