



Presented By:
George "Gee" Dusten, CRS

Gee Dunsten, a graduate of the University of Maryland, has been in the trenches of the real estate business for three decades, selling over \$200 million during his career. He started in recreational sales and was later an owner/broker. Now, nationally recognized as a residential sales and marketing specialist, his practice is still located on the Eastern Shore of Maryland.

Gee has been a Senior Instructor for more than 10 years with the Council of Residential Specialists and in 2001 served as National President. 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.



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Monmouth County Association of REALTORS® Education Committee Presents:



CRS 200 BUSINESS PLANNING & MARKETING

***BUSINESS PLANNING & MARKETING
FOR THE RESIDENTIAL SPECIALIST***

The Business Planning & Marketing Course (CRS 200) from the Council of Residential Specialists will help you create a strong business that will withstand any market condition – while making a profit.

- ◆ Learn how to better leverage yourself as an expert/ambassador for your community, as well as in real estate. You will learn how to become the contact person that people will go to for advice and answers about their neighborhood and community.
- ◆ Find out where to go to get great content.
- ◆ Learn which traditional marketing tools are the most effective and get an introduction to today's best social marketing tools.
- ◆ Discover more than a dozen great websites and apps on your smart phone that you can use to build your business.
- ◆ Learn the most innovative ways to help buyers and sellers find the right home and/or get their home sold.

The *Business Planning & Marketing Course* earns you credit toward the Certified Residential Specialist Designation, the highest professional designation awarded to REALTORS®. Additionally, it may help you earn continuing education credit in your state.

March 14 & March 15, 2011
Monmouth County Association of REALTORS®
4000 Rt. 66, One Hovchild Plaza, Tinton Falls 8:00 – 8:30 [Registration]
8:30 – 5:00 [Course Presentation]
***** MCAR MEMBER REDUCED COST: \$175.00 *****
NON-MEMBER COST: \$265.00

Return form with check made payable to MCAR, One Hovchild Plaza, 4000 Route 66, Tinton Falls, NJ 07753 ATTN: Clare

Event CRS 200 - 3/14/2011 & 3/15/2011

Name: _____ Agent ID: _____

Agency: _____ Phone: _____



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