

MEET THE NEEDS OF CLIENTS & CUSTOMERS  
IN THE ARIZONA RESIDENTIAL MARKET

 **PREPARING REALTORS®**

ARIZONA ASSOCIATION OF REALTORS®



Your commitment to the real estate industry and dedication to your clients shows in your pursuit of lifelong learning. That's why we are bringing in national speaker, Amy Chorew.



### **Effective Communication with Today's Consumer**

In this session, you'll see how you can use the latest technology tools to manage your transactions, track agency disclosure and compliance, protect consumer information, reduce legal risk, and provide buyers and sellers with extensive information to help them make informed decisions. Most e-transactions, if they don't begin on the web, involve the web. You'll gain an understanding of the differences among today's real estate consumers and how to mix high-tech and high-touch to best suit their needs.

#### **Topics covered in the class include:**

- Understanding today's generational consumer
- Ethics in the digital age
- Today's mobile consumer
- Consumer privacy policy
- Guiding buyers and sellers through the transaction
- The touch points in the transaction
- Managing the transaction online
- Safety and risk management in social media

DATE: April 26, 2010  
TIME: 9:00 – Noon (registration 8:30 – 9:00)  
LOCATION: Phoenix Association of REALTORS classroom  
COST: \$25.00  
\$10.00 (GRI Designees)  
CE: 3-general  
REGISTER:: [www.regonline.com/GRIAPRIL](http://www.regonline.com/GRIAPRIL)  
QUESTIONS: Call AAR, 602-248-7787/800-426-7274

Check out Amy's blog: <http://activerain.com/blogs/achorew>