

22nd Annual Regional Meeting

Society of Industrial and Office Realtors

February 23 – 24, 2012



Williamsburg Lodge
305 S. England St.
Williamsburg, VA



Register for Hotel

Rooms:

A block of rooms at a discounted rate of \$133 per night has been reserved at the Williamsburg Lodge. For reservations, call 1-800-261-9530 and reference booking code 16596.

Meeting Schedule:

Thursday, February 23, 2012
6:00 p.m. SIOR Cocktail reception

Friday, February 24, 2011
8:00 a.m. Continental Breakfast
9:00 a.m. Keynote Speaker
12:00 p.m. Lunch & Chapter Meeting
1:30 p.m. Meeting Concludes

Consolidating a Business Strategy

This session will provide the broker with an understanding of macro-marketing issues and methods for building a successful real estate business. Topics covered include: creating an individual business vision, the buying cycle, short- and long-term prospecting techniques, and marketing plans. Upon successful completion of the course, the successful learner will:

- 1) Define "marketing."
- 2) Recognize critical first steps in creating a marketing and business plan.
- 3) Understand macro-marketing issues.
- 4) Identify ways to build a real estate business.
- 5) Review the elements of a quality proposal, marketing plan, and activity report.
- 6) Create a personal business plan.
- 7) Identify elements of a successful listing presentation.

Consolidating a Business & Marketing Strategy

Quality marketing is far more than an attractive brochure and a mass mailing. It begins with a vision. Once you ask yourself several critical questions you can begin to focus your marketing efforts to achieve greater productivity and results and ensure recognition in your market. This session will provide you with the skills you need to create an executable personal business plan, a value-add report, and a quality marketing proposal.



Featured Speaker: David C. Blanchard SIOR instructor and Executive Vice President of NAI Global.

At NAI, he manages their Member Services Team and their interface with, and training of, more than 5000 brokers and agents that serve their 325 offices. His primary focuses include hands-on management of member infill, orientation & training, negotiations, conflict resolution, & quality control. Concerning Corporate Services, Mr. Blanchard has consistently performed at or near the top in account and revenue generation closing on average over 40 million dollars a year over his 25 year career at NAI Global.



PLEASE INDICATE MEMBER OR NON-MEMBER STATUS:

SEMINAR, FRIDAY, FEBRUARY 24th

_____ SIOR Chapter Member	\$125.00
_____ Non-Member	\$150.00

[How to Register for the Seminar:](#)

Registrants Name: _____

Firm: _____

Address: _____

City: _____ Zip: _____

Email: _____ Phone: _____

Make your check payable to **Virginia Chapter, SIOR** and return with this form to:
Virginia Chapter, SIOR
Evan Magrill, Vice President
11100 West Broad Street
Glen Allen, VA 23060
If you have any questions, please contact
Evan Magrill, SIOR at 804-697-3435 or email
evan.magrill@thalhimer.com

SIOR reserves the right to cancel any scheduled course presentation at any time. If a course is canceled, we will notify you (by phone, fax, mail and/or e-mail) and you will be given a full refund. We are not responsible for any expenses including, but not limited to, lodging or transportation expenses incurred by the registrant due to cancellation. Cancellation accepted 5 days prior to the event in writing with a \$25.00 administrative fee applied.