

DATE

Thursday, January 10, 2019

TIME

12noon - 1:30pm

LOCATION

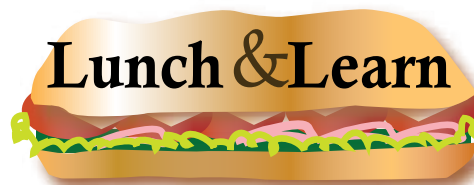
SAR Mack Powell Event Center - West

COST**\$20 (REALTORS®) \$25 (non-REALTORS®)**
if paid by Tuesday, January 8**\$30 (REALTORS®) \$35 (non-REALTORS®)**
if paid by Tuesday, January 8**TO REGISTER**Register online at <http://ims.sacrealtor.org>
or fax with payment to 916-779-3945.
Questions: 916-437-1210REGISTRATION/CANCELLATION POLICY: All registrants must
cancel at least 24 hours in advance to receive refund. (Illness,
accident or death in the family excluded)This class counts toward SAR's ACE Award.
For details, visit <https://sacrealtor.org/ace-award>

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CA 95825-0176For a complete schedule of classes,
visit www.sacrealtor.org

Four Sure-Fire Ways to Generate Listings in Today's Market

Instructor: Pettit Gilwee, *Lyon Real Estate*

In 2017, just her fourth full year as a REALTOR®, Pettit Gilwee earned a place in Top 1% of her brokerage. Prior to becoming a full-time REALTOR®, Pettit served as the Director of Marketing at Lyon Real Estate and as the public relations agency of record for Chase International, Lake Tahoe's premier luxury real estate firm. Pettit's undergraduate degree is in communications from U.C. Davis and she earned a master's of science in public relations from the University of Denver. With a 20-year marketing background in both the private and public sectors, Pettit takes a unique approach to real estate. Relationships are critical as is collaboration. She is best known for her stellar negotiation skills, strategic real estate campaigns and ability to pinpoint market trends.

When she earned a place in Lyon Real Estate's Top 1% in just four short years, Pettit found herself getting asked 'What's your secret?' by agents both new and experienced. In her words, there's no magic bullet. She credits her success with an emphasis on relational marketing coupled with strong negotiating skills that have resulted in a high volume of repeat and referral business. In this session, Pettit will share the secrets to her success!

Topics include:

- Social Media – The Mother of All Referrals
- Direct Mail Marketing
- Online Reviews
- Referrals from Bay Area Relationships

Any photos taken during the course of the event may be used for future advertising or posted on social media. If you do not wish your photo to be published, please inform the Association.

This course is sponsored by the Sacramento Association of REALTORS®. However this sponsorship does not constitute an endorsement of the views or opinions which are expressed by the instructor, authors or lecturers.

REGISTRATION FORM**Four Sure-Fire Ways to Generate Listings in Today's Market - January 10**

NAME _____

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METHOD OF PAYMENT: (Please check one) VISA MASTERCARD AMEX DISCOVER CHECK (MAKE CHECK TO SAR)

AMOUNT ENCLOSED: \$ _____

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SIGNATURE _____

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