

CRS 210

Building an Exceptional Customer Service Referral Business

Instructor Frank Serio, CRS, CRB*

Building an Exceptional Customer Service Referral Business is a highly interactive course designed to deliver all the essentials for refocusing the student's business plan to a customer service centered, repeat and referral business.



May 25 & 26, 2006

8am-5pm (7:30am registration first day)

Santa Cruz Assn of REALTORS®

2525 Main Street, Soquel, CA 95073

\$325 REALTORS® through April 24

\$350 REALTORS® after April 24

\$450 Non-REALTORS®

The information provided will help identify the expectations of the "new consumer", the "new behaviors" necessary to meet those expectations and specific systems to make the agent's business more productive, more profitable and more enjoyable.

What skills can I immediately apply to my career?

- Attracting a higher caliber client
- Dialogues and strategies for building a referral database
- Meeting the expectations of the "new consumer"
- Delivery systems to generate a successful referral business

About the Instructor: Frank Serio, CRS, CRB*, has run the gauntlet from sales associate to top producer to sales manager/trainer. Currently, he works for The RE/MAX By The Sea in Bethany Beach, Del., where he actively sells real estate. *CRS Instructors are subject to change due to unforeseen circumstances.



RSVP to Leslie: phone (831) 464-2000 • fax (831) 464-2881 • email lflint@scaor.org

Early-Bird REALTOR® (\$325) Regular REALTOR® (\$350) Non-REALTOR® (\$450)

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Cancellation Policy: A full refund will be honored if the cancellation notification is received 72 hours prior to the event. After that time, NO REFUNDS WILL BE GIVEN.

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