

PROFESSIONAL *Direction* INC



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## Natalie's Hottest Classes

Here are some of the most popular 3 clockhour classes from Natalie Danielson. The tuition for Natalie's 3 hour classes this spring is \$25.

**Transition Course** EVERY Real Estate agent is required to have this class about license law changes before their next renewal!

**Core Curriculum 2010-1011** Don't forget, this class is always required for each renewal!

**Get Connected on the Internet** The world of marketing has changed. Have you "Googled" yourself? Can a prospect find you online? Are you blogging or on Facebook? Do have a profile on Linked In, Zillow and ActiveRain? Get yourself connected to say in business!

**Blogging Basics** We used to send out newsletters, bulk emails, knock on doors. Now.. Blogging! You need to have a presence on the internet whether it be text, photos or video. It is like taking your business card to the next level..

**Agent Survival** The market has taken a turn around the bend and in order to stay in the business it is important to follow these TEN ways to grow and keep your business (and your sanity!)

**Are you a Secret Agent?** Every one of us has had someone we know come up to us and ask, "Are you still in the business?" To our horror, we forgot to tell them. It is time to firm up your marketing plan!

**The Danger of Overpricing** This is not the time to take an overpriced listing! Each listing costs you money and time. It is important to be realistic with sellers. But, how can you convince a seller to price their house competitively? Here are some ideas!

**Real Estate Scams** They are like virus' on your computer... and they are multiplying! You could unwittingly be part of a scam or fraud! Your clients might buy into one! They are still rampant! There are new ones every day with foreclosures and short sales.

**They Got Caught** Natalie read the files on agents that lost their licenses! Yikes! It is absolutely mind boggling. But, it is important to learn what to do to KEEP your license!

**Make the Phone Ring with Referrals** Your business needs to be based on referrals. Why does a prospective client choose to work with you? What type of clients are you attracting? Are you following up? .

### The Instructor: **Natalie Danielson**

The one word used most often to describe Natalie Danielson is "enthusiastic!" She has a contagious energy that follows her right to the classroom! She has had two decades of experience as a broker. Since 1994, she is the owner of Professional Direction. She tries to stay on top of the most current issues with the Dept of Licensing! Plus.. She is also a stand up comedienne!



**Call 425-417-6173 or email to schedule a class!**