

At Home with Diversity®

Are you ready for your next prospect?



In today's housing market, where client profiles are changing rapidly, earning the confidence of a potential homebuyer is more complex than it used to be.

- Shaking a client's hand isn't always the key to sealing a deal now.
- An improper form of address can turn a business transaction sour.
- Translating key phrases into your client's language generates success.

At Home with Diversity® teaches you to transact business in culturally competent ways. Now the course offers more information than ever:

- Updated statistics, demographics, exercises, and resources
- Improved focus on the subtleties of fair housing
- Greater emphasis on developing an inclusive business plan
- More details on business etiquette for specific cultures
- Additional attention to international clientele and real estate practice

Participation in this six-hour session earns you credit toward the CIPS, CRS, and PMN designations, as well as Missouri Continuing Education and NAR At Home with Diversity® certification.

"There was a lot I didn't understand about the diversity of the real estate market before taking this course. At Home with Diversity® has helped us tap a previously untapped market. Now about 25% of my business is with the Hispanic population—that's \$1.5 million in deals."

Stanley Buckley, Burley, Idaho

"I believed that I knew all I needed to know about diversity to do well in my marketplace. I was wrong. I now have an awareness that gets transactions closed."

Leigh York, Weatherford, Texas

"I highly recommend this course to people in any business, but to real estate professionals in particular."

Martha Valerio, Bronx, New York

Friday, September 24, 2010

8:30 AM—4:00 PM

St. Charles County Association of REALTORS®

Sponsor—TRAMU LLC

6 Hours CE Credit (MREC Course ID 2280010046)

\$10—SCCAR Member

\$50—Non-SCCAR Member

LUNCH INCLUDED

Diversity is good business. Your next prospect is waiting.



Real Strength.
Real Advantages.

At Home with Diversity® Course

This program is part of the St. Charles County Association of REALTORS® Diversity Committee's "Money, Housing, and Diversity" Program

Friday, September 24, 2010

Registration 8:30 AM; Class 9:00 AM—4:00 PM

Class Location—St. Charles County Association of REALTORS®

Instructor—James T. Elcock, Ph.D., e-PRO, SFR, AHWD

James is certified by NAR to teach the At Home with Diversity course.

He has been teaching/facilitating diversity courses for non-profit organizations and businesses for many years.

You'll enjoy the dynamics he brings to the classroom.

(This course counts for 6 hours Missouri Continuing Education, MRE credit and credit towards the CIPS, CRS, and PMN designations.)



Name _____

Company _____

Home Address _____

City, State and Zip _____

License Number _____ NRDS _____

Tuition: _____ \$10 (SCCAR member) _____ \$50 (non-SCCAR member)

Payment: _____ Check _____ Mastercard _____ Visa

Card number _____ Exp Date _____

Signature _____

Questions—contact Jen Moore at 636.946.4022

Register with St. Charles County Association of REALTORS®

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MAKING A MOVE
2010 The right time
for REAL ESTATE.