

You are what you write!

Writing for Real Estate - A skill every real estate professional must have in today's competitive market!



The way you write, just as the words you say represent you, as a real estate professional.

This class is for any Association member who interacts with clients and prospective clients!

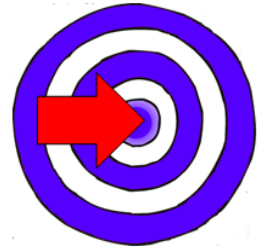
During this three-hour class you will learn:

- ❖ How to distinguish features from benefits
- ❖ Writing for your reader
- ❖ The four steps in the writing process
- ❖ Writing examples from MLS and agent property flyers or commercial property documents
- ❖ How to write for your website and email

Presented by:

Melynn Sight | President | nSight Marketing, Inc.

THINK LIKE YOUR READER



Fee: \$1,500 plus travel

Can be customized to RCA members if needed

3 HOUR COURSE

Paperwork is ready to submit for CE Elective credits

Join Melynn in this fast moving, information filled workshop.

Melynn is a marketing and communications consultant with Fortune 100 experience, and is devoted to the success of REALTORS® and real estate associations.

www.n sightmarketing.com | 913.261.9100

Feedback from a member:

"I can honestly say I enjoyed every minute, and am ready to put your ideas and suggestions to work.

I have not felt this inspired in my writing in years, and I didn't even realize I was in a rut until your workshop. My property flyers and listing descriptions have a whole new approach!"

D. Holland

