

## *Marketing Meetings in 2008*

<b>January</b>	8	Handling Listing Objections	
	9	Building a CMA	
	14	Entering Listings in the MLS	
	15	Finance tips Rhonda Raderer	
			One on One agent marketing meetings w/ Kim Fallon, Curtis Pitney, Barb Moore, Matt and Christy Buss,
	22	Marketing New Homes	
<b>Feb</b>	29	Branding the Breland Identity	
			One on One Berenda Burns, Nathan Hobbs, John Leggett, Shelly Aarvig
	5	Writing Effective Ads	Guest Speaker Valerie Edgerly HOMES 458-1515
	12	Taking Advantage of the Internet such as TRULIA etc	Guest Speaker Don Taylor
	19	One on One agent marketing meetings	Deborah Gordan, Tammy Allen, Don Taylor, Shelly
19	Bowl a thon Breland Team		
26	Branding Breland Identity		
<b>March</b>	4	L&N Credit Union Available Grant money	
	11	One on One Tammy Allen, Matt Buss, Martha Holmes	
	18	Successful Open Houses	
	25	Devloper's Fair Olmstead	
	31	Net Sheets	
<b>April</b>	8	Measuring to the ANSI Standard	John Leggett
	15	One on One	
	23	What's Working What's not Marketing Meeting	
<b>May</b>	6	Addendums Review Including 1st Right of Refusal, Lead Paint Seller Disclosure	
	13	One on One Andy Pritchard, Val Guralnik, Berenda Burns, Martha Holmes	
	20	Power Letters	
	27	Internet Express Custom Letters	
<b>June</b>	3	One on One Martha Holmes, Shelley Aarvig	
	17	One on One Shawn McLean	
	24	Marketing Opportunity	Rhonda Raderer

<b>July</b>	1	New Homes Marketing
	8	One on One Shawn McLean, Berenda Burns, Tony Stefater
	8	Color Homes Meeting
	22	Postlets.com
	31	Forms online
<b>Aug.</b>	19	Agency Class
	20	One on One Tom O'Conner
	26	Sales Contract Line by Line
<b>Sept.</b>	4	Addendums to the Sales Contract
	9	New Tax Credit John Duke American Mortgage
	10	One on One Buck O'Conner, Shawn McLean, Barb Moore
	16	GLAR Inauguration
	23	Expert Technology Panel Lamont, Ton, Don, Virginia
	25	Recruiting Team Meeting
	26	Using the Breland Listing Presentation
	30	CMA's on List It
<b>Oct.</b>	9	Technology with the experts Postlets, Flyers, Facebook, blogs, Hit count report with Ton, Lamont, Don, Virginia
	14	Listing Paperwork Line by Line
	23	Recruiting Open House
	21	Prospecting Marketing Plan for 2009
	26	One on One Joh
<b>Nov</b>	3	One on One John Leggett
	4	Prospecting
	11	Festival Of Trees Wreath Decorating
	13	Express Classes Title Insurance, Short sales, Mechanics Liens Heritage Title
<b>Dec</b>	4	Prospecting Party Postcards and Marketing Plan
	11	Prospecting Party

### ***Sales Meetings in 2008***

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|-----------------|----|---|----------------|
| <b>January</b>  | 18 | Kick off Breakfast at The Inverness<br>2007 Review / Success in 2008<br>2007 NAR Profile of Buyers and Sellers<br>Mike n Ike Goal Setting   |                |
| <b>February</b> | 21 | Top 10 Tax Tips for the Self Employed<br>Richard Oldham CPA<br>GLAR Statistics<br>180 Reasons to use a Realtor  | Shelbyville Rd |
| <b>March</b>    | 20 | Planning a successful Spring Open House<br>30 Ways to be Nice   | Bardstown Rd   |
| <b>April</b>    | 17 | Making the most of Derby Week<br>Bulk Mail Info<br>Info on Arborwood<br>What's Working What's Not summary<br>In Sales Little Things Mean Everything   |                |
| <b>May</b>      | 15 | Save a life with mini CPR Training<br>Review Realtor.com<br>New CMA options on List It include Instant Valuation Report<br>Market Trends- Focus on what's selling 1 <sup>st</sup> time homebuyers and investors<br>KAR Real Estate News |                |
| <b>June</b>     | 19 | Virtual Tour or New Listings (New)<br>LouisvilleRealtors.com business tools includes FSBO kit<br>GLAR audio search phone # 805-4242 (New)<br>Breland Helpful Web Addresses<br>First Time Homebuyers info                                |                |
| <b>July</b>     | 17 | Review Breland website<br>Build Your Own Blog<br>GLAR Podcasts<br>Evaluating Listings in a Tough Market<br>Will You Reduce Your Commission?<br>Virtual Tour of New Listings   |                |

<b>August</b>	21	New Improved Breland Web site Listing Search Engine Craig's List Smoke Detectors KREC New Interpretation of 324.160 Most Livable City Article Virtual Tour New Listings
<b>September</b>	18	
<b>October</b>	16	Goal Setting for 2009/ Never in your wildest dreams Agency Requirements Chili Cook off
<b>November</b>	20	SeeIfThisWeekEnd.com I Quit Real Estate Part 2 Floyd Wickman Positive Mental Attitude First Time Home Buyers Handout Agent Transition Package
<b>December</b>	18	Legal Update