

Connecting and Interacting



Instructor:
Steve Hoffacker, CAASH, CAPS, CMP, CSP, MCSP, MIRM

Steve Hoffacker is principal of Hoffacker Associates, a real estate sales and marketing consultancy, based in West Palm Beach.

For nearly 30 years, he has strived to help homebuilders, developers, remodelers, salespeople, managers, marketers and Realtors® become more competitive, profitable and effective through his workshops, coaching and mentoring.

As a licensed real estate broker he continually demonstrates the sales and management skills that he teaches. He is an accomplished speaker and author and is a frequent contributor of articles and coaching tips for many sales and marketing forums and publications. He maintains two daily blogs as well.

Steve's trademark Follow-Through® program provides the techniques and strategies for salespeople to take ownership of their sales process-allowing them to devote the appropriate amount and frequency of contact after the initial meeting to generate their own leads through personal marketing and referrals and to make the marginal sales that might otherwise be overlooked.

Using Technology to Reach Out to New Customers, Maintain Contact with Existing One's and Develop Your Personal Network.

- Fewer customers and leads are coming from traditional sources, so why rely on them when you can create your own?
- Social Networking is a way to reach out, make contact and maintain relationships with other professionals and consumers-it's the "smart" way to work.
- With social networking you are not limited by geography, the clock, or the calendar.
- Web 2.0 is totally interactive. It operates in real-time and the upside to you is fantastic.

Are you plugged into Web 2.0? If not, you should be.....

This seminar will provide you with the tools to expand your social network via the Web. You will learn about the tremendous resources that are available to expand your electronic promotions and communications effectively while saving money!

Wikipedia Definition "Web 2.0 is a term describing the future trend in the use of World Wide Web technology and web design that aims to enhance creativity, information sharing, and most notably, collaboration among users.

FREE SEMINAR

August 6, 2008

9:00am-10:30am

RAPB Lake Worth

Conference Center

1926 10th Avenue North, Suite 410

For more information please contact Ytonna Finnegan or Erica Saufley at 561-585-4544 or email at yfinnegan@rapb.com or esaufley@rapb.com
"Dress for Success" Business Attire Required



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Register online at www.RAPB.com using your NRDS ID, or submit this completed form by fax to 561-585-4348, or by mail to: RAPB, 1926 10th Ave. N, Suite 410, Lake Worth, FL 33461.

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