

The Ultimate Technology Certification Course



This course contains the “best of our best” techniques on using technology for prospecting, listing presentations, direct marketing and multimedia advertising.

As always, we show you how to use tools and websites to maximize your business – most for free – with no “geek speak” so you can put them to work right away!

Topics include:

Prospecting on the web!

Communicate with proven sources of listings and buyers.

Enhancing listing presentations

and open houses with a laptop, cellular connection and more!

Implementing Instant Messaging

to communicate with clients by text and video conferencing – FREE!

Unlocking multimedia marketing

with a FREE video tool that creates stunning direct-marketing pieces. Learn how to make HTML emails with no programming knowledge!

Tapping into text messaging

and marketing features of your cell phone – and learn how to mobilize your business with a Blackberry!

This course includes FREE learning CDROMs!

Attendees will receive a comprehensive workbook including two volumes of our audio CD's filled with ideas on how to maximize your marketing, productivity and communication skills with technology.

To book this program for your agents: **Call 800.253.2350 or visit www.matthewferrara.com/utc**

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Course Topics

Or Call 800.253.2350



» **Prospecting Online**

You will learn how to use the internet to do EASY prospecting using the internet. Rather than waiting for your website to "send" you leads, we will teach you to "find" leads yourself. By using proactive techniques to find potential buyers, prospect to For-Sale-by-Owners and network with other agents, you can transform your lead generation activities from "passive" to active using the internet.

» **Enhancing Listing Presentations**

About 75% of agents say they "own" a laptop but less than 2% actually take them to their listing appointments. We will explore how to totally redesign your listing presentation with your laptop – using simple Power Point techniques, wireless internet access and a new presentation skills. We'll discuss how to use video and audio clips in your presentations, plus ways to deliver the presentation using a CDROM and even the INTERNET for truly "virtual" presentations.

» **Unlocking multimedia marketing**

Most agents think that putting their listings online is "enough" to market them. Less than 60% of properties online have more than 5 photos; and less than 25% have virtual tours. What this means is that most properties are very poorly marketed online. Our approach is totally different - and it takes advantage of the power of television to promote your listings. Using some FREE SOFTWARE, we will show you how to make a FULLY AUTOMATED multimedia commercial for your listings, with photos, special effects, voice narration, background music and more - in less than 10 minutes. Plus, you can use the commercials on CD's, on your website, by email and even send them directly to cell phones!

» **New Wireless Communication and Marketing Strategies**

The future of direct marketing goes far beyond websites and email - and certainly beyond postcard mailings! We will teach you to use Instant Messaging, text and photo messaging directly from the web - and your cell phone! Wireless marketing means your message can get to any customer any time - no matter where they are. Whether you use text messaging to announce a new listing or Instant Messaging to host a virtual-open-house, new communications tools also mean new ways to create relationships and market yourself to a whole new generation of customers.

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Frequently Asked Questions

Or Call 800.253.2350



» **Is this class for beginners?**

This class has been designed for all learners, although the topics will be focused on intermediate and advanced issues. We will certainly take the time to answer ALL questions. For some students, there will be skills taught they will want to do right away, while other topics might be things to consider "in a few months". That's the purpose of the class, to talk about the current AND future technology tools you can use to be more competitive.

» **Do you sell anything in class?**

ABSOLUTELY NOT! There is NOTHING ELSE TO BUY and there is NO SALES PITCH. We will teach you to USE NEW SKILLS in the class. Usually, he focuses on TECHNOLOGY YOU MAY ALREADY HAVE but are not maximizing. This is NOT an "infomercial" but a real skill development class.

» **Is there post-course help available?**

All students who attend the class get UNLIMITED TECHNICAL SUPPORT for up to 90 days on everything we covered in class. So when you go back to your office and start putting the new ideas into action, and you have a question, you will be provided with a special 800-number that you can use during business hours to talk to our technical support and consulting team for quick questions. Plus, if you need additional training or consulting, you can get up to 25% off our normal training and consulting rates for up to a full year.

» **Do I need to bring a laptop?**

You do not need to bring your laptop to this class, but you are certainly welcome to bring it if you like! Some students find it helpful to follow along with their laptops on certain exercises, while others prefer to use the very comprehensive workbook you will receive and watch the training on the large screen. Keep in mind that many of the technologies discussed may be "new" things for you so your existing laptop or software may not be ready to follow along. However, if you prefer to take notes on your laptop during the session, feel free to bring it along.