

You are what you write!

Residential Writing for Real Estate -

A skill every real estate professional must have in today's competitive market!



**STAND OUT
IN THE CROWD!**

nSight  marketing

***Just as your words represent you...
writing as a real estate professional is essential!***

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

During this informative six-hour class you will learn:

- ❖ Why it's important to distinguish features from benefits
- ❖ Writing for your buyer and seller
- ❖ Writing examples from MLS and agent property flyers
- ❖ How to write for your personal (or company) website and email

DON'T WAIT - REGISTER TODAY!!!

*Join writing expert Melynn Sight
in this fast moving, information-filled workshop*

*Melynn Sight is a marketing and communications consultant
with Fortune 100 experience, and is devoted to the success of
REALTORS® and real estate associations.
www.nightsightmarketing.com | 913.261.9100*

Course Location:

First Bank & Trust/First Mortgage
2300 W. 57th Street
Sioux Falls, SD 57108



APPROVED:

6 ELECTIVE HOURS

MARK YOUR CALENDAR!

Wednesday
September 12, 2010

6 hour class
1pm – 7pm

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

Register and pay with credit card online at:

www.rase-inc.org

Go to: > Member Login > Education Calendar

RASE Member Early Bird Fee: \$36.00

Deadline: April 4, 2010

Walk-in registration, if space is available, is \$50.00.