

Accredited Senior Agent (ASA) Designation

2 Day Course 11 MCE Credits

DATE: Wednesday, September 10, 2014
and
Thursday September 11, 2014

TIME: 9 a.m. – 4:30 p.m.

PLACE: REALTORS[®] Association of
Hamilton-Burlington
505 York Blvd., Hamilton,
Lower level McCullough Rooms

INSTRUCTOR: **Chris Newell**

CE Credits: **11**

HOW DO I REGISTER

Seating is limited so register today!! Complete the form and return to *Angela*, by email at angelam@rahb.ca or by fax to 905.529.4349. For more information, contact *Angela* at 905.529.8101 x233.

COURSE OUTLINE:

Fact: In 2014, there will be more Canadians over 65 than 15 and under, and the gap grows rapidly. Where are buyers and sellers going to come from?

Fact: Working with mature and senior clients is different and takes special skills. Participants will leave the ASA Program with the skills and the tools to support them, plus and earn the Accredited Senior Agent (ASA) designation.

Chris Newell is a well-known trainer, coach, writer and course creator. He is also widely acknowledged across North America as one of the true pioneers of online real estate. Chris Newell has presented across North America for real estate boards, state and national associations and all major franchises.

Highlights of the course content:

- Market demographics and how to apply demographic profiles.
- Which communities will have the largest numbers of seniors
- How to capture your share of the coming explosion in the mature/senior market
- How to capture your share of the move up, move down, and move out market
- Transitional services - more income for salespeople and brokerages
- The etiquette of working in this market segment
- Understanding complex Canadian tax laws and estates – in simple terms
- Resources for information specific to the Canadian mature/senior market
- How to build relationships with the all-important family members
- The ins-and-outs of dealing with an estate
- Insurance issues most REALTORS[®], clients, and often their insurance agent, are not aware of
- How to be a professional with trustees, tax professionals, executors
- Niche and vertical marketing - making the clients come to you

Please register me for the “ASA” Designation Course

(Please Print)

Name: _____ Office: _____

Address: _____ City/Province: _____

Postal Code: _____ T: _____ F: _____

Home Board/Association _____ RECO Registration _____

Member: \$299.00 + HST

Non-Member: \$350.00 + HST

Payment Method:

Bill my RAHB Account Payment attached VISA Master Card

Card#: _____ CV#: _____ Expiry: _____

(last 3 digit number on back of card)

Signature: _____

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