



Council of Residential Specialists



Instructor, Frank Serio,
CRS CRB

Frank has run the gauntlet from sales Associate to top producer to sales Manager/trainer. In his fast paced Presentation, Frank shares his own experience and the innovative ideas used by top producers across the country. His seminars are packed with knowledge and information, and enjoyed by all. To read more about Frank go to www.car.com.

CRS 210 Building an Exceptional Customer Service Referral Business

Building an Exceptional Customer Service Referral Business is a highly interactive course designed to deliver all the essentials for refocusing the student's business plan to a customer service centered, repeat and referral business. The information provided will help identify the expectations of "new consumer", the "new behaviors" necessary to meet those expectations and specific systems to make the agent's business more productive, more profitable and more enjoyable.

- Attracting a higher caliber client
- Meeting the expectations of the "new consumer"
- Dialogues and strategies for building a referral database
- Delivery system to generate a successful referral business

To Register

- **Call:** the DAR Office at (925) 757-8283
- **Visit Web site:** www.deltaaor.com (DAR members only)
- **Mail, Fax or E-mail the completed form to:**
Delta Association of REALTORS
3711 Sunset Lane, Ste: A
Antioch, CA 94509
Fax (925) 757-8393
tonia@deltaaor.com

Seating is limited

**NO REFUNDS AFTER
January 29th**

CRS 210 Building an Exceptional customer Service Referral Business

Location: Delta Association of REALTORS®

3711 Sunset Lane, Ste: A, Antioch, CA 94509

Date: February 28th & 29th, 2008 8:30am – 5:00pm

Name: _____

Company: _____

Address: _____ City _____ State/Zip _____

Phone number _____ E-mail _____

Registration fee: (Check One):

\$299 for DAR Members

\$324 for REALTORS®

Please indicate preferred method of payment.

Visa

Master Card

American Express

Check enclosed

(make Check Payable to: DAR)

Account number _____ Exp. Date ____/____