

RLI / CCIM Reverse Marketing Session

The RLI / CCIM Marketing Session, which is coming up fast, Jan. 22, 2010 at the Mid Winter Florida REALTOR Conference, Orlando Renaissance Orlando at Sea World 6677 Sea Harbor Drive. This is a free event to all members and non members.

As we get ready for the Marketing Session at the conference, we have an opportunity to Build Knowledge, Build Relationships, and Build Business.

The marketing session we will be conducting is the latest “state of the art” and most effective way to market commercial and land properties. **The session we are planning provides you the opportunity to expose your buyers to 60 - 90 of the best Commercial and Land Real Estate professionals in the state. It also gives you an opportunity to match your listed properties to these buyers!**

We must all be prepared prior to the session to make this marketing session as effective as possible.

So this is what we need you to do:

Prepare a list of all your listed properties along with a list of all your buyers. Keep in mind that the buyers who will most benefit the group are buyers looking for various types of land and commercial properties in more than one location. You need to send in the information on all of your buyers prior to the event if possible. That way we will already have your registration number, your name and contact information on the presentation board. You will need to describe the buyer's price range, the state or the states in which the buyer is looking, and a brief description of the property type. See sample excel spread sheet attached. As soon as the buyer is presented, all in attendance will have an opportunity to match their inventory to your buyer. At the end of the session, you will leave with all the buyers presented and potential matches on a spreadsheet format!

So bring a list of all your buyers and your sellers, and we'll see you in Orlando. Let's make the most of this exciting marketing session. Let's make it a marketing session with purpose!

For more information please contact Danny Smith at dannysmith@ccim.net or 352-461-1186

RLI & CCIM Networking Luncheon

This luncheon is for attendees of the RLI/CCIM Joint Marketing Session (scheduled 10 am-Noon). If you attend the marketing session, you're invited to participate in the networking lunch. This is a chance to find out more about Commercial Real Estate and network with the Florida Chapters of RLI and CCIM (Land and Commercial Experts). You don't have to be a chapter member to attend the luncheon, but there is a \$20 charge for non-members. Tickets will be available at the Marketing Session but it is suggested that you RSVP. Seating is limited and if you don't pick up your ticket by 11:30, it's subject to be given away with no refund. To reserve a ticket for lunch, email DannySmith@ccim.net.