

USD Continuing Education

Certificate in Real Estate Finance, Investments and Development offered by the Burnham-Moores Center for Real Estate and the Office of Corporate & Professional Education

Marketing & Sales for the Real Estate Industry

taught by Kimberly Monday

Course Description

This comprehensive course will teach the fundamentals of real estate sales and marketing that can be applied to real estate development from master community plans, high rise, mixed use, and residential. The course will focus on eight areas from market research, branding, budget planning, marketing, public relations to sales execution. Real Estate professionals in each area of the course will participate in the course to discuss their experiences and provide expert advice.

The following areas will be the outline for the Real Estate Sales and Marketing Program:

- Research and Feasibility
- Plan and Budget
- Brand Strategy
- Marketing Development
- Lead Generation
- Sales Programs
- Sales Execution
- Metrics and Reporting

Speakers:

Developer: Brad Perozzi, Managing Director, Trammell Crow Residential

Architect: Greg Mueller, CEO, Tucker Sadler Architects

Broker: Wes Harmer or Becky Harmer, Urban Real Estate Services

Research and Feasibility: Jacob Schwartz, Urban Housing Partners

Lead Generation: Dana Todd, Founder, Site Lab