

How to Negotiate in an Electronic World and Build an Effective Marketing Plan (Hood River)

The Mid-Columbia Association of REALTORS® invites RMLS™ subscribers to join them for two courses taught by Pili Meyer.

How to Negotiate in an Electronic World (8:30am-Noon) will guide REALTORS® through digital communications and online negotiations. **Build an Effective Marketing Plan** (1pm-5pm) will show attendees the fundamentals of advertising regulations and marketing/communication plans, including selecting the right outlet(s), establishing a budget, and tracking effectiveness.

Courses are \$25 for MCAR members and \$50 for non-members. Both classes may count toward CE credit in Oregon and Washington. Register by sending an email to the Mid-Columbia Association of REALTORS®. Call (541) 387-2364 with questions.