

Power Up on Smart Home Technologies (Portland)

What qualifies as a “smart home” and how do you leverage its functions and features in your marketing strategy? Do you have the knowledge and skills it takes to advise your clients on property value and use various smart home technologies? What are the common security and legal considerations associated with buying and selling smart homes?

These questions—and more—will be addressed in a one-day course offered by the Residential Real Estate Council (RRC), Power Up on Smart Home Technologies.

This course, taught by Matthew Rathbun and worth up to 8 CE credits, is being co-presented by the Oregon RRC and Washington RRC. Registration includes lunch.

Learn more or register for Power Up on Smart Home Technologies.

Questions may be directed to Darlene via email or at (360) 901-0307.

Digital Marketing: Establishing a Social Media Brand (Portland)

Social media has become a cornerstone of real estate marketing. No business can expect to be successful without using at least one platform. But social media marketing is

more than just having an account and posting new listings: how can you effectively utilize social media in your marketing? How can you create a strategy that works with your personality and strengths?

The Residential Real Estate Council (RRC) invites you to attend Digital Marketing: Establishing a Social Media Brand, a course meant to focus your social media marketing.

This course, taught by Matthew Rathbun and worth up to 8 CRS credits, is being co-presented by the Oregon RRC and Washington RRC. Registration includes lunch.

Learn more or register for Digital Marketing: Establishing a Social Media Brand.

Questions may be directed to Darlene via email or at (360) 901-0307.