

# PLAN FOR SUCCESS

CRS 200



## Business Planning and Marketing

Successful real estate agents know how to run a business. They know how to define their goals, and they possess the business planning, budgeting, and marketing skills to get them where they want to go. After taking this course, you will know how to think like a business owner. You will have the ability to develop a complete business plan with strategies you can implement immediately.

Upon the successful completion of this course, you will be able to:

- Apply standard business principles to the real estate practice
- Draft vision and mission statements to guide success
- Use situation analysis to assess current status and market conditions
- Develop a budget that will lead to profit
- Develop a marketing plan based on your mission statement and budget goals
- Create a comprehensive one-year action plan

Dale Carlton Jr., CRS, has worked in real estate since the mid 1990s and has been an attorney since 2001. He was formerly the senior vice president and executive broker at Lindsey & Assoc., Inc., Arkansas' largest real estate firm with approximately 150 agents and over \$700 million in sales in 2005. That same year, Dale opened his own company and is now the principal broker and owner of Carlton Realty, Inc. During his real estate career, he has brokered more than \$3 billion in real estate closings, has personally sold more than \$100 million in properties, closed more than 700 transactions, and has owned, co-owned, or managed more than 200 residential and commercial properties in northwest Arkansas from 2000-2008.



Speaking to over 50,000 people, Dale is a Certified Instructor with the Council of Residential Specialists, he teaches Instructor Training Institutes, is a certified instructor with the Arkansas State Board of Private Career Education, and teaches with the Arkansas Institute of Real Estate, Lorman Education Services, Sterling Education Services, Inc., and other real estate designations. Dale is not only an experienced educator, but is also actively working within the industry that he speaks and educates. You will enjoy his high-energy, humorous and knowledgeable presentation.

Website: <http://www.CarltonSeminars.com>



**OREGON CRS**  
Council of Residential Specialists

October 11-12, 2017

Registration 7:30 AM

Class 8:30 AM—5:00 PM

Location: Gresham, Oregon

Healing Hope SDA Fellowship  
15150 NE Glisan Street

### Registration:

Class Fee .....\$295.00  
 Group Rate (4 or more).....\$250.00  
**Member Rate .....\$250.00**  
 Audit Rate .....\$195.00

(with evidence of taking class before)

Networking lunch included—both days

16 CRS Credits towards Designation

15 OR State CE Credits | 14.5 WA State CE Credits

Questions?

Contact Kelly Barker, Administrator

Office: (503) 877-2832

**About CRS** The Council of Residential Specialists is the largest not-for-profit affiliate of the National Association of REALTORS®. We are a professional network of over 30,000 residential real estate professionals and we provide the industry's best education, resources and networking opportunities. CRS also awards the Certified Residential Specialists® (CRS) Designation to top-producing REALTORS® who have met specific requirements related to experience, transactions and education.

### SPONSORED BY:



**Cancellation Policy** :Two weeks prior to course, full refund. Within two weeks of course, 50% refund. After 5 pm day before course no refund

### Ways to Register:

1. Register online:  
<http://community.crs.com/p/cm/ld/fid=1922>
2. Fill out information and mail to:  
**Oregon CRS**  
**PO Box 4114**  
**Salem, OR 97302**

Class Registration: CRS 200 Business Planning and Marketing

Class Date: Oct 11-12, 2017

CRS Member \_\_\_\_\_ Name \_\_\_\_\_

Firm \_\_\_\_\_ Office Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email: \_\_\_\_\_

Please indicate preferred method of payment:  Check enclosed (Make Check payable to: **CRS**)  
 Credit Card - Please call me to complete your registration