



## How to Effectively Market to Sellers Facing Foreclosure

July 28th, 2010– 8-9 AM Pacific Time

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You've gotten versed and trained on how to handle a short sale and all its details. Now you need to attract distressed sellers so you can help them with their situation and at the same time grow your listing inventory. In this webinar Marketing Expert Tricia Andreassen will provide visuals and marketing strategies on how you can easily farm for this business and build a marketing plan to hit the ground running.

Some of the key elements you will learn in this powerful program are:

- \*\*How to understand the emotional mindset of the seller and how to tailor your marketing to their needs.
- \*\*How to implement a PR campaign to attract sellers to your expertise
- \*\*Ideas on how to research the local market to uncover sellers in a distressed state.
- \*\*Create a web and print strategy campaign that will allow you to go "straight to market."

You'll leave this session with a solid plan of action to market to foreclosure clients.

First as a real estate agent turned Manager and Sales Trainer to National Speaker for REALTOR.com®, and CEO/Founder of the number 1 web strategy company for the Mega agents in the industry, Tricia has inspired and trained thousands of REALTORS on how to market themselves effectively through shifting times. Her core message is for Real Estate companies and agents to understand how the Internet is an influential and imperative tools in today's real estate business. Now more than ever before there is a need for "marriage" between traditional marketing, web marketing and social media. She will show you how to pull it all together and take your business to new heights.

Her success in connecting with real estate professionals and giving them tools to build their business has allowed her to be a guest speaker for organizations and national conventions including Prudential, WCR, Century 21, Keller Williams, RE/MAX, CRS, Star Power Systems, NAR and RIS Media where she also is a national columnist.

Tricia Andreassen is a force for positive change; she combines heartfelt enthusiasm with a "tell-it-like-it-is" approach. Tricia creates an emotional connection with her audiences and teaches them to do the same with their business in order to attract the right clients; the clients that they desire to work with every day. Her upbeat, lively, musical and fun presentation style instills audiences with the belief they have the power to transform their goals into a reality.

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