



*Training Course:  
Real Estate Marketing*

*4 - 8 November 2024  
Cape Town (South Africa)  
DoubleTree by Hilton Cape Town - Upper Eastside*

## Training Course: Real Estate Marketing

Training Course code: SC235188 From: 4 - 8 November 2024 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 6545 € Euro

### Introduction:

Real estate marketing is essential for success in the highly competitive real estate industry. This training program is designed to provide participants with comprehensive knowledge and practical skills in real estate marketing strategies and techniques.

### Target Audience:

This training program is suitable for:

- Real estate agents and brokers
- Property developers
- Marketing professionals looking to specialize in real estate
- Anyone interested in entering the real estate industry
- Real estate investors

### Objectives:

By the end of this training program, participants should be able to:

- Understand the fundamentals of real estate marketing.
- Develop effective real estate marketing strategies.
- Utilize digital marketing tools and techniques specific to real estate.
- Master the art of property presentation and staging.
- Analyze market trends and consumer behavior to make informed marketing decisions.

### Outlines:

Day 1: Fundamentals of Real Estate Marketing

Introduction to Real Estate Marketing

- Welcome and program overview

- Importance of marketing in real estate
- Key concepts and terminology

### Market Research and Analysis

- Conducting market research
- Analyzing market trends and demographics
- Identifying target audiences and buyer personas

### Day 2: Marketing Strategies and Tools

#### Marketing Strategies for Real Estate

- Creating a unique selling proposition USP
- Developing a marketing plan
- Building and managing a real estate brand

#### Online Marketing and Social Media

- Utilizing social media for real estate
- SEO and content marketing for real estate websites
- Email marketing and lead generation

### Day 3: Property Presentation and Staging

#### Property Presentation Techniques

- Importance of property presentation
- Staging tips and techniques
- Professional photography and videography

#### Virtual Tours and Open Houses\*

- Virtual tour technology and best practices
- Organizing successful open-house events
- Demonstrations and hands-on exercises

## Day 4: Legal and Ethical Considerations

### Real Estate Laws and Regulations

- Overview of real estate laws
- Fair housing regulations
- Legal and ethical responsibilities of real estate marketers

### Managing Client Relationships

- Effective communication with clients
- Handling ethical dilemmas and conflicts of interest
- Case studies and role-playing

## Day 5: Marketing Campaigns and Analytics

### Real Estate Marketing Campaigns

- Creating effective marketing campaigns
- Budgeting and ROI analysis
- Tracking and measuring campaign success

### Final Projects and Graduation

- Participants present their marketing campaigns
- Graduation ceremony and distribution of certificates
- Networking and future opportunities

## Registration form on the Training Course: Real Estate Marketing

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

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registration  
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info@gh4t.com  
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