



RESOURCE

in association with

SKAL Housing and Infrastructure Pvt. Ltd.

is organizing a one day seminar on

Successful Marketing Strategies & Selling Techniques of Real Estate in India and Abroad

on 29.11.2013

at JP Hotel, #1131, Inner Ring Road,
Koyambedu, Chennai - 600 107

Time: 9:30 am - 5:00 pm

RESOURCE is a multifaceted group having divisions in organizing market specific seminars and symposiums, event management, organizational training and marketing consultancy. We are well known to the industry from 1993 onwards.

As you may be aware, we have organized earlier successful programs from time to time like:

“Cost Effective Construction – Through Better Project Management Methods”

“Innovative Construction Techniques & Methodologies”

“Modern trends in Construction Process”

“Recent Trends in Construction Management”

“Issues & Solutions in the Construction of High Rise Buildings”

These programs were well received and appreciated by a cross section of the industry.



Now, we are organizing a one day seminar in association with

SKAL Housing and Infrastructure Private Limited, on

“Successful Marketing Strategies & Selling Techniques of Real Estate in India and Abroad”

on 29th November, Friday, 2013 at J.P. Hotels, Koyambedu, Chennai 600 107

Time : 9:30 am - 5:00 pm

Program Focus:

The programme aims to focus on adopting innovative methods and strategies for exploring existing markets and approach new markets. It will throw light on what ticks a typical prospect and what is his/her expectations from a Real Estate transaction. You will learn more on international best practices and gain insight on the ways to leverage your product to suit the current needs.

More specifically, the program will focus on the following topics:

- 1) The current Real Estate scenario in Tamil Nadu with special emphasis on Residential, Commercial & Retail segments.
- 2) Marketing to NRI's with emphasis on US, Middle East & Far-East Asia.
- 3) How to achieve Success in a challenging Market.
- 4) Key communication skills in lead generation, negotiation and closing real estate deals.

The above topics will be dealt by the industry experts and thought agents.

We are sure that all the participants will be able to carry back a repository of knowledge particularly in the marketing management in the modern real estate industry scenario.

The acquired knowledge through this seminar will enhance not only the participant's knowledge base and also will percolate to enrich the profitability of the organization.

The seminar will trigger and spearhead the tips and techniques in the modern scenario, the forward thinking ideas and strategies which are in vogue around the globe will surely be a value addition to the participating organizations and individuals.

Who will benefit from the program:

This program will benefit almost everyone who has a direct or indirect stake in real estate marketing. While being evidently useful to builders, even real estate consultants, agents, project managers & corporate real estate marketing personnel.

We are sure you will utilize this great opportunity in enhancing your / organization's learning curve.

Please find enclosed the registration form. Kindly take a print out of the same, duly fill and send the hard copy, enclosing your cheque / DD favouring “RESOURCE” payable at Chennai to the address given below. You can also send the payment through online. Details are given in the registration form.

Look forward to your positive response and to meet you in person at the program.

Tea and Lunch will be provided



For further details contact

RESOURCE

Sri Anandham Apartments, 1A, Ground Floor, Jai Nagar Second Street, Arumbakkam, Chennai - 600 106.

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Delegate Registration Form for the Seminar on
“Successful Marketing Strategies & Selling Techniques of
Real Estate – in India and Abroad”
on 29th November, Friday, 2013@ J.P.Hotels, Chennai.
Time: 9.30am – 5pm

Name of the Organization:

Name of the Participant:

Office address:

Email:Official:

Personal:

Telephone: (O)

(R)

(Mob)

Delegate fee: Rs.5,000/- in favour of RESOURCE payable at Chennai.

Cheque* / DD No. :

Bank:

Branch:

Name, Seal & Signature of the approving official:

You can also remit online the delegate fee.

Name of our a/c: RESOURCE ; Current a/c no: 1040201001546. Bank & Branch name: Canara Bank, Arumbakkam Branch, Chennai-600106. IFSC Code: CNRB0001040.

Date:

***Cheques are Subject to realization.**

To be filled by RESOURCE & to be collected by the delegate at the venue.

Food Coupon for Mr./ Ms.

Organization Name:

For RESOURCE
Authorized Signatory.