



# Stop The Price Driven Madness and Get Connected! New Marketing Trends and Sales Strategies To Help You Close More Now!

**Speaker: Patty Morgan-Seager**

The consumer has changed and so has the way we do business...have you changed? In this untraditional session, we'll share the most effective sales strategies of successful property management sales professionals across the country. We'll also uncover the latest consumer trends and discuss how you can apply these trends to generate more traffic and close more sales.

**Seminar attendees can implement these strategies immediately and experience higher closing ratios and a healthier occupancy!**

**Participants will learn:**

- The top 2010 consumer trends
- The number one reason future residents buy!
  - How to sell value versus price
  - How to effectively handle a special
- Rapport building questions that really work
- Creative closing strategies and much more!

*This is a "don't want to miss" session for seasoned as well as new property management professionals!*

### GRAND RAPIDS

Wednesday, May 12, 2010  
9:00 am to 12:00 pm  
Brookmeadow Apartments  
0-143 Brookmeadow Lane  
Grandville MI

### KALAMAZOO

Thursday, May 13, 2010  
9:00 am to 12:00 pm  
Lower Level in The Radisson  
100 W. Michigan  
Kalamazoo MI

### Members

**\$49 (1 person attending)**  
**\$39 per person (2 attendees from same company)**  
**\$29 per person (3 or more attending from same company)**

**Non-Members \$74 per person**

Please RSVP by May 5, 2010. *Sorry, no refunds on cancellations received after May 5, 2010.*

Company Name		
Street Address, City, State, Zip		
Phone	Fax	E-mail address
<i>Please List Individual Names Attending:</i>		<i>Location:</i>
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Mail form and payment to: PMA of West Michigan, 2675 – 44 <sup>th</sup> Street SW Suite 303, Wyoming, MI 49519 or fax to (616) 257-0398. Call (616) 531-5243 or Toll-Free (866) 989-9800 with questions. You may also register online at <a href="http://www.pmawm.com">www.pmawm.com</a>		