

How to Obtain New Business Through Social Media!



Florida CCIM Chapter
East Coast District

Lunch-N-Learn

Topics include:

- Determining your customer avatar
- Where is your customer on line?
- Capturing the customer's attention
- How, Where, When?
- Reverse engineering the conversation
- Now that you have their attention, how do you get the business?
- Jab, Jab, Jab, Right Hook!
- Its Not Who You Know....
- The Importance of Top of Mind

Your Speaker:



Beth Azor Azor Advisory Services

Beth Azor has been in the Commercial Real Estate Industry since 1986, from 1998 to 2004 as President of Terranova, Florida's largest 3rd party asset manager. She founded Azor Advisory Services in 2004 to invest in her own properties and provide consulting and training to industry leaders such as Kimco Corporation, Cushman & Wakefield, Brixmor Properties, Equity One, The Shopping Center Group, Phillips Edison, and DLC Management Group. Azor now

owns and manages a \$79,000,000 portfolio of commercial retail properties in southeast Florida. She most recently wrote and published *Don't Say No For The Prospect: How I Went from a Sales Rookie to a Retail Leasing Rockstar to a Shopping Center Owner with \$79 Million in Assets.*

Register On-line:

<https://bit.ly/2TCsGkb>

**Wednesday
September 18, 2019**

11:30 AM — 1:30 PM

Realtors® Association Classroom

3200 N. Military Trail, Ste. 102
Boca Raton, FL

Cost:

Florida CCIM Chapter

Members: \$ 15

Non-members: \$ 20

Lunch is included.

Directions-Map:

<http://bit.ly/Boca-class-map>

