



The Eastern Connecticut  
Association of REALTORS®  
is proud to present:

# 4th Annual Education Fair & Trade Show

# DITCH The



# DINOSAUR

**Learning New Skills for a Changing Real Estate Market!**

*Program & Workbook*

**OCTOBER 1st, 2010**

**The  Day**

Key Note Speaker:

**Joe Stumpf**

*of By Referral Only*



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Thank you to the members of the Education Committee  
for their tireless support and efforts:

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# ditch

## the Dinosaur Mentality!

**“Time to learn new skills for a changing market”**

The Eastern Connecticut Association of REALTORS®  
is proud to present its

### **4th Annual Education Fair & Trade Show**

**Friday, October 1, 2010**

**8:30 A.M. - 4:00 P.M.**

**Mohegan Sun**

**1 Mohegan Sun Boulevard,  
Uncasville, CT**

### **REGISTER**

using this brochure  
and only pay \$89  
(even if it's after 9/24)  
Offer good through  
Sept. 30, 2010

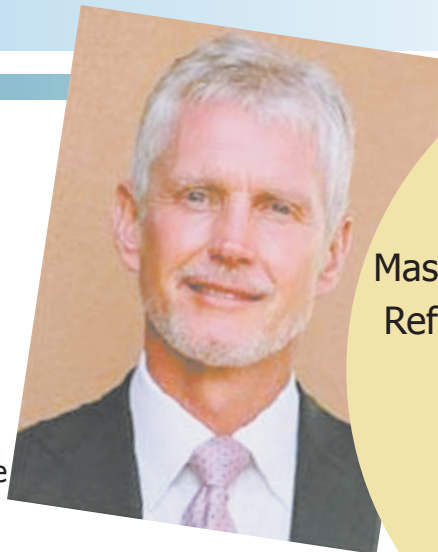
### **Joe Will Give You...**

The EXACT 3-Step System Used By Top  
Producers To Get 2 New Referrals In 7 Days:

- The Entire Phone Script
- The Entire Text Message Script
- The Entire Post Card Script

### **Plus - Joe Will Show You...**

- How to get high-quality leads from simple everyday conversation
- How to generate new clients with no advertising, cold calling, farming, floor time, or on door knocking
- Magic words to gain INSTANT CREDIBILITY with your clients so they refer you again and again



Featuring  
National Speaker:  
**Joe Stumpf**

Master Real Estate Coach,  
Referral Marketing Expert

& Founder of  
By Referral Only!

**Learn how to use  
technology to get  
2 referrals in  
7 days!**

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Register Online: [www.realtor.org/eCat2445.nsf/selectcat?openform](http://www.realtor.org/eCat2445.nsf/selectcat?openform)**

The nearby Hyatt Place has set aside a block of rooms for those interested in staying overnight. To receive a discounted room rate, please tell the hotel front desk that you are attending the "ECAR Function". Reservations to stay at the Hyatt Place must be received no later than September 1st. Hyatt Place: 2049 Norwich-New London Tpke, Uncasville, CT. Phone: 860-383-1234



# ditch the Dinosaur Mentality!

“Time to learn new skills for a changing market”

## 4th Annual Education Fair & Trade Show Registration Form

(One registration form per person, please!)

### overview

8:30 a.m. – 9:00 a.m.  
9:00 a.m. – 12:00 p.m.  
9:00 a.m. – 4:00 p.m.  
12:00 p.m. – 2:00 p.m.  
2:00 p.m. – 4:00 p.m.

Registration  
Keynote speaker: Joe Stumpf of By Referral Only  
Trade show open  
Box lunch, networking, visit trade show  
30 Minute revolving technology seminars  
*(featuring: “30 Websites in 30 Minutes” with Linda Davis, “The latest technology” from CTMLS, AT&T presents the iPhone, and Verizon Wireless presents the Blackberry & Droid)*

**Attendance Options: Full Conference: \$89 \*Trade Show Only: \$20**

*(registrations received after 9/24 and walk-ins - space permitting: \$30)*

*\*Morning seminar, lunch & 30 minute presentations not included in Trade Show Only\**

**1. Registration:** Please register me for the Education Fair & Trade Show at the Mohegan Sun in Uncasville on October 1, 2010 as follows:

**Regular Full Conference: \$89** \_\_\_\_\_ **Trade Show Only: \$20** \_\_\_\_\_ **After 9/24: \$30** \_\_\_\_\_

### 2. Please complete the registration information below.

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Company: \_\_\_\_\_ Email: \_\_\_\_\_  
Primary REALTOR® Association: \_\_\_\_\_

Please return to: Eastern Connecticut Association of REALTORS®, P.O. Box 58, Yantic, CT 06389-0058 or Fax to 860-892-2599 if registering with a credit card payment.

### 3. Payment

#### Payment to ECAR for October 1, 2010 Education Fair & Trade Show

Check for \$\_\_\_\_\_ enclosed. Charge my credit card \$\_\_\_\_\_. Type of Card\*: MasterCard Visa Discover

Credit Card Number\*: \_\_\_\_\_ 3 digit Code\*: \_\_\_\_\_ Expiration Date\*:

Name on Credit Card\*: \_\_\_\_\_

Credit Card Billing Address \*: \_\_\_\_\_ Zip Code\*: \_\_\_\_\_

Signature\*

Date

\*Required



# referrals

## How to get 2 Referrals in the next 7 days!

with *Joe Stumpf*

### *About Joe Stumpf and By Referral Only*

More than 25 years ago Joe Stumpf began a movement in the real estate and mortgage industry called **BY REFERRAL ONLY**.

Since then, Joe has dedicated his life to helping real estate and mortgage consultants grow their business through high-quality referrals from their current clients, past clients and people in their center of influence. Business professionals all across North America who have implemented Joe's techniques have experienced more predictability, consistency and satisfaction in their businesses and life.

In this no-nonsense training, Joe will give you new strategies taken straight from the By Referral Only Community to help you get more high-quality, ready-to-act clients, without spending any money on advertising or promotion and specifically will give you a method for Receiving 2 referrals in the next 7 days.

Joe's ability to systematize processes to create immediate and lasting professional and personal freedom has made him the recognized expert on referral marketing. By Referral Only members who have embraced the concept of making referrals the lifeblood of their business have discovered the true key to success.

Joe is a gifted speaker; teacher and motivator who has helped thousands of professionals realize their

dreams and goals in life. His warm and engaging style has endeared him to the community. As a popular spokesperson, many consider him to be a personal friend and an exceptional role model.

Joe's passion is learning and self-development. By reading the latest books, and networking with thought leaders in the world of personal and professional improvement, he is able to keep members of the By Referral Only Community up-to-date on cutting-edge methods and techniques.

Through live seminars, webinars, blogs, and face to face interaction, Joe has touched and transformed the lives of Realtors, Lenders and other professionals who have made the transition from salesperson to a trusted, respected consultant, doing business the By Referral Only way.

*presented by:*

*Joe Stumpf's*  
**BY REFERRAL  
ONLY®**

**real  
estate  
market  
workshop**

Explore the extensive resources on the ECAR Member site ...



Eastern Connecticut  
Association of REALTORS®



Search here...

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ECAR Information	ActiveKey Billing	Government Affairs	REALTOR® and Affiliate Classified Page	ECAR Forms Training	2010 Affiliate Committee	ECAR Videos	P&S Clauses
Member Benefits	ActiveKey	Technology	Radio Ads	NAR Designations	2010 Commercial Committee	Other Publications	Adobe Acrobat Forms (pdfs)
ActiveKey Information	Information Change Your	MLS Information International	ECAR Toolbar for your Web Browser	Licensing Information	2010 Community Relations Committee	REALTOR® Safety	CTMLS Data Input forms
Speaker's Bureau	Email Address	Commercial	REALTOR® Clip Art	Earn the e-Pro Designation	2010 Education Committee	Short Sales	
Ethics Violations	ECAR Broker Open House Tour	Connecticut Conveyance Tax Rates		Code of Ethics Videos	2010 Facilities Planning Task Force	NAR Publications, Podcasts & Videos	
ECAR Suggestion Box	2010 ECAR Honor Society	Conduct of Brokers and Salespersons		EcoBroker Designation Course	2010 Finance Committee		
Credit Card Authorization	Make An RPAC Donation	Connecticut Broker Record RetentionLaw		Think Green	2010 Forms Committee		
Credit Card FAQs	ECAR Member Update Form	Municipality Websites		New Member Orientation	2010 Golf Sub Committee		
Privacy Policy	Sign Up For a 2010 Committee	Municipality Assessment Data			2010 Grievance Committee		
CAR Member Benefits	Sunshine Club Request Form	Municipality Zoning Regulations			2010 Government Affairs Committee		
NAR Member Benefits	ECARVoice	Mill Rates & Assessor Phone Numbers			2010 Housing Opportunity Committee		
REALTOR® Organization		Closing Customs			2010 International Committee		
Affiliated Services		Lead Paint Information			2010 Member Services Committee		
		Drinking Water and Septic			2010 Strategic Planning Committee		
		Connecticut Environmental Conditions Online			2010 Professional Standards Committee		
		Sewerage Design Manual			2010 Technology & MLS Committee		
		Septic System Regulations					
		FEMA Flood Map Service Center					
		State of CT Information					
		ECAR Toolbar for your Web Browser					
		For Brokers & Managers					

# explore

the extensive resources on



[www.easternctrealtors.com](http://www.easternctrealtors.com)

## Learn...

About ECAR  
Calendar  
Market Statistics  
Get Your Real Estate License  
Guidelines and Interpretations of the Connecticut Real Estate  
Licensing Law  
Code of Ethics and Standards of Practice  
Employer Assisted Housing Program  
Online CE Courses  
Online NAR Courses  
Current Environmental Issues  
REcampus  
Maps  
Town Profiles  
Chamber of Commerce  
Hospitals  
Elected Officials  
Directions to ECAR  
Online Courses From Dearborn  
MLXchange Training  
NAR Real Estate Today Radio  
IRS Real Estate Page  
Community Grants  
NewComer's Guides in 5 languages  
For the Media

## Buy...

Search for a Property  
Search for a REALTOR  
Why Use a REALTOR®?  
Information for Homebuyers  
Conveyance Tax Rates  
A Buyers & Sellers Guide to Multiple Offers  
Identity Theft  
Mortgage Calculator  
Qualifying  
20 Terms to know  
Which Mortgage is Best?  
Housing Opportunities for Everyone  
Search for Financing  
Region  
Mortgage Interest Rates  
ECAR Foreign Language  
Directory  
International Real Estate

## Sell...

Search for a Property  
Search for a REALTOR  
Foreclosure Prevention  
Information for Home Sellers  
10 Questions You Must Ask  
Conveyance Tax Rates  
Why Use a REALTOR®?  
A Buyers & Sellers Guide to Multiple Offers  
Multiple Offers  
International Real Estate  
Landlord/Tenant Law  
Region

## Join...

Membership Benefits  
About ECAR  
Affiliate Membership Benefits  
Multiple Listing Service  
Membership Forms  
Contact Us

on the  
public  
side

## Resources

Find a PROPERTY

Find a REALTOR®

Find an AFFILIATED SERVICE

¿Habla español?

# Selected Online Technology

# resources

1. **National Association of REALTORS® Technology** page at <http://www.realtor.org/technology>
2. **Connecticut Association of REALTORS® Technology Tips** at [http://www.ctrealtor.com/mt\\_about\\_car/publications\\_tools/techTipsIndex.shtml](http://www.ctrealtor.com/mt_about_car/publications_tools/techTipsIndex.shtml)
3. **How-to Office Articles from Microsoft** – Learn how to use Access, Word, PowerPoint, and Outlook at <http://office.microsoft.com/en-us/support/training-FX101782702.aspx>
4. **Jing- Jing** lets you capture, edit, and share exactly what you see on your screen – fast. Go to <http://www.techsmith.com/download/jing/>
5. **Adobe products** – Numerous products include Adobe® Acrobat® Professional software that enables business professionals to reliably create, combine, and control Adobe PDF documents for easy, more secure distribution, collaboration, and data collection. The latest version of the free Adobe Acrobat Reader can also be obtained here. Go to [http://www.adobe.com/products/?ogn=EN\\_US-gn\\_prod](http://www.adobe.com/products/?ogn=EN_US-gn_prod)
6. **FloorPlanOnline** - produces interactive floor plan or photo tours. A variety of pricing options are available. Go to <http://floorplanonline.com/>

## 7. ONLINE EDUCATION

To access the following online education go to the Learn page on the public side of the web site or click on Online Continuing Education Courses at the top right of the Calendar page

Eastern Connecticut Association of REALTORS®

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Resources

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Find a REALTOR®

## CE EDUCATION

[The CE Shop Online CE Courses](#)

[McKissock Online CE Courses](#)

[Dearborn CE Courses on RECampus Now!](#)

[Connecticut Association of REALTORS® Online CE Courses](#)

**REALTOR® University** – CE courses approved by the Connecticut Real Estate Commission for ECAR members include: ABR Accredited Buyer Representative, ABRM Accredited Representative Manager, Successful Buyer Representative in New Home Sales, and Successful Relocation Representation.

8. ECAR Members have these and many other technology resources available on the members only side of the web site from the Resources page or directly at <http://www.easternctrealtors.com/technology.html>

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