



Minding the Gap

Applying Generational Concepts and Procedural Audits for Dramatic Results

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In Europe, stepping on to a subway is preceded by a recorded warning "Mind the Gap". Now, more than ever, real estate licensees are working with a highly diverse group of consumers. Licensees no longer can expect to achieve measurable results in their marketing efforts by operating in an information vacuum and not acknowledging the impact of generational influences. Bridge the gap between generations by developing a targeted For Sale by Owner and Expired prospecting campaign with the intent of making YOU the information resource when it comes to real estate.

Get specific in designing your approach to the different generations and uncover your overall effectiveness by initiating a personal procedural audit process that will help ensure your career stays aligned with a changing marketplace. Targeting communication to the needs of different generations will help create powerful, meaningful connections with the consumer and will build your referral base. When you "mind the gap" everyone wins.

Customizable for 2-6 hour sessions