

## Speaker Package Pat Zaby, CRS, CRB, CCIM

People can't seem to get enough of Pat Zaby which explains why sponsors keep inviting him back. Year after year, he remains one of the most requested speakers in the real estate.

"Experience", "Know-how", "humorous, conversational style", and "the students just love him" are the kind of answers you get when you ask his past customers why they hired him.

More importantly, the students learn from him. They actually change the way they do things to improve productivity. His programs are full of no non-sense, practical solutions to the problems that face today's agents.

He authors one of the largest and most widely read blogs for real estate professionals found at [blog.patzaby.com](http://blog.patzaby.com). REALTOR® associations across the country reprint his articles regularly and office managers use the stories as training topics in sales meetings.

Pat began his career with a bachelor's degree in real estate from the University of North Texas. His contributions to the industry through speaking, teaching, writing, and development have earned him the recognition and respect as one of the industry's authorities.

Pat travels over 100,000 miles a year sharing ideas with REALTORS® across the United States. Directed at the professional agent committed to the business, his proven techniques and national involvement have changed the way agents do business and have won him a faithful following.

### **Achievements**

Author of one of the oldest and widest read e-mail newsletters for agents

Over 200 articles published in national real estate periodicals (1975-2010)

Senior instructor for the Council of Residential Specialists

Convention speaker at the National Association of REALTORS® Convention (1979-2008)

Convention speaker for numerous franchise and state Association of REALTORS®

President, Council of Residential Specialists, 1990

President - REALTORS® National Marketing Institute®, 1993

Recipient of Omega Tau Rho, National Association of REALTORS®

Author – [How to Automate for More Listings and Sales](#)

RNMI Quill Pen Award for journalism

New Software Product of the Year, 1996 NAR Trade Exposition



## RUN THE NUMBERS...SEAL THE DEAL!



Pat Zaby, CRS, RFC  
will make this easy  
and fun in a way that  
only he can do.

**In possibly the “Best Buyer’s Market Ever,” what is keeping them from taking advantage of the moment?** They need sound, logical information to justify taking advantage of the reduced prices and incredibly low interest rates. You need NEW tools that show buyers why the time to buy is now and why waiting will cost them more. You need powerful NEW dialogues to know what to say in all sorts of situations.

***Run the Numbers*** can help buyers and sellers make better decisions. Put together a lead generation plan for 2011 that will maintain top of mind awareness for an endless supply of buyers and sellers.

- Earn immediate client loyalty
- Deliver compelling reasons to buy now
- Overcome the most common objections
- Negotiate the best terms available
- Instill confidence with your professionalism
- Help them be better homeowners



(This class can also be called Serving the Repeat & Referral Customer)

Prospecting and lead generation are the most important sales activities and probably, the most neglected. There is so much for a REALTOR® to do and such little time to get it done.

The majority of all repeat and referral business depends on relationships: past customer, friend or referred by a past customer or friend. While 87% of buyers say they'll recommend or use their agent again, only 14% actually do. That 80% fallout is due to not staying in touch.

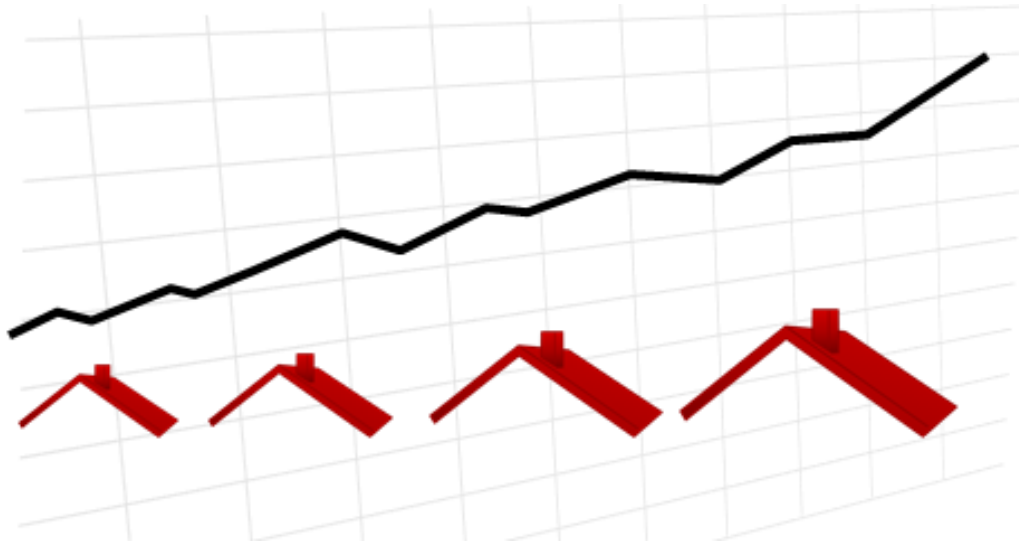
It's not enough to know what needs to be done; you need a system to make it happen while you handle all of the other demands on your time and resources. Spend the morning with national speaker and trainer, Pat Zaby and learn how to put a system into place that will make lead generation **Automatic!**

Maintaining top of mind awareness is the determining factor that results in you getting the call when your contacts or their friends are buying or selling.

This session will help you develop a system for leveraging your creative efforts through direct mail and social networking.

- Services every homeowner wants
- Branding to meet your customers' needs
- Resources for social media updates
- Telling your story so people will listen

## Rental Homes – The IDEAL Investment



It should be the obvious to most agents but unfortunately, they are too busy working in their business that they aren't working on their business. This session will make a believer of every attendee to the point that they wish they could turn back time so they could start earlier.

In no time, you'll see the advantages of investing in rental homes over other types of investments. You'll learn quick indicators that will identify which properties to consider. You'll discover a great investment tool to measure the performance of potential properties. You'll explore a variety of different strategies that will move you toward financial security.

While the main focus of this class is to inspire agents to invest in what they know best, an added bonus will be to help their best customers to invest also. This class will help agents to position owner-occupied homes as investments, which will increase their marketability without having to create more inventories. Regardless of your age or experience, you'll be glad you attended this program.

## Get a New Outlook on Productivity

This class will demonstrate the little known features that Microsoft Office and specifically Outlook have that will help you business. You'll be able to assess which ones are applicable now and learn the steps necessary. Many attendees find that they can simplify their record keeping marketing by eliminating duplicate systems.

Objectives: the student will be able to:

- Evaluate Outlook's features relevant to real estate
- Implement an effective contact management system with MS Outlook
- Discover features to add to Outlook to increase its effectiveness
- Synchronize with your PDA/phone to have a mobile office
- Merge names into emails and letters to appear individually sent
- Forward contact records for referrals
- Identify the 10 features that must be implemented now
- Learn the ways to keep data current on multiple machines

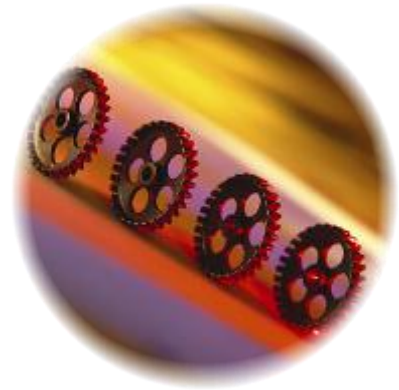


**Keynote talks** are designed to be thought-provoking and highly motivating. The time frame is approximately one-hour in length and doesn't require a classroom set-up.

*Let Pat Zaby fire up your audience!*

## Big Deals, Squeaky Wheels, & Customers that Last

Like it or not, salespeople are creatures of crisis and instead of trying to change "your spots" Pat will show agents how to fine tune their business by focusing on the things that make the most difference.



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## When Fixin' To Won't Do

The market is changing and so has everything except the way agents work. What was good and accurate yesterday, may be doubtful today and even wrong tomorrow. It isn't that agents don't know what to do; it is usually that they lack the discipline or motivation to get it done.



# Discover the Finance Difference

...without math, calculators or intimidation. *Discovering the Finance Difference* is all about making better decisions. Effortless, fill-in-the-blank apps illustrate the tax advantages, financing alternatives and investment aspects of homeownership that eliminates confusion to get buyers off the fence and sell more homes.

The emotional objections of today's buyers need sound, logical information to justify taking advantage of the reduced prices and incredibly low interest rates. You'll learn powerful NEW dialogues to know what to say in all sorts of situations.

You'll receive NEW tools that show buyers why the time to buy is now and why waiting will cost them more.

- Earn immediate client loyalty
- Encourage buyers to act now
- Deliver compelling reasons to buy
- Overcome the most common objections
- Negotiate the best terms available
- Instill confidence in your professionalism
- Help them be better homeowners
- Create customers for life



**Hands-on Training**  
Bring your notebook computer  
and a power strip

Watch [www.PatZaby.com/Seminars/Finance/Demo](http://www.PatZaby.com/Seminars/Finance/Demo) and you'll immediately understand why you can't afford to miss this class. Every day you wait to **Discover the Finance Difference** is costing you money.







*Approved 8 units elective credit  
toward the CRS designation*

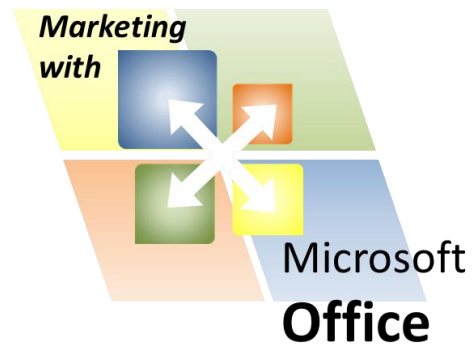


# The NEW Marketing with Microsoft Office

Office 2010 has powerful, money-making features that every real estate professional must be using. You'll master Word, PowerPoint, Excel and Outlook in this newly revised course.

Discover great marketing ideas like:

-  Building a social media marketing system
-  Transforming Outlook into a powerful contact management system
-  Creating videos for YouTube
-  Managing your business in the "Cloud"
-  High Impact personalized printed presentations
-  Time saving templates that will "WOW" your customers



Half the course is devoted to exploring Outlook to discover the most powerful features that will maximize your communications while managing your contacts. The entire course is focused on marketing ideas to help you sell more real estate and make it easier at the same time.

The time-proven class format describes the technique, shows you exactly how to do it while you're following the step-by-step instructions in the workbook. You'll be confident that you can do the same thing when you get back to your computer. Thousands of REALTORS® have accelerated their business by implementing the marketing techniques taught here. You'll find yourself saying, "You're kidding... I didn't know it would do that!"

*Approved 8 units elective credit  
toward the CRS designation*



## CRS Core Courses

Pat Zaby is a certified instructor in four core courses offered by the Council of Residential Specialists. Courses are purchased directly from CRS and instructors are contracted with on an individual basis.

Pat Zaby can offer a variety of promotional options to help insure a good turnout for your next course.



**CRS 200 – Business Planning & Marketing** - A strong foundation is the key to building a successful real estate career. The **Business Planning and Marketing** course helps students learn the fundamentals of business planning. After taking this course, they will be able to identify the benefits of a business plan, develop income goals using the budgeting process, and create a marketing plan to meet their goals and objectives. These business essentials will generate increased profit and productivity.

**Course Content:**

- Business plan development
- Prospecting techniques
- Budgeting and cost analysis
- Personal promotion techniques

**CRS 204 – Wealth Building** - More people have become wealthy investing in real estate than many other investments. Agents who want to learn the specific secrets to smart real estate investments can discover them in this course. Students will learn how to identify the right opportunities in a down market or an up market, compare real estate with other investments and create additional wealth – for themselves and their clients. This high-energy course explores another way to generate sales that has been overlooked. And the results can be life changing! This class is a must for any real estate professional looking to create wealth through residential real estate investment

**Course Content:**

- Identifying money-making opportunities
- Comparing potential investment opportunities
- Retirement planning and investing
- Calculating initial investment to rate of return

**CRS 205 - *Financing and Tax Advantages for Agents and Their Clients*** Every real estate transaction has tax and financial considerations. It is evident in the real estate world today that REALTORS® can help their customers understand their financial choices regarding the largest purchase many of them will make. The right financial decision can provide peace of mind and save them money, creating customers for life. **Financing and Tax Advantages for Agents and Their Clients** is filled with applications that you can use to become more effective and set you apart from your competition.

**Course Content:**

- Identifying tax saving opportunities
- Financing alternatives
- Debt and mortgage management strategies
- Tools that will demonstrate options

**CRS 206 – *Technology Course*** = Today’s internet-enabled real estate market requires sales agents to work faster and be more responsive than ever before. The ability to quickly access and exchange information – anywhere, anytime – can be the difference between making and breaking a transaction. The **Technologies to Advance Your Business** course guides students through a process for analyzing the technology needs of their business. Course topics focus on using technology tools that enable sales agents to become more productive, increase their profits, and differentiate themselves in the marketplace. This course combines targeted discussion topics, technology demonstrations, and engaging activities to prepare students to select the right technology tools and systems to advance their business.

**Course Content:**

- Time-saving technology tools
- Automated contact management & follow-up systems
- Strategic mass email & internet marketing
- Successful marketing via Web sites, Blogs and other communication tools
- Effective multimedia technologies for enhanced listing & buyer presentations



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## Past Clients & References

<b>Name</b>	<b>Association</b>	<b>Position</b>	<b>Phone</b>
H. James Litten	F.C. Tucker Company, Inc.	President	
Kristin Carey	Womens Council of REALTORS®	Education Director	800-245-8512
Travis Kessler	San Antonio Board of REALTORS®	CEO	210-593-1200
John Foltz	REALTY EXECUTIVES – Phoenix	President	602-957-0444
Lili Paulk	Virginia Assn of REALTORS®	Education Director	804-264-5033
Jan Brand	Ebby Halliday, REALTORS®	Education Director	972-980-6610
Wayne Edwards	Illinois Association of REALTORS®	Director of PD	800-523-5077
James Imhoff	First Weber Group	CEO	608-829-7175
Catherine McCaskill	Florida Assn of REALTORS®	Dir of Education	407-438-1400
Kitty Kuhl	Wisconsin Realtors Assn	Senior VP	608-241-2047
Steve Harding	Tennessee Assn of REALTORS®	Exec VP	800-252-6012
Pug Scoville	Tennessee Assn of REALTORS®	Director of PD	800-252-6012
Clyde Goodbread	Amelia Island Assn of REALTORS	Exec VP	904-261-8133
Maureen Murphy	New Jersey Assn of REALTORS®	Director of PD	732-494-4724
Lisa Kinsman	Maryland Assn of REALTORS®	Director of PD	800-638-6425
Tim Lochwood	Ohio Assn of REALTORS®	VP of PD	614-228-6675
Mike Richardson	Naples Area Board	Exec VP	941-597-1666
Benny McMahon	Texas Assn of REALTORS®	Exec VP	512-480-8200
Malcolm Young	Louisiana REALTORS® Assn	Exec VP	225-923-2210
Roz Kreiner	National Assn of REALTORS®	Dir of Events	312-329-3283
Gary Keller	Keller Williams Realty	CEO	512-327-3070
Kristi Granning	RE/MAX International	VP of Technology	800-525-7452
Mark Korting	RE/MAX of Alaska	President	907-276-2761
Bill Malkasian	Wisconsin REALTORS® Assn	Exec VP	608-241-2047
Stephen Collins	Harcourts, Ltd - New Zealand	CEO	011-64-3-348-8784
Richard Fillip	RE/MAX of Texas	President	713-977-9595
Daryl Jespersion	RE/MAX International	President	800-525-7452
Nina Cottrell	Council of Residential Specialists	CEO	800-462-8841
Richard Mendenhall	National Assn of Realtors	President 2001	573-442-6121
Charles McKee	Realty Alliance	CEO	972-385-6055
Virginia Cook	Virginia Cook Real Estate	CEO	214-696-8877
Janice Mueller	RE/MAX Creative	President	859-273-7653
Gary Kryslar	Women's Council of Realtors	Exec VP	800-245-8512
Michael Pappas	Keyes Real Estate	President	305-371-3592
Susan Patterson	Texas Assn of REALTORS®	Ed Director	512-480-8200
Ray Rector	Rector Hayden, REALTORS®	President	800-552-5620
Eileen Taus	Westchester Assn of REALTORS®	Director of PD	914-681-0833
Kathy Terrell	Greater Dallas Assn	Director of Ed	214-637-6660
Phil Wood	John R. Wood Company	President	800-982-8079
Terry Murphy	Missouri Assn of REALTORS®	Dir of Education	800-403-0101
Linda Modlinski	Minnesota Assn of REALTORS®	Dir of Education	952-935-8313
Barbara Freestone	Arizona Assn of REALTORS®	Dir of Education	602-248-7787
Marge Lindsay	John R. Hall		602-953-4043
Eileen Taus	Westchester Ctny Assn	Dir of Education	914-681-0833



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## Testimonials

"I just wanted to send you a note and thank you for your presentation. The comments that I received were absolutely phenomenal. In fact Pat, as I said to you at the convention, it was the best I ever heard. Your stage presence and material were outstanding and you had our agents eating out of the palm of your hand." Jim Litten, President of F.C. Tucker Company, Inc.

Pat Zaby is a sensational speaker! The evaluations we received from our members were fantastic. I've already had several requests to bring him back. You can trust Pat Zaby to deliver a sensational program, personalized to your needs. Not only does he know his stuff, but also he entertains and keeps the audience laughing. Kristin Carey, Women's Council of Realtors

I still benefit today from some of what I learned from you 15 years ago in a GRI class. Thanks. Steve Stein, Falls Church, VA

Many thanks. Your session was great and enthusiastically received! Thank you!!!!!! Neil Lyon, Santa Fe, NM

Thank you for a wonderful and interesting class. You are really good at what you do; it's not easy to keep the attention of a group of Type A personalities focused! Joanne Wetherell, Sun Valley, ID

I am just an AE, but I do enjoy your newsletters. Thanks for including me on the list. Keep up the good work! Shari Sitzmann, Sioux City, IA

Thanks. I love receiving your letters! Beverly Shea

I really enjoy the newsletters with all the wonderful information. Andre' Le Gras Boutte', Jacksonville, FL

Thanks for your newsletters. I appreciate the updating and opportunity to access tools that I may need for my business.

We also appreciated your recent appearance to speak before the Distinguished Sales Achievement Club in Annapolis, Maryland. Good stuff, keep up the good work! Charles Kraus, MD

Pat, I love your new newsletter format and have always enjoyed listening to you speak and, of course, I love your software programs. Jaymes Willoughby, Austin, TX

Thank you for continuing to send your fantastic updates to all of us on your mail-list. I don't know when we met, at what seminar in whatever city, but, after over 27 years in the real estate business, both as a Managing Broker and merely as an Agent, you are a breath of fresh air with every email update. I have kept one of your emails, on Spring Cleaning, which I pass on to everyone, every spring, and use it as my own guidepost to staying in the business. Be Well and Keep Those Emails coming... Sheldon Rosengarten, Memphis, TN

Really enjoyed spending the past 2 days with you at St. Simon. You are truly a gifted speaker and communicator. Craig Cardella



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## Testimonials continued

Your new newsletter format is great!!!!, Neen O'Malley, Basking Ridge, NJ

First and foremost, thank you for the RS-206 class in Richmond. It has motivated me to pursue establishing my personal web site and hopefully purchasing a Palm Pilot (with internet access) this year. Matthew J. Schrum, Philadelphia, PA

And thanks for literally making my career a success!! I mean it. Lane Mabry, Houston, TX

Pat I can honestly say that you and your software got me where I am today which is the top 100 in the RE/MAX system. Mike Hyles, Pleasanton, CA

I have always and will always admire you not only as a pioneer in real estate software but also as a great man. Scott Patten, RealNet Learning Services

The Keyes Company has benefited positively from you and your product! Mike Pappas, Miami, FL

You are always on the cutting edge! Thanks, again! Mary H. Puckett,

I want to thank you for the cover letter to clients when sending Settlement Statements for income tax time. I have been doing this for my clients for about four years now, but your letter is much better than mine. Jana Thompson, Las Vegas, NV

Tell them all you are my HERO. Really. Darlene Lyon, EZEEvents4U

I just want to say "Thanks" for the excellent presentation at the Naples Area Board Of Realtors on Tuesday January 30th. I thought your ideas and presentation were excellent. Michael Gehring, Naples, FL

We have been sending a letter at the begging of each year reminding buyers to file for their homestead exemption (in Florida) and enclosing a copy of their closing statements for preparing their taxes. We also provide the same service to sellers, even when they have moved out of the state. We never fail to have positive feedback. Glad to see you passing this idea on to others. Thanks for all of your great tips. Have a great year! Brenda Keck, Pensacola, FL

We were impressed with your "after Christmas gift" and would like permission to use it for contacting our past clients. Martin and Bea Laufer, Granda Hills, CA

I thought the after Christmas letter was a wonderful idea....I shared it with the people in my office. I worked on the mail out until midnight last night. I didn't even have to think about it. It was just a wonderful idea. Thanks again, Myke Leatham

Thank you for that I had just mailed my clients the closing statements. Great minds think alike. This is very helpful let us know these letters are coming. Jo Foxxe

I enjoy your letters. They are a great help to me in my business. Betty Cunningham, IL



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### Testimonials continued

I really enjoy your newsletters. Thanks, Ivy LoGerfo

I enjoyed your newsletter and would like to share this with our agents. Lynda Mohring, Phoenix, AZ

After Christmas Gift: Really good idea. I'll start immediately and go back to my closings. Gertrude Janett, NJ

I cannot think of anyone who has more integrity and is better in touch with the members than you. Richard Mendenhall, Columbia, MO

I just want to say that it has been a pleasure knowing you all these years and wish you the best always, you are one of a kind and I mean it when I say that it has been a privilege to know you. Bob Atkinson, WA

Really enjoyed this newsletter, and I am getting the book! Toni Sherman, Chicago, IL

Thanks for sharing this one...looks good! Dorothy Bray

Pat, I liked your recent letter about the first 90 seconds...Have a Happy Holiday! Dan Harker, Dallas, TX

Thanks, Pat for the great newsletter. Edwards Family Realty

I am a secretary and want to thank you for your e-mail - we do forget sometimes that how we present ourselves makes all the difference in the world. Sue B.

Hi Pat! Thanks for sending me your most recent newsletter! I particularly enjoyed this issue and the excerpts from the book you mentioned. Cindy Crane, Falls Church, VA

I receive your newsletters on a regular basis and I want to thank you for the wealth of information. It is invaluable. The latest e-mail "Share the Wealth" is fabulous and I am passing the information on to the rest of my partners. Cindy Hackman-Ogden, Bethel Park, PA

What a GREAT newsletter this month! I loved it! Third party endorsement of why it's ok to ask for money from your partners is exactly what I needed! Andrea DiRicco

Thank You Thank You for the information and scripts in this newsletter.

You have no idea how I have been struggling with this concept and the wording. Chris Sterkel, Denver, CO

I loved your letter and follow up dialogue regarding asking vendors to be on my web site. Lynda Dimond, East Bay, CA

## Testimonials continued

You recently spoke at our D.S.A.C. meeting in Annapolis Maryland. I really enjoyed listening and learning. I am currently taking the GRI series of classes and many of the instructors spoke highly of you.  
Bonnie Fleishman, Baltimore, MD

I think his messages are so GOOD I had to send him a thank you note. I don't always have time to read his messages but every time I have taken the time I am truly awed by how good the content is. I shall make a point to read them always. Stan Murray, Minneapolis, MN

Great presentation at the IAR convention!!! I gained more from you than any other speaker I have seen.  
Susan Reilley, IA

I am certain your mailbox will be overflowing in response to this note you delivered this weekend. You are a class act. A man who continues to demonstrate his integrity.....one whose legacy is demonstrated in a vibrant manner through his children.....and relationship with our Lord and Savior. I remember you once noting to me that the Lord was your CEO...Bill Nyman, Kansas City, MO

You are 100% class and a man of total integrity. It is very rare. Jock Barker, Dillon, CO

You are a man of integrity, who always expresses great love for his family and a gracious, tender heart toward the people with whom you come into contact. Kathy Terrell, Dallas, TX

## Comments:

- Outstanding.
- Enjoyed Pat – will use the materials.
- An easy sales pitch that also delivered value.
- He is really right on target with today's business.
- Great speaker! Connects well with audience and is very personable.
- I LOVED this presentation. I thought I knew everything about Outlook --- boy, was I wrong!!
- Good information – would be good presentation for our agents and will consider having him come in. Thanks for having him.