Secrets of Selling to Multicultural Clients

Wednesday, February 5
10 - 11:30 a.m.

Whether you are a residential or commercial real estate professional, Michael Lee will teach you how to create the best relationships with your Multicultural real estate clients. You will learn:

- Why many people don't want to work with an agent from their own culture
- Why some cultures continue to negotiate after the contract is signed
- Stressing features of properties that appeal to particular groups
- Basics of "Feng Shui" and Middle Eastern "Vastu Shastra"
- And much more!

Bay East Conference Center
7021 Koll Center Parkway
Pleasanton, CA

Bay East Education Advantage: $5
Bay East REALTOR®/Affiliate: $10
Non-Bay East Member: $29

Register at www.bayeast.org
or call us at 925.730.4060

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