

# **PROFITING IN 2010 AND BEYOND**

*An executive level workshop presenting a market-driven approach to homebuilding and residential development to optimize profitability. If you are looking for the keys to success for your builders, this is a program that should not be missed!*

**Presented by Dan Levitan, MIRM, CMP, CSP, CAASH**

**April 28, 2010**

**3:00pm – 5:00pm**

**\$35 per person**



About the program leader:

Daniel R. Levitan is President of Levitan & Associates, strategic development and marketing consultants serving homebuilders, developers, lenders and Realtors nationwide. He has been involved in the creation and successful sellout of more than 145,000 housing units in over 950 communities representing in excess of \$48 Billion in sales.

Levitan is a Charter Member and Past President of the Institute of Residential Marketing and has also served as Chair of the National Sales and Marketing Council. He has received the "John P. Hall Award" (1997 and 2006), IRM's "Trina Ripley Excellence in Education Award" and its "President's Award" and the NAHB's "Bill Molster Award". In 2007 he was inducted as the first "Fellow" of the College of the Institute of Residential Marketing; in 2009 he was nominated as One of the 100 Most Influential People in American Real Estate; in 2010 he was recognized as the first "MIRM of the Year".

Here are a couple of the nice things that other industry professionals have said about Dan:

- § "Dan is one of the most respected professionals in the homebuilding industry. There isn't a marketing program, sales strategy, merchandising program or building design/redesign he hasn't seen or mastered. He is to marketing and sales what da Vinci was to art and invention." – [Tom Vetter, Accelerated Marketing Partners](#)
- § "Dan is without question the most knowledgeable and most effective Marketing Consultant in North America today. He stands alone in his ability and sheer genius to identify, solve, and resolve challenges facing home building companies regardless of market conditions. Dan Levitan is simply the best." – [Bonnie Alfriend, Alfriend Sales & Marketing Solutions](#).

You can visit his website at [www.levitanassociates.net](http://www.levitanassociates.net) and his housing industry blog at [www.residentialmarketingblog.com](http://www.residentialmarketingblog.com).

***Come listen to Dan guide you and your builders through the challenges that continue to lie ahead.***

Register me for **Profiting in 2010 and Beyond**

Name: \_\_\_\_\_ **Amt due:** \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

Method of Pmt:  Check  Master Chg/VISA

MC/VISA #: \_\_\_\_\_ Exp Date: \_\_\_\_\_

V# (3 digit # on back of card): \_\_\_\_\_ Billing Street Address: \_\_\_\_\_ Zip Code: \_\_\_\_\_

*Fee must be paid in advance. You must cancel at least 1 week before the first day of class to receive a refund. Any cancellation after that date (or no-shows) will be charged the full amount of the class.*

For more information, contact Judy @ (919) 232-5882. (Fax: 919-233-2036)

***THIS IS YOUR INVOICE.***