

Understanding Housing Markets and Consumers (IRM I)

Instructor(s): Gian Hasbrock, MIRM, MCSP, CRS

Learn how to find the information that's critical to your business. You'll gain knowledge of the demographic, economic, and psychographic factors that affect housing supply and demand. You'll also learn to employ a model that projects opportunities for specific local markets.

Graduates of this course will be able to:

- ▶ Affirm the importance of market research to new home sales marketing and sales programs
- ▶ Recognize the essential elements of market research.
- ▶ Use an absorption model to predict potential new housing demand and absorption rates in a defined target market area.

Designation Credit: CMP, MIRM

Continuing Education Credit: CAPS, CGA, CGB, CGP, CGR, CSP, CMP, GMB, GMR, MCSP, MIRM



March 1 & 2, 2012
9:00am – 5:00pm

5580 Centerview Dr
#115
Raleigh, NC 27606

Members: \$375
Non-Members: \$475

This course has been approved for 4 hours of NC REC continuing education credit. If you wish to take this course for continuing education credit, give us your NCREC license # and name as it appears on your REC card, and include an additional \$15 for processing with the NC Real Estate Commission.



Register me for IRM-I

Member: \$375 Non-member: \$475
Includes student materials, snacks and drinks.
Lunch is not provided.

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

(If CE credits) NC REC License #: _____

E-mail: _____

Phone: _____

FAX: _____

Amt due: _____

Method of Pmt: Check Master Chg/VISA

MC/VISA #: _____ Exp Date: _____

V# (3 digit # on back of card): _____ Zip Code _____

Billing Street Address: _____

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.

