

# LEARNING FOR MARCH 2018



## **BHGRE Skill Learning Classes**

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### **Facebook Fundamentals**

**Dates: Thursdays from February 22 to April 5**

**Time: 2:00 p.m. to 3:00 p.m.**

Join Real Estate Social Media expert Rebecca Mountain for this six-part course in how to use Facebook to grow your business. Classes meet once a week, on Thursdays from February 22 to April 1. NOTE: There is no class on March 1st.

### **RPR by Scott Beaudry**

**Date: Wednesday, March 14**

**Time: 2:00 p.m. to 3:00 p.m.**

Scott Beaudry, Broker at BHGRE Universal in Henderson, Nevada, will show new strategies that will grow and brand your business, maximize your time, and help you gain a competitive edge in the marketplace by tapping into Realtors Property Resource®

### **Luxury Real Estate with Matthew Simmons**

**Date: Thursday, March 15**

**Time: 2:00 pm to 3:00 pm**

Why the Luxury Market Should Be Your Focus -- and How You Can Generate Business Easily In a world where competition is on every corner, how do you figure out a way to set yourself apart from your competition.

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## BHGRE Product Learning Classes

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### MONTHLY LEARNING SESSIONS – MARCH 2018

#### The BHGRE New Agent Greenhouse Overview

**Date: Monday, March 5**

**Time: 2:00 p.m. – 3:00 p.m. ET**

Come learn about the BHGRE Greenhouse, including Marketing, Presentation, and Learning tools to get you up and running as quickly as possible.

#### Exploring the BHGRE Print Marketing Center w/Matt Irwin

**Date: Tuesday, March 13**

**Time: 2:00 p.m.- 3:00 p.m. ET**

BHGRE's print marketing center, powered by Xpressdocs, offers the tools you need to support BHGRE's brand image, including personal marketing and buyer and seller materials. Join Matt Irwin from Xpressdocs in this monthly call-in class designed to help you optimize the BHGRE print marketing center.

#### Digital Marketing Center - Class 1

**Date: Wednesday, March 21**

**Time: 2:00 p.m.- 3:00 p.m. ET**

In the Digital Marketing Center, you can create beautiful digital marketing pieces for email or web distribution, for listings or for your buyers. This class will cover the basics of how to use the Digital Marketing Center.

#### Digital Marketing Center - Class 2

**Date: Wednesday, March 28**

**Time: 2:00 p.m.- 3:00 p.m. ET**

This class expands on the knowledge you gained in Digital Marketing Center Class 1. In this session, we will explore the campaigns within the Digital Marketing Center.

**To enroll for a session, just visit the Training Calendar in the Greenhouse. [Click here](#) for directions on how to enroll for and launch a session.**

## Get to Know Zap® Classes

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Get to Know Zap! is a NEW weekly webinar series for any agent using Zap. In these sessions, we'll show agents how Zap features integrate into their day-to-day business. Delivered in a very non-technical, high-level seminar format, these sessions give agents a basic understanding of the features Zap offers.

**Date:** Every Tuesday

**Time:** 11:00 - 11:45 am

Registration: Each session can be registered for at the same link:

<https://mylearning.webex.com/mylearning/onstage/g.php?PRID=0bdcff6b2ddd10c0c089d5a1d82b5811>

## **Sessions for March**

- 3/6 – How Can I Learn About Zap?
- 3/13 – How Can Zap Help Me Nurture My Sphere of Influence?
- 3/20 – How to Market You & Your Listings with Zap
- 3/27 – How to Integrate Electronic & Print Marketing with Zap

## **Zap® Agent Essentials**

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Zap Agent Essentials covers the most essential Zap tools agents need to utilize during their first days on the Zap platform. In this 135-minute session, agents will

- Meet Zap
- Learn how to set up their account and notifications
- Learn how to add and accept leads, and
- Learn how to update and promote their Zap agent website

**Friday, March 23, 2018 12:00 pm Eastern**

<https://mylearning.webex.com/mylearning/k2/j.php?MTID=ta06a52eec1505ab6b1960b79cc631980>

## **Get Zapped® for Agents**

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Get Zapped! for Agents is the logical follow up to the Get to Know Zap! series, and is for any agent who wants to deep dive into Zap features in a hands-on format. These interactive sessions guide you with instruction and hands-on exercises showing you how to use Zap in the quickest, easiest way.

**Date:** Every Tuesday

**Time:** 3:00 - 4:00 pm EST

**Registration:** One link registers you for every class you want.

<https://mylearning.webex.com/mylearning/onstage/g.php?PRID=cbaa8b00c6b487fd98d54be166291ea2>

### **March**

- 3/6 – What's New in Zap?
- 3/13 – Cultivate Your Sphere of Influence with Zap
- 3/20 – Drive Traffic to Your Zap Agent Website
- 3/27 – Increase Your Zap Agent Website SEO

**If you have any questions, please feel free to call BHGRE Customer Support at 866-616-4BHG(4244).**