

# THRIVING IN A SHIFTING MARKET

THURSDAY, OCTOBER 25TH, 2007, 10am-5:30pm  
The Lakeland Center, 701 West Lime Street Lakeland, FL 33815  
[www.thelakelandcenter.com](http://www.thelakelandcenter.com)

PARKING: \$5, Refreshments, snacks & lunch available for purchase & pre-order upon arrival

## The Market is Changing- Are You? Don't Just Survive- **THRIVE!!!**

*In this exciting new seminar you'll learn how to:*

- ▶ Build a personal economic model
- ▶ Use the Language of Sales to Generate, Follow-up, and Convert your leads
- ▶ Negotiate Win-Win deals for all of your clients

**PLUS** receive sample marketing tools specific  
to this shifting market and more!

### ABOUT OUR SPEAKER, TONY DICELLO

Tony DiCello has worked for 34 years in real estate sales, brokerage management and real estate development. Over the last 8 years, Tony has directed more than 20,000 coaching calls. In 2005 alone, he hosted over 2,800 coaching calls-many based on how to prosper in a shifting market. Tony is an expert adviser on how to position your business wisely, receive higher average commissions and maintain a decisive edge over discounters. Tony's practical, here's-what-to-do style has shown thousands of agents the way to thrive amidst this fiercely competitive industry.



This event is  
**FREE** and will  
begin promptly  
at 10am.

Allow yourself  
extra time to park,  
purchase refresh-  
ments, and visit  
with our vendors.  
**SEATING IS NOT  
GUARANTEED  
IF YOU DO NOT  
ARRIVE ON  
TIME.**

### REGISTRATION REQUIREMENT

Register with the Team Leader at a Market Center near you. Deadline to Register is Tuesday, October 23rd at 5pm. Questions? Email [kwrg8@kw.com](mailto:kwrg8@kw.com) or call Stephanie @ 407-210-3880.