

HOW TO SELL HOMES IN A DOWN MARKET

SMC LAV & SC JOINT EVENT!

STRATEGIES AND TACTICS FOR
ADJUSTING AND SELLING DURING BOTH
A MARKET DOWNTURN AND THE RECOVERY PHASE

Our experts will offer their perspectives on how they've coped with, adjusted, and recovered in past down cycles in order to return to profitability and success.

You will learn:

- How to find market niches, add value and create sales.
- How to identify consumer segments to target and motivators.
- What are the right strategies today given the market shifts?

Speakers are:

- **Mollie Carmichael**, Sr. VP, John Burns Real Estate Consulting
- **Melinda Masson**, President and CEO, Merit Companies
- **Carina Hathaway**, Vice President Marketing, Brookfield Southland
- **Randy Jackson**, President of The Planning Center

Moderated by:

John Martin, Principal of Marin and Assoc. former VP of real estate of the Valencia Company

SMC LAV
909-396-9993

reservations can be emailed to vsolorzano@biasc.org
www.smclav.com

WEDNESDAY, MAY 14th
SKIRBALL CENTER

2701 N Sepulveda Blvd,
Los Angeles, CA 90049

Cost:

\$65 Members
\$75 Non-members

5:30pm – 7:00pm
Cocktails and Networking

7:00pm
Take your seats

7:15pm
Program

8:00pm
Q&A





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Skirball Center
2701 N. Sepulveda Blvd. Los Angeles, 90049
Wednesday, May 14th

REGISTRATION FORM

SMC LAV Members: \$65

Non-Members: \$75

Deadline to register Friday, May 9th.

Name: _____ Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Card type: Visa Master Card AMEX

Credit card #: _____ Exp. Date: _____

For reservations fax to (909) 860-9170 or email vsolorzano@biasc.org.

Make checks payable to SMC LAV, 1330 S. Valley Vista Drive, Diamond Bar, CA 91765

For more information call SMC LAV at (909) 396-9993

Payment is due with registration and is non-refundable.

Additional \$10 charge for late registrations and walk-ins.