

The SMC Invites You to Their February Program...

Generational Selling

Come and learn from an expert about the 5 generations of Americans:
GI Generation, Silents, Boomers, Gen X (The Busters) and the Millennials

February 15, 2012

8:15 a.m. Registration/Light Breakfast

8:45 – 9:45 a.m. Program

\$10 SMC Members - \$15 HBA Members - \$20 Non-member

(Non-members must pay at time of registration)

HBA Office

(10104 Old Olive Street Rd., 63141)

Speaker: Andrea Lenzen, MIRM, MCSP, CMP

Senior Move Specialist with INhance IT! Home Staging new division "Moving Forward"



The more you start to realize that "age matters", the more successful you will be in catering to the wants and needs of different generations.

You will learn how your marketing approach should be customized based on the age group you are targeting and how to grab their attention, by using messages that resonate with them.

Presenting Sponsors: Gershman Mortgage Company and Wells Fargo Home Mortgage

Fax an HBA Program Reservation Form to 314-432-7185

or register online at www.stlhba.com/events.

Questions? Contact Jaime Weyrauch at 314-994-7700 x133 or WeyrauchJ@hbastl.com

NOTE: Cancellations must be made at least three business days in advance. No-Shows will be responsible for payment. Last-minute cancellations due to inclement weather can be heard by calling the HBA's voicemail system at 314-994-7700.

