

Guidelines for Marketing Session Preparation Completion & Submission of Marketing Packages

Attendees for the “Marketing Session” having properties that they want to present and to be “formally” moderated need to **upload their properties** electronically into the **Marketing Session Database**. Please note that this is ***different from previous years***. It is not a fillable pdf but rather an online form that permits you to directly input your information. This form will also automatically assign you a marketing session number and will be used to create the marketing session property book PDF.

To Enter Packages for the Marketing Session, go to the following link: https://www.secounselors.com/cgi-bin/sec_portal.cgi. Enter your email address and click “Continue” When you get to the next page, enter your contact information and click Continue. You will now be directed back to your personal page area. From that page, you may enter, edit or delete packages. Just follow the instructions provided.

Marketing Agenda

Below listed are the various “marketing segments” at which attendees may present their cash or property.

In order to assist you as to what “marketing segment” you may wish to have your property package presented and moderated, the marketing segments are noted below:

CASH: For clients having “cash” looking to acquire a property “the completion of the marketing form is optional.”

Property Presentations to be Moderated:

Below are the various segment for “formal” moderated property package presentations; preview the “topical marketing segments” and at the opening of the marketing session, you will be requested to register with the “meeting managers” the property you may want to have moderated, and “in which marketing segment.” The marketing segments are noted below:

Marketing Segments: (all of these segments will be moderated)

CASH FLOW – “Income Producing” property having a 9% or better cap rate (the property package must be submitted in advance and in the marketing book)

4 STAR PROPERTY PRESENTATIONS: (These “must” be exclusive listings; the property “must be in the marketing book;” the client needs to have been counseled; you need an “overhead transparency” of the property and you need to have available a “full” back up property data package.

RAPID ACTION – Highest Meeting Priority Presentation:

For attendees who have a “Priority Property Package” that you want “action” on at the marketing session. NOTE: This property needs to be submitted in advance and in the marketing book.

GENERAL PACKAGE: Any general property presentation that is not a match for any of the “special” property type offerings. This package needs to be submitted in advance on the “package submission form.”

PROPERTIES WITH SUBSTANTIAL PROFIT OR OPPORTUNITY: This for a property that is “submitted in advance for the marketing book and had a “significant profit or upside opportunity”

HAVE/WANT – “Quick Pitches” – These will be “2” minutes “quick Pitches” and can be either for packages that have been submitted in advance – and in the book, or not in the book.