

# “Real Estate Video Made Easy and Profitable”

3 Clock Hours

## an IBA Clock Hour Event!

### Course Description

This course will teach the student to shoot, produce and edit an online marketing video. Shooting tips, equipment list, and tricks of the trade will be discussed. This course also covers how to launch a successful online marketing campaign and how to use analytics to track progress.

### **Instructor: Dan Erickson**

#### **IBA Member and President and Founder of TOWN & COUNTRY and Red Top Marketing**

Dan's real estate career began in 2000. After purchasing a failing Coldwell Banker franchise in 2002 and turning it into the largest real estate brokerage on the Olympic Peninsula, Dan set his sights on a new venture in 2012 when he opened TOWN & COUNTRY.

Dan built the brokerage around a strategic plan he developed to incorporate video production as the primary differentiator for his new business model. As of 2017, TOWN & COUNTRY has reestablished itself as the fastest growing company in the region.

Dan founded Red Top Marketing in 2017 with a goal to provide an education platform and systems to Brokers and Brokerages who wish to grow their business by way of Video Marketing.

**When:** Tuesday, October 17th, 2017, from 10AM to 1PM

**Where:** UW Center for Urban Horticulture  
3501 NE 41st St, Seattle 98105  
<https://botanicgardens.uw.edu/center-for-urban-horticulture/>  
Free parking



**Lunch and Snacks: Provided**

**Register at:** [www.NWIBA.com](http://www.NWIBA.com)

**IBA Sbusidized Cost:**

\$15 for NWIBA Members & their Office Agents

\$25 for Non-Member Independent Brokerage Owners

**This course is being hosted and facilitated by NWIBA.**

**For more information, contact:**

**Robert Wasser, NWIBA President, 425-260-4583**



[www.nwiba.com](http://www.nwiba.com)