



HOME BUILDERS ASSOCIATION OF CONNECTICUT
SALES & MARKETING COUNCIL WORKSHOP

MIKE LYON

**Converting Browsers to Buyers: Proven Strategies
for Selling Homes Online**



- ◆ Learn about the online sales process
- ◆ Discover ways to engage leads quickly and effectively online
- ◆ Maximize your lead capture rate by setting appointments from your website
 - ◆ Attract and capture qualified traffic
- ◆ Implement a plan to meet and beat your sales goals.

Sponsored by

MetLife
MetLife Home Loans
a Division of MetLife Bank, N.A.

Lyon has presented at IBS for the last 3 years, along with the Myers Barnes New Home Sales University, and HBA's across the country.

Thursday October 14, 2010

Two sessions – pick the one that fits your schedule:

8:30 – 11:30 am at Rings End Lumber Education Center, Stratford

2 – 5 pm at Guest Center & Retreat, Chester

(coffee, tea & light refreshments will be provided at each session)

\$25 for SMC members, \$35 HBA members, \$50 non-members



MetLife Home Loans and the Home Builder's Association, as well as any other above mentioned entities are not affiliated. Mike Lyon is not affiliated with MetLife Home Loans. The opinions discussed during the presentation are not representative of the practices and policies of MetLife Home Loans. Mike Lyon compensation and expenses are paid for by MetLife Home Loans. No event attendee is under any obligation to refer business for any reason to MetLife Home Loans. All loans subject to approval. Certain conditions and fees apply. Mortgage financing provided by MetLife Home Loans, a division of MetLife Bank, N.A. Equal Housing Lender.

**Many thanks to our sponsors:
Chip Poehnert, MetLife Home Loans, Ring's End Lumber,
JimFuhrman.com**

Number attending: Morning session: _____ Afternoon session: _____
(light refreshments will be served at both sessions)

Please fill out this form and fax to HBA of CT, 860-206-8954 or call the office 860-216-5858 with your registration & payment information. **Deadline is Friday, October 8, 2010.**

Name: _____ phone: _____

Company: _____

e-mail: _____

Other attendees:

**Cost to attend this workshop: \$25 for SMC members, \$35 for HBA members, \$50 for non-members
Please pre-pay by check or credit card. Please make checks payable to HBA of CT.**

Cancellations after 10/13/2010 can not be refunded or credited to other events. No Shows will be billed

To pay by credit card: MasterCard Visa

Card No.: _____ - _____ - _____ - _____ Exp. Date: ____/____ Amount: \$ _____

Name on Card: _____ Tel. #: _____

Address associated with card _____ ZIP Code _____

____ Member of Sales & Marketing Council Member of ____ BAEC ____ HBRA of Fairfield Cty
____ HBA of Hartford Cty ____ HBA of New Haven Cty ____ HBA of NW CT

**Home Builders Association of Connecticut
3 Regency Drive, Suite 204
Bloomfield CT, 06002
Ph: 860-216-5858, Fax: 860-206-8954**

For directions:

Rings End Lumber Education Center, 160 Avon Street, Stratford, CT: http://www.ringsend.com/_stratford.php
Guest House Retreat, 318 W. Main Street, Chester, CT: <http://guesthousecenter.org/page/4441-Location>