

Diversity Marketing on the Internet

Presented by ORRA's Market Diversity Subcommittee

Supported by the NAR Diversity Initiative Grant

Cruisin' for Diversity

Attend this **FREE** class and learn how to track visitors to your sites and how to connect with diverse groups and use banners to create an inclusive web site and **generate an additional profit center.**

Use of the Internet illustrates, through examples, how to build a diverse web page and welcome people from other cultures to the site.

Key objectives of this course include:

- Creating a diversity friendly website
- Utilizing demographic research provided by the Census Bureau to increase sales
- How search engine indexers can effectively increase the number of visits your site gets
- How translation engines can help interact with those of different nationalities
- Identifying protected classes under federal laws
- Federal penalties for those found in violation of the Fair Housing Act
- Predatory lending practices
- Predatory insurance practices



Upcoming Class Date

Wednesday, October 10, 2012

9:00 a.m. – 1:00 p.m. (check-in begins at 8:30 a.m.)

Orlando Regional REALTOR® Association

Instructor



Charles S. Bonamer, CRB, ITI, GRI

Chuck Bonamer is the president of TRANS-EQUITY, Inc., REALTORS® and has been a managing broker for over 30 years. His brokerage firm renders litigation support and lecture services to the brokerage and law industries. He was awarded the Top

Instructor Award for At Home With Diversity by NAR and REALTOR® of the Year by the Venice Board. He has authored many GRI courses for several states and his RE Brokerage Management Policy Manual is used by many brokerages throughout Florida.

Registration

ORRA Members: FREE | Non-ORRA Members: \$ 15

On-Site: Registration Fee + \$15

Business casual attire requested for education classes.

Registration options and policies on reverse

4 CE Credits

Register today!

1. Visit **www.orrealtor.com**, log into "Members Only" and click on "Register for Classes"
2. **Phone** 407.513.7268
3. **Fax** 407.513.9120
4. **E-mail** education@orrealtor.com
5. **Mail** ORRA Education
P.O. Box 609400
Orlando, FL 32860-9400

ORRA Course Registration Policies

Location: ORLANDO REGIONAL REALTOR® ASSOCIATION, 1330 Lee Road, Orlando, FL 32810 (unless otherwise noted on the front of this form)

Cancellations/No-Shows: \$25 fee if canceled within 3 days of course date or for no shows.

Refunds/Cancellation Notice Requests: Please contact us via one of the following methods:
Fax: 407.513.9120 Phone: 407.513.7268 E-mail: education@orrealtor.com

Attendance: To receive CE credits for any Continuing Education course, participants must:

1. Be physically present for the entire program from beginning to end;
2. Sign any/all morning or afternoon attendance sheets; and
3. Refrain from using cell phone and laptop except during designated break times.

Registration Form

Register me for the **Diversity Marketing on the Internet** class on:

March 9, 2012 from 9:00 am to 1:00pm

October 10, 2012 from 9:00 am to 1:00 pm

Attendee Name

Member Number Phone () -

E-mail

Course Fee: ORRA Member – FREE
(ORRA REALTOR® and Affiliate members only)

Non-ORRA Member - \$15
(REALTOR® and Affiliate members of other REALTOR® associations and licensed salespersons of ORRA Broker members)

ORRA Member On-Site – \$15

Non-ORRA Member On-Site – \$30

Payment Method:

Check # (Payable to ORRA) Broker Account (ORRA members only. Broker approval required.)

VISA MasterCard American Express Discover

Credit card # Expiration /

Credit card charge signature OR broker signature for broker approved account charge _____

Initial _____ I agree to the terms of the cancellation and attendance policy referenced above.

Special disabilities accommodated with advance notice. Courses NOT open to the public unless otherwise noted.