



# Stop Recruiting...Start Attracting!

COUNCIL OF REAL ESTATE  
BROKERAGE MANAGERS  
NORTHERN CALIFORNIA CHAPTER

FALL 2009  
CRB LUNCHEON

REALTOR® Cliff Perotti is the President/CEO of The Perotti Group, a full service brokerage with offices in Marin, Sonoma and Portland, as well as the Founder of Cliff Perotti Seminars, an international consulting, coaching and training company serving the real estate community. Cliff has over 24 years of experience in real estate brokerage, training and leadership development. Working with both independent offices and corporate franchises has given him a wide range of experience in the real estate industry. Cliff has been active in teaching and training for 16 years and is a Master Instructor for the CRB Council. He has authored several magazine articles and books, including "The Real Estate Entrepreneur, How to Launch and Grow a Real Estate Brokerage."

*Effective recruiting begins with creating a congruent environment and leadership style. It's more than a numbers game or another "to do" item, it's an opportunity to infuse your company with renewed enthusiasm and momentum. In this 90 minute presentation, you'll get guidance, methodology and personal development framework necessary to create an office that attracts agents.*



**Cliff Perotti CRB, GRI,  
EPro, SRES  
Speaker/CRB Trainer**

For more information  
call Joe Banuat at:  
**707-333-6837**

*Checks must be received  
by September 12, 2009  
or cost for luncheon will  
be \$30 if paid at the door.*

*We will be serving a Pasta Buffet Luncheon*

Cost is **\$25** per person

**DOOR OPENS AT 11:15 AM**

*There is limited seating - Please make check out to:*

**Northern California CRB Chapter**

**Mail check along with your name(s) to:**

**Joseph Banuat CRB, CRS**

**C/O Coldwell Banker Solano Pacific**

**900 First Street, Benicia, CA 94510**

**When:**

**Wednesday,  
September 16, 2009**

**Where:**

**Concord Holiday Inn**

**1050 Burnett Avenue**

**Concord CA 94520**

**Call: 925-687-5500**

**From:**

**11:30 AM to 2:45 PM**

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