



The S.E.C. Education Foundation

Proudly presents:

“Tough Questions in Tough Times = Closed Transactions”

Brandon Sanders, S.E.C. & Wes Dingler, S.E.C.

Sunday, March 18, 2012

Brandon Sanders, S.E.C., CCIM

Brandon is a San Angelo, Texas native and graduate of Baylor University. He has been working in commercial real estate since 2003 and holds the CCIM designation with affiliation through the North and Central Texas CCIM Chapters. His expertise include all areas of commercial brokerage, leasing, 1031 exchanges, problem solving/value added opportunity, commercial property management, and counseling. He is an approved Instructor for the State of Texas and is currently drafting multiple education courses. He is the 2012 Production Chairperson for the Society.

Wes Dingler, S.E.C.

Wes is based in Tyler, Texas, and is an active member of the Society of Exchange Counselors. Wes served as the 2010 Production Chairperson for the Society. He is a skilled moderator and has assisted Jim in presenting Jim Brondino's course, "Methods of Moderating and Marketing." Wes serves on the Executive Committee of the Society as the 2nd Vice President for 2012.

Hotel & Travel Information

The Historic Menger Hotel

204 Alamo Plaza
San Antonio, TX 78205

The special room rate for meeting attendees is \$119.00 single or double. Contact the hotel at (210) 223-4361 or (800) 345-9285 to make your reservations. The fax number for guests is (210) 228-0022. **Make your hotel reservations early; we have a limited number of rooms available. The cut off day for reservations is February 25, 2012.** Airport Transportation: Cabs are about \$25 to \$30 each way. SA Trans Express, (210) 281-9900, is \$19 one way or \$34 round trip – no reservations required. Just buy your ticket at their booth in the baggage claim area. Visit www.historicmenger.com to learn about the hotel, and visit www.sanantoniocvb.com to learn about San Antonio. If you need a rental car, call AVIS, (800) 331-1600 and give our AWD# D833386 for special rates.

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9:00 a.m. to 4:00 p.m.

Topics Include:

Counseling ideas and techniques that will allow you to more professionally understand your clients' motivations and assist them to maximize their benefits and accomplish their goals.

- **Counseling Definitions, Process, Role, Benefits**
- **Why Counsel?**
- **Components of Attitude**
- **Enhance/Environment**
- **Cornerstone/Interview**
- **Listening & Role Play**
- **Equity Marketing**

COST: \$89.00

Education Only: You must register online!

Visit www.secounselors.com and click the **Education Only** menu tab to register for “*Tough Questions in Tough Times = Closed Transactions.*” You may pay for the course online with your credit card or by mailing your check in advance to the S.E.C. Office address below.

Meeting Attendees: Online Registration

Visit www.secounselors.com and register for *Tough Questions in Tough Times = Closed Transactions*” when you register for the marketing session, or you can add the course after you have registered for the meeting.

SOCIETY OF EXCHANGE COUNSELORS

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