



**S.E.C. Education Foundation**

*proudly presents:*

**Exchange Magic**

**Gary Vandenberg, S.E.C., ALC, CCIM**

*(Exchange Magic qualifies as a Core Course for S.E.C. Counseling)*



**Sunday  
1/17/2021  
Austin, TX  
8:00 – 5:00**

Gary Vandenberg, S.E.C., ALC, CCIM, obtained his B.A. in Economics and Political Science in 1973. A year of law school, with classes in real estate and contract law, inspired him to pursue a real estate career.

He twice served as Michigan Realtors' Land Institute President, was twice Michigan RLI Marketer of the Year and sat on the RLI National Executive Council. He is a member of the National Council of Exchangers.

Mr. Vandenberg is an active member of the Society of Exchange Counselors, serving as President in 2013. He twice won the SEC's Clifford Weaver Award for the most creative real estate transaction of the year. He was named the Society's Counselor of the Year in 2017, and in 2018 he received the SEC's Jack Hunt Award for Excellence in Education. Gary is a CCIM (Certified Commercial Investment Member) and an ALC (Accredited Land Consultant). Gary represents clients with properties around the country. He has personally had real estate investments in seventeen states.

**This course will cover the three parts to successful exchanging: Pre-counseling, Marketing, and Closing after the Marketing. Mr. Vandenberg will provide proven techniques and real life examples to help you successfully close transactions that were initiated as a result of your marketing session efforts.**

**Topics Include:**

- Why and How People make Decisions
- How to Educate Your Clients
- What is a *Fair Exchange*?
- Exchange Marketing Sessions are an Exchangor's Multiple Listing System
- The Requirements for Success at a Marketing Session
- How to Prepare Marketing Materials that Generate Interest
- How to Present Offers to Your Client
- How to Work Out the Details of Closing
- And much more!

**Cost: \$99.00** You must register online! Registration is open to everyone and does not require an invitation or a real estate license. Visit [www.secounselors.com](http://www.secounselors.com) and click the Education Only menu tab to register, or add the class to your meeting registration if you are attending the S.E.C. Meeting.

**Renaissance Austin Hotel • 9721 Arboretum Blvd. • Austin, TX • 78759**

**Click this link for your Hotel Reservations** or call (512) 343-2626.

**Hotel Reservation Cut Off Date: December 26, 2020.** The rate is \$119 single/double. The hotel provides complimentary self-parking, complimentary Internet in the sleeping rooms to all Marriott Reward members, access to the fitness center, and a complimentary shuttle within a five-mile radius of the hotel.



The Austin-Bergstrom International Airport (AUS) is 18 miles northwest of the hotel, phone (512) 530-2242. The hotel does not provide an airport shuttle. Super Shuttle is approximately \$20 one way, phone (800) 258-3826, and a taxi is approximately \$45 one way. Visit the Austin Convention & Visitor's Bureau for information about the area.