

Marketing and Selling for Real Estate and Property Professionals

Sales and Marketing

Course Overview

Marketing and Selling for Real Estate and Property Professionals: a 5-day professional training course from LTC Consultants, delivered in-classroom across...

What You Will Achieve

- Explain the core principles and current good practice in Marketing and Selling for Real Estate and Property Professionals
- Apply practical tools and techniques for Marketing and Selling for Real Estate and Property Professionals in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Marketing and Selling for Real Estate and Property Professionals in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Setting the scene: Marketing and Selling for Real Estate and Property Professionals in today's organisation
2. Key concepts and the language of Marketing and Selling for Real Estate and Property Professionals
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Marketing and Selling for Real Estate and Property Professionals with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
12 to 16 Oct 2026	Cape Town	\$1,650
19 to 23 Oct 2026	Lusaka	\$1,395
26 to 30 Oct 2026	Maputo	\$1,395

2 to 6 Nov 2026	Johannesburg	\$1,395
9 to 13 Nov 2026	Nairobi	\$1,650
16 to 20 Nov 2026	Kampala	\$1,395
23 to 27 Nov 2026	Durban	\$1,650
30 Nov to 4 Dec 2026	Accra	\$1,650

LTC Consultants

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.