
RICK KURTZ RESOURCE DYNAMICS

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Founder / CEO at Resource Dynamics

1986 - Present

Founder / CEO

Resource Dynamics

Rick Kurtz



Free Workshop Helps Real E...



Customer Relationship Man...



Real Estate Trainer and Moti...



Projected California Real Est...

The Importance of a Strong Internet Presence for Realtors

Rick Kurtz, founder and CEO of Resource Dynamics, works with real estate professionals to help them achieve success. Through the specialized seminars and workshops offered by Resource Dynamics, he shares his expertise with others in his field. To date, Rick Kurtz has produced and promoted over 2,000 seminars that touch on a wide variety of real estate topics, including internet presence. Nowadays, having an effective internet presence is important for a realtor. This may involve several different facets, such as an official business website, a [Facebook](#) page, and online listings. Since many people prefer to search for properties online, having a site with an easy user interface and intuitive navigation is key. Also, it is good to make it easy for potential customers to request additional information on a property that interests them; consider setting up an online form so that users can do so quickly and easily. Then, make sure to follow up with prospective buys promptly.

Summary

Rick Kurtz founded Resource Dynamics, a real estate training company, in 1986. Since then, he has turned Resource Dynamics into North America's number one training and seminar promotion company by developing his real estate productivity-training symposiums, seminars, and workshops. Mr. Kurtz has run and promoted more than 2,000 seminars reaching more than half a million realtors. He has worked with guru giants such as Zig Ziglar and Brian Tracey, and real estate legends like David Knox and Barb Schwarz. There is no other company that has represented more real estate experts than Mr. Kurtz. Over his 26-year career in the industry, Rick Kurtz's mission has always been to make the latest, most innovative information available to every agent who seeks improvement. He co-founded and became president of the real estate training industry's first publicly traded company. By drawing on his years of experience, a deal with Dearborn Publishing, the nation's leading publisher of real estate education products, helped propel the publicly held company to success. Agreements with notable North American real estate organizations including Re/Max, Century 21, Coldwell Banker, ERA, GMAC Better Homes & Gardens, and Prudential were key components in the success of the company, and due in large part to Mr. Kurtz's leadership and experience. Currently, Rick Kurtz of Resource Dynamics consults with a large portion of the biggest real estate organizations in North America. His experience and expertise helps these organizations develop strategic marketing plans, high-level corporate strategies, and effective sales tactics. Rick Kurtz is based out of Orange County, California, where he lives with his wife and three children.

