

**State Bar of Michigan
Real Property Law Section**

Practice Development Institute

This comprehensive program is designed for early- and mid-level real estate lawyers seeking to develop and enhance their practice development skills across a wide array of essential topics. Real estate law is a highly competitive field, and lawyers must continuously refine both their client management techniques and marketing strategies to succeed. This program will cover critical areas such as:

- Handling phone inquiries, active listening, and managing client expectations to ensure successful relationships.
- Strategies for asking for a retainer, seeking referrals, and presenting advice in a way that builds trust and confidence.
- Cross-selling additional legal services within a firm and understanding how to transfer clients or delegate work to optimize firm resources and ensure high-quality service.
- Effective client communication, including how to court and meet prospective clients, manage accounts exceeding estimates, and create rapport that fosters long-term relationships.
- Handling client complaints, with techniques for resolving conflicts and maintaining client satisfaction.
- Giving presentations, creating impactful print materials and engaging in media relations to raise your profile in the market.
- Building a specialty practice and leveraging time management to maximize efficiency and client service.
- Getting involved in real estate and other professional organizations, evaluating marketing efforts, and refining online presence and social media strategies to attract and retain clients.

Whether you're looking to improve client interaction or enhance your firm's overall marketing strategy, this program will provide valuable insights and actionable takeaways for sustained growth in your real estate practice.

Register & Save!

Register for all four programs individually—or register for the **Package and SAVE!**

Package Special:

Register by **January 18th** and receive all four programs for just **\$125!**

That's a \$25 savings—or one FREE Virtual Program!

Must be a Real Property Law Section member to receive the package rate.

Not a member? Become a member and SAVE!

“Virtual” Program (open to all State Bar members):

Thursday, January 21, 2027

3-4:30 p.m.

Topic: Client Engagement

Speakers: Tom Kabel, Butzel and John Gaber, Williams Williams Rattner & Plunkett

Registration Fees:

Section Members: \$25 Non-Section Members: \$45

“Virtual” Program (open to all State Bar members):

Thursday, February 18, 2027

3-4:30 p.m.

Topic: Client Management and Relations

Speakers: Ben Aloia, Aloia & Associates and George Holton, Miller Canfield

Registration Fees:

Section Members: \$25 Non-Section Members: \$45

“Virtual” Program (open to all State Bar members):

Thursday, March 18, 2027

3-4:30 p.m.

Topic: Time and Financial Management

Speakers: Milo Madole, Cousino Law and Melissa Papke, Varnum

Registration Fees:

Section Members: \$25 Non-Section Members: \$45

“In-Person” Program (RPLS Members only):

Michigan State University - Management Education Center, Troy

Thursday, May 20, 2027

2:30-4:30 p.m.

Happy Hour: 4:30-5:30 p.m.

Topic: Client Development

Speakers: Kelly Allen, Adkison, Need, Allen, & Rentrop, Kevin Hirzel, Hirzel Law, Sam Kilberg, Dykema and Mark Krynski, Taft law

Registration Fees:

Section Members: \$75 (RPLS Members only)

Become a Member & SAVE! \$65/year