

Date: Tues 11 /15 @ 7

1:00 – 2:45 **Open Houses** (Multimedia Format)

Why do them; who benefits; the odds of success – understanding the common denominator in all property marketing

- Strategically targeting and creating open house opportunities
- Objective: *Again, connect and continue...*
- Preparation
- Set-up
- What to do...
- What to say...
- The magic of the *dialog process*
- *The secret tool!*

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7 3:00 – 4:00 **Counseling the Buyer**

- Defining your working relationship
- Forms needed early on
- Discussion of the buying process
- Review of basic ‘qualifying’ for both financial and ‘selection criteria’
- Transactional needs versus emotional needs
- The magic of the word ‘tradeoffs’ – getting inside the buyers decision-making process
- Keys to building the relationship
- Buyer loyalty with or without a Buyer / Broker Agreement

Date: Wed 11 /16 @ 9 – 12

Residential Listing Contract and Forms

Zipform Libraries

- RLSIR Forms
- AAR Forms
- ARMLS Forms
- Zipform Templates
- Review of most all adjunct forms needed when taking a listing
- Review of the Listing Contract
- Managing commission structures

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7 1:00 – 4:00 **Residential Purchase Contract**

- Discussion of various kinds of Agency
- Review of most all adjunct forms
- Review of the Purchase Contract
- Specific verbiage for ‘filling in the blanks’
- Paraphrasing what each paragraph says
- Discussion of the sales process
- Risk management strategies for you and your client
- How to anticipate & manage problems before they happen
- Critical discussion of the Inspection Period and process for removing contingencies
- Presentation strategies

Date: Thurs 11/17 @ 9 – 10

Simulated Property Search & Comp

Class exercise identifying a property, based on given criteria, finding comps, analysis, discussion of an offering price within the ‘trading range’ & identifying all the purchase contract with all needed adjunct forms.

Homework: Write the contract & email to Mike

Date: Thurs 11/17

@ Perimeter 10:15 – 12:00 **Negotiating**

Review of strategies for ‘connecting and continuing’
Negotiation Research:

- What gets negotiated
- Using ‘categories of interaction’
- Researched phrases that influence
- Practical strategies
- Dealing with difficult people
- Win-win negotiations

Review of the “10 Things to Do to Guarantee Your Success”

[Click here to register for series](#)

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