



Grow your business by strengthening the value you bring to the buyer!

This two-day ABR course provides an in-depth look into building your business by managing the process from the buyer counseling session through the close of escrow. Learn how to explain your value/worth to your clients and customers, effectively set expectations with the buyer client, waste less time and effectively use the buyer counseling session to gain commitment and loyalty.

2 DAY CLASS FOCUS:

- Gain control of the process by setting expectations upfront.
- Identify unmotivated, unqualified and other problem buyers through the buyer counseling session.
- Turn difficult discussions into opportunities to add value.
- Show how the READE form serves the buyer's interests.
- Increase your negotiating skills to help the buyer get the house and terms they want.
- Avoid ethical and legal pitfalls by implementing best practices.

You will leave this class knowing how to articulate your value, increase your service level and gain buyer loyalty.

December 11-12

9:00am - 4:30pm

Registration begins at 8:30am

LOCATION

Scottsdale Area Association of REALTORS® (4221 N. Scottsdale Road)

C/E: 9 Agency / 3 Disclosure

PRICE: \$179.00 (thru Dec 5)
\$189 (after Dec 5 and at-door, if space available)

REGISTER:

www.regonline.com/ABR2014

INSTRUCTOR:



Holly Mabery
ABR, GRI, RSPS, SRS

Holly has been an active REALTOR® for over 13 years. Her experience in numerous buyer transactions will bring real experience to the classroom.

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REALTOR® SUCCESS.**

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