



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

Take 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 through **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.

Aug 27-28

9:00am - 5:00pm (check in: 8:30)

Association classroom locations

AAR (Phoenix)
Lake Havasu
Santa Cruz County
Southeast Arizona
Yuma

C/E: 9 Agency / 3 Disclosure

PRICE: \$179.00

REGISTER: www.regonline.com/ABR2014

INSTRUCTOR:



Evan Fuchs,
ABR, CRS, GRI, SRS,
ePRO

Evan is an active practitioner with 17 years experience in real estate, who shares real world solutions that you can immediately put to work in your daily real estate practices.



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