



## ***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.***



### **INSTRUCTOR**

**Mandy Neat** is an active REALTOR® with WeMAR and is passionate about making a difference in the real estate industry.

**March 20-21, 2019**

**9AM-4PM**

Registration begins at 8:30AM

### **LOCATION**

Phoenix Association of  
REALTORS®

5033 N 19th Ave., Phoenix

### **CE**

9 Agency / 3 Disclosure  
CE Provided by AAR

### **PRICE**

\$159 by 3/14

\$179 at door

No Refunds issued after 3/10

Register by March 14

<http://bit.ly/2S1bhzc>



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