



***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.***



This class is sponsored by the Lake Havasu Association of REALTORS®. C/E Provided by AAR

**April 20-21, 2016**

**8:30am - 4:30pm**

**Registration begins at 8:00am**

**LOCATION**

**LAKE HAVASU ASSOCIATION OF REALTORS®**

2293 Swanson Ave.  
Lake Havasu City, AZ 86403

**C/E:** 9 Agency / 3 Disclosure

**PRICE:** \$159, \$169 at-door  
Lunch Included.

**REGISTER by April 15:**

**[www.aaronline.com/event/e/ABRApril](http://www.aaronline.com/event/e/ABRApril)**

No refunds issued after 4/13/2016

**INSTRUCTOR:**

**HOLLY MABERY**



Holly has spent over 13 years in real estate, serving Northern Arizona. Holly brings practical experience to the classroom.

**REAL SOLUTIONS.  
REALTOR® SUCCESS.**

FIND MORE GREAT PROGRAMS ONLINE **[www.aaronline.com](http://www.aaronline.com)**  
OR CALL: 800-426-7274 TOLL-FREE

<https://plus.google.com/+Aaronline>  
<https://twitter.com/aarsuccess>

<https://www.youtube.com/user/azrealtors>  
[https://www.flickr.com/photos/aar\\_eventrewind](https://www.flickr.com/photos/aar_eventrewind)



**ARIZONA**  
association of  
**REALTORS®**



EQUAL HOUSING  
OPPORTUNITY



REALTOR®