

WHY REINVENT THE WHEEL?



New Agent Training Program Now Available at ECAR!

- Convenient
- Effective
- Cost Efficient
- Respected Educator

2012 SCHEDULE

Let your Eastern Connecticut Association of Realtors® be the source for **New Agent Training!**

Complement your company specific training programs with FIRE and get:

- Course facilitated by Fred Southwell.
- Spaced Learning—Three days over three weeks in a professional setting.
- Three days of instruction from 9:00 A.M. – 4:00 P.M.
- Hands-on Learning. Every aspect of “**Getting Started**” covered.
- Proper completion and use of ECAR forms is covered. See details on reverse.

Your Investment: **FREE** if you attend a course offered within one year from the date that you joined ECAR or only \$195.00 for other members.

All classes are held at ECAR, 106 Route 32, North Franklin, CT 06254 from 9:00 A.M. to 4:00 P.M.

Sign me up for the **2012 FOUNDATIONS IN REAL ESTATE** class checked below.

<input type="checkbox"/>	July 11 th , 18 th , and 25 th	<input type="checkbox"/>	October 3 rd , 10 th , and 17 th
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_____ I am a new member and am attending a course offered within one year of my joining ECAR.

_____ I am not a new member. My check for \$195.00, payable to ECAR, is enclosed.

Name: _____ Company: _____

Phone: _____ Email: _____

Return this form to ECAR by mail to ECAR, P.O. Box 58, Yantic, CT 06389

FIRE
FOUNDATIONS IN REAL ESTATE
TOPIC OUTLINE

Getting Ready to Do Business

- Establishing Goals
- Time Management
- Accounting and Tax Considerations
- Learning Styles and Effective Communication
- Connecticut Agency Law and Practices

Identifying Sources of Business

- Prospecting
- Sphere of Influence
- Geographic Farming
- Target Farming
- FSBO's
- Expired
- Advertising
- Door Knocking
- Warm Calling
- Open Houses
- Floor Duty
- Referrals

The Buyer Consultation

- Creating Your Buyer Presentation
- Agency Disclosure**
- Assessing the Consumer's Expectations
- Assessing the Consumer's Needs
- The Buyer Representation Agreement**
- The Buying Process
- Financing the Transaction
- Demonstrating Value
- Selecting and Showing Property
- Town Hall Research
- Completing a CMA
- The Purchase Offer**
- Presenting the Offer

The Listing Presentation

- Creating Your Listing Presentation
- Setting Appointments
- Preliminary Visit
- Town Hall Research
- Elements of a Competitive Market Analysis
- Pricing
- Overcoming Objections
- The Property Disclosure Form**
- The Selling Process
- The Listing Agreement**

Servicing the Listing

- MLS Input Forms**
- Managing Showings
- Ad Writing
- Creating a Marketing Plan
- Broker Open Houses
- Public Open Houses
- Providing Feedback

Preparing for and Conducting Open Houses

Negotiating "Win Win" Outcomes

Managing the Transaction

- Tracking of Contingency Dates
- Inspections
- Renegotiating
- Pre closing Activities
- The Closing
- Post Closing

Diversity in the Marketplace

Professional Courtesy

Association Membership

- National Association of Realtors®
- Connecticut Association of Realtors®
- Eastern Connecticut Association of Realtors®
- Benefits
- Obligations
- Opportunities

Future Education Requirements and Opportunities

- Continuing Education
- Designations
 - GRI
 - CRS
 - ABR
 - Other

Follow Up Activity Planner

Created by
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